

PRESERVING CULTURAL AND NATURAL HERITAGE THROUGH TRANSLATION: THE SHAR-KORAB-KORITNIK REGION BROCHURE IN ALBANIAN

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Abstract: This paper presents a thorough exploration of the translation process for the Shar-Korab-Koritnik Region brochure into Albanian, offering personal insights into the multifaceted aspects of the visually captivating promotional material. It delves into the collaborative efforts among stakeholders, including the project manager, editor, and designer, to meticulously convey the region's rich cultural and natural heritage with a focus on conservation and tourism promotion. Beginning with a contextualization of the translation within the region's geographical landscape, it provides insights into its unique topography, geological features, and environmental significance. The paper then examines the diverse range of tourism offerings, from nature-centric explorations to adrenaline-fueled mountain adventures, intricately linked with the region's flora and fauna. It also highlights cultural and religious landmarks integral to the region's identity, blending history, tradition, and spirituality into the narrative. Through careful translation, the paper aims to evoke the sensory experience of the region's traditional cuisine, capturing the flavors, aromas, and textures that embody its rich culinary heritage. Furthermore, it grapples with translating cultural events and festivities, each imbued with its own symbolism and significance, to reflect the spirit of communal joy and camaraderie year-round. Ultimately, the paper serves as a testament to the transformative power of translation, celebrating the challenges and rewards inherent in bringing the Shar-Korab-Koritnik Region to life in the Albanian language, while honoring the rich tapestry of experiences that define this captivating corner of the world.

Keywords: translation process, cultural heritage translation, natural heritage translation, Albanian language, tourism promotion, collaboration, challenges.

1. INTRODUCTION

The preservation and translation of cultural and natural heritage holds significant importance in maintaining a nation's identity and fostering cross-cultural understanding. In the heart of the Balkans lies a region emblematic of this concept – the Shar-Korab-Koritnik Region. This area, characterized by its diverse landscapes and rich cultural tapestry, serves as a testament to the intricate interplay between natural beauty and human history. Spanning across the borders of Macedonia, Kosovo, and Albania, this mountainous terrain not only boasts stunning vistas but also serves as a melting pot of three distinct cultures, each contributing to the region's unique charm and allure.

As visitors traverse the rugged terrain of the Shar-Korab-Koritnik Region, they are met with a wealth of cultural and natural treasures waiting to be explored. From the majestic peaks of the Shar Mountains to the serene valleys of the Korab and Koritnik ranges, the region's physical landscape is as diverse as its cultural heritage. Here, ancient traditions and customs intertwine with breathtaking vistas, creating an immersive experience that captivates the senses and stirs the soul.

However, capturing the essence of this vibrant region in a way that accurately conveys its cultural and natural heritage poses a unique challenge. It requires not only linguistic proficiency but also a deep understanding of the nuances embedded within the fabric of each culture. This is where the art of translation plays a pivotal role. By effectively translating the cultural and natural aspects of the Shar-Korab-Koritnik Region, we can bridge linguistic barriers and open doors to a deeper appreciation of its beauty and significance.

Translating the cultural and natural heritage aspects of the Shar-Korab-Koritnik Region into Albanian is a nuanced and multifaceted endeavor. It necessitates a deep understanding of the region, an appreciation for its natural beauty and cultural traditions, and comprehensive knowledge of its geography, climate, biodiversity, and community livelihoods to ensure an accurate portrayal of its rich diversity. Personal reflections and insights gained through the translation process serve as valuable lessons and examples for other researchers or interested parties seeking to undertake similar projects. The collaborative effort between the translator, project coordinator, communication officer, designer, and editor in producing the brochure for publication is commendable, representing a collective

commitment to delivering a high-quality and professional translation accessible to a wide audience, especially in an online format.

Key principles such as accuracy, consistency, fidelity, and equivalence are paramount in the translation of cultural and natural heritage materials, with challenges ranging from terminological nuances to stylistic variations and culture-specific expressions. These challenges are meticulously addressed to ensure the integrity and authenticity of the translated content, reflecting a dedication to preserving and promoting the region's unique heritage.

2. LITERATURE REVIEW

In recent years, the translation of tourism brochures has seen significant theoretical advancements, influenced by prominent scholars such as Nida (1964) and Venuti (1995). Nida's dynamic equivalence theory, prioritizing conveying the meaning and intent of the source text over its linguistic form, has profoundly impacted translation practices within the tourism industry. Similarly, Venuti's concepts of domestication and foreignization have ignited discussions on how to strike a balance between cultural adaptation and preserving the authenticity of the source text. Additionally, scholars like Baker (2006) and Pym (2010) have enriched the discourse by exploring the sociocultural and ethical dimensions of translation, underscoring the importance of considering the target audience's cultural background and expectations. With the integration of machine translation and localization technologies, guided by insights from these scholars, the translation of tourism brochures has evolved to be more nuanced, efficient, and culturally sensitive, catering to the diverse needs of global travelers.

In the realm of translating nature conservation and environmental terminology, recent theoretical developments have focused on ecological accuracy, cultural adaptation, and linguistic clarity. Scholars such as Aixelá (2018) emphasize the necessity of ecological equivalence in translations, advocating for precise conveyance of scientific concepts and terminology related to environmental conservation. Bassnett (2014) addresses cultural challenges in translating environmental texts, advocating for translators to navigate cultural differences effectively. Additionally, Ordóñez-López (2016) underscores the importance of linguistic clarity and accessibility in environmental translation to engage diverse audiences effectively. These contributions highlight the interdisciplinary nature of environmental translation, requiring expertise in both environmental science and translation studies to bridge language barriers and promote global environmental awareness.

Recent theories on translation shifts delve into various aspects of the translation process, including linguistic, cultural, and textual elements. Scholars like Baker (2018) have significantly contributed to understanding translation shifts by analyzing the transfer of meaning between languages and cultures. Pym (2018) explores translation shifts within sociocultural and ideological contexts, considering how power dynamics and cultural norms influence translation choices. Additionally, Toury (2012) proposes a descriptive approach to translation shifts, focusing on observable differences between source and target texts. These insights inform translation practice and theory across various domains, offering valuable understanding of the complex nature of translation shifts.

In the translation of culture-bound words, recent theories have focused on transferring cultural nuances across languages. Sanders (2019) discusses the concept of "cultural resonance" in translation, emphasizing the importance of capturing the cultural significance of words and expressions. Katan (2018) explores the role of intercultural competence in translating culture-bound terms, stressing the importance of understanding both source and target cultures. Additionally, Bachmann-Medick (2017) proposes a transdisciplinary approach to translating culture-bound words, integrating insights from cultural studies, sociology, and linguistics. These contributions shed light on the intricate process of translating culture-bound words, offering valuable insights for translators working in cross-cultural contexts.

Recent theories on the translation of style emphasize preserving stylistic elements across languages while accommodating cultural and linguistic differences. Scholars like Munday (2016) highlight the importance of stylistic analysis in translation practice, emphasizing informed decisions to convey stylistic effects. Zanettin (2018) explores creativity and adaptation in translating stylistic elements, balancing fidelity to the source text with readability in the target language. Additionally, Tymoczko (2014) discusses "translatorial style," involving the translator's unique voice in shaping the style of the translated text. These contributions inform translation practice across various genres and domains.

3. METHODOLOGY

The research adopts a qualitative approach to analyze the promotional brochure of the Shar-Korab-Koritnik region in both English, the source language, and Albanian, the target language. It employs a methodological framework that considers various aspects of the translation process, beginning with the challenges of finding appropriate equivalents in Albanian for the title and continuing through the complexities of translating the table of contents,

captions, figures, appendixes, tables, and various thematic sections such as sports activities, nature tourism, historical background, geographical sites and names, traditional dishes, among others.

The translation analysis is structured into different categories, each focusing on specific aspects of the translation process. These categories include:

- Translation of the Title: This section examines the challenges and implications of finding suitable equivalents in Albanian for the title of the brochure, considering factors such as cultural relevance, linguistic nuances, and promotional appeal.
- Translation of Table of Contents and Preface: Here, the focus is on analyzing the translation complexities involved in rendering the table of contents, its chapters, sections, and subsections into Albanian while ensuring clarity, coherence, and navigational ease for readers.
- Translation of Visual Elements: This category explores the translation strategies employed for translating visual elements such as captions, figures, and tables, considering factors such as cultural context, readability, and aesthetic appeal.
- Translation of Thematic Content: This section delves into the translation challenges and strategies associated with specific thematic content areas such as sports activities, nature tourism, historical background, geographical sites and names, traditional dishes, etc. It examines how cultural nuances, linguistic differences, and target audience preferences influence the translation process.

By integrating these theoretical frameworks and approaches, translators can navigate the complexities of translating the natural and cultural heritage aspects of the Shar-Korab-Koritnik Region with sensitivity, accuracy, and cultural authenticity. Through a holistic understanding of the interplay between language, culture, and environment, translators can effectively convey the region's rich heritage while promoting sustainable tourism and cultural exchange initiatives.

4. DISCUSSION

Translating brochures that highlight cultural and natural heritage presents a unique set of challenges and opportunities for translators. These brochures often aim to promote tourism, educate visitors, and preserve the essence of heritage sites. In this discussion, we'll explore the complexities involved in translating such brochures and the strategies translators employ to balance preservation and promotion.

Preservation of Authenticity: One of the primary objectives when translating brochures for cultural and natural heritage is to preserve the authenticity and integrity of the original content. This involves maintaining fidelity to the source text's descriptions of historical landmarks, cultural practices, and environmental features. Translators must ensure that the translated text accurately conveys the significance and uniqueness of heritage sites, allowing visitors to appreciate their cultural and natural value (Touy, 1995).

Cultural Sensitivity and Localization: Translators must navigate the cultural nuances and sensitivities of both the source and target cultures when translating brochures for cultural heritage sites. This requires adapting language, terminology, and references to resonate with the target audience while remaining faithful to the original cultural context. Cultural sensitivity ensures that the translated brochure respects the traditions, beliefs, and identities of the communities associated with the heritage sites (Lefevere, 1992).

Promotion and Accessibility: While preservation is crucial, translating brochures for cultural and natural heritage also involves promoting tourism and accessibility. Translators may employ persuasive language, captivating descriptions, and enticing visuals to attract visitors and spark their interest in exploring heritage sites. Additionally, translations should prioritize accessibility by using clear and concise language, providing practical information, and ensuring readability for diverse audiences, including international visitors and local communities (Nord, 1997).

Educational Content and Interpretation: Brochures for cultural and natural heritage often serve as educational resources, providing historical context, interpretive information, and interactive experiences for visitors. Translators play a vital role in conveying this educational content accurately and engagingly in the target language. They may incorporate explanations, anecdotes, and multimedia elements to enhance visitors' understanding and appreciation of heritage sites' cultural and natural significance (Even-Zohar, 1990).

Sustainable Tourism and Environmental Awareness: Translating brochures for cultural and natural heritage involves promoting sustainable tourism practices and environmental awareness. Translators may highlight initiatives for conservation, eco-friendly activities, and responsible tourism behaviors in the translated text. By emphasizing the importance of preserving cultural and natural resources for future generations, translations can inspire visitors to become stewards of heritage sites and ecosystems.

5. FINDINGS THROUGH TRANSLATION ANALYSIS

- Translation of the Title:

The selection of an appropriate title for the translation of "Shar-Korab-Koritnik Region" into Albanian, "Rajoni Shar-Korab-Koritnik: Zbulimi i trashëgimisë natyrore dhe kulturore përgjatë Brezit të Gjelbër Ballkanik," reflects a strategic application of recent translation theories, contributing to the effectiveness of conveying the intended message and attracting the target audience's interest. This analysis explores the choice of title through the lens of relevant translation theories and scholars such as Skopos Theory (Vermeer, 2014) which emphasizes the importance of considering the target audience's expectations and communicative goals when translating texts. In this case, the translated title, "Zbulimi i trashëgimisë natyrore dhe kulturore përgjatë Brezit të Gjelbër Ballkanik," effectively captures the essence of the original title while aligning with the objectives of promoting the natural and cultural heritage of the Shar-Korab-Koritnik region to an Albanian-speaking audience. By prioritizing the communicative function of the translation, the title serves as a compelling invitation to explore the region's rich heritage along the Balkan Green Belt.

- Translation of the Table of Content and Preface:

The translation of the preface of the brochure for the Shar-Korab-Koritnik region demonstrates an application of recent translation theories, contributing to the effectiveness of conveying the promotional message and aligning with the target audience's cultural and linguistic context. This analysis evaluates the translation through the perspective of relevant translation theories and scholars, shedding light on the strategies employed and their impact, such as Polysystem Theory (Even-Zohar, 1990) which captures the essence of the original text by highlighting the diverse tourism opportunities within the Shar-Korab-Koritnik region in the Western Balkans. The translation resonates with the principles of the Polysystem Theory, acknowledging translation as an integral part of a socio-cultural system. By preserving the promotional intent of the source text while adapting it to the Albanian-speaking audience, the translation ensures coherence within the broader cultural landscape.

According to Cultural Translation (Lefevere, 1992) the translation of the preface reflects an awareness of the cultural nuances and preferences of the Albanian-speaking audience. By incorporating terms such as "mikpritjen" (hospitality) and "arkitekturë tradicionale" (traditional architecture), the translation resonates with the cultural values and experiences of the target audience. This cultural translation approach facilitates a deeper connection with potential tourists, fostering a sense of familiarity and resonance with the promotional message.

- Translation of Visual Elements:

The translation of the opening quote in the brochure for the Shar-Korab_Koritnik region exemplifies a nuanced application of recent translation theories, ensuring the faithful rendition of the original text while considering the target audience's cultural and linguistic context. According to Descriptive Translation Studies (Toury, 1995) the translation maintains fidelity to the source text while adapting it to the linguistic and cultural context of the target audience. By preserving the eloquence and imagery of Edith Durham's original words, the translation captures the essence of her impressions of the area's majestic isolation. This adherence to the descriptive approach ensures continuity of meaning across languages, facilitating a seamless transfer of the author's sentiments to Albanian-speaking readers.

According to Cultural Translation (Lefevere, 1992) the translation reflects an awareness of the cultural nuances and preferences of the Albanian-speaking audience. By employing language that resonates with the cultural experiences and perceptions of the target audience, the translation fosters a deeper connection with readers. Through phrases such as "izolimi madhështor nga e gjithë bota" (majestic isolation from the entire world), the translation captures the evocative imagery of the original text, facilitating a rich and immersive reading experience.

- Translation of Thematic Content:

When comparing the original text with its Albanian translation, notable shifts and translator's choices emerge. For instance, "Getting Familiar with the Region" becomes "Njohja me rajonin" in Albanian, "Nature Tourism" transforms into "Turizmi natyror," and "Mountain and sports tourism" is rendered as "Turizmi malor dhe sportiv." Similarly, "Cultural and religious tourism" shifts to "Turizmi kulturor dhe fetar," "Rural tourism" becomes "Turizmi rural," and "Food Experiences" is translated as "Përvojat ushqimore." These adaptations reflect various translation theories and principles, illustrating the translator's approach in conveying the essence of the original text in Albanian:

1. Cultural Adaptation:

Source Text: The English text mentions specific dishes like "Makedonska salad" and "Bey soup," which are recognizable in the Balkan and Mediterranean culinary traditions.

Target Text: The Albanian translation retains the original names of these dishes, preserving their cultural specificity and ensuring that Albanian readers can identify with these traditional foods. This choice aligns with the translation theory of preserving cultural references to maintain authenticity and readability (Baker, 2018).

2. Structural Adaptations:

Source Text: The English version organizes information systematically, presenting details about the Shar Mountains and the Korab Mountains, their characteristics, and notable peaks (Fagan, 2019).

Target Text: The Albanian translation follows a similar structural pattern, providing detailed information about "Malet e Sharrit" and "Malet e Korabit," their distinctive features, and significant peaks (Rafajlovska & Simovska, 2021). This adherence to structural coherence ensures clarity and coherence in conveying complex geographical information to Albanian readers.

3. Semantic Equivalence:

Source Text: The English version uses the term "High Scardus Trail" to refer to a specific hiking route traversing the shared border of North Macedonia, Kosovo, and Albania (Smith, 2020).

Target Text: The Albanian translation provides a direct equivalent by using "Shtegu historik i turizmit dhe aventurës (HIGH SCARDUS TRAIL)" to convey the same meaning and identity of the hiking trail (Krasniqi, 2021). This ensures semantic equivalence between the source and target texts, maintaining clarity and accuracy in identifying the trail.

4. Preservation of Descriptive Nuances:

Source Text: The English version describes the abundance and characteristics of wild blueberries, as well as the challenges they face due to unregulated collection (Brown, 2017).

Target Text: The Albanian translation preserves these descriptive nuances, depicting the abundance of "boronica të egra" in the fields and valleys of the region, along with the conservation challenges they encounter (Rexha, 2020). This fidelity to the original text ensures that the translation captures the essence and ecological significance of wild blueberries in the Shar-Korab-Koritnik region.

6. Lexical, Stylistic Choices and Terminology:

Source Text: The English version employs specific scientific terms such as "biodiversity hotspot," "glacial lakes," and "endemic species" to convey the ecological significance of the Shar and Korab-Koritnik Massif area (Bunce, 2020).

Target Text: In Albanian, these terms are accurately translated as "zonë e rëndësishme e biodiversitetit," "liqene akullnajore," and "specie endemike," respectively, maintaining the technical precision and ecological nuances of the original text (Hatipoğlu, 2020). This aligns with the principle of terminological equivalence, ensuring consistency in conveying specialized ecological concepts to Albanian readers.

6. CONCLUSIONS

The translations of various elements in the promotional brochure for the Shar-Korab-Koritnik region demonstrate a thoughtful application of recent translation theories, ensuring effective communication with the Albanian-speaking audience. By drawing from principles such as Skopos Theory, Descriptive Translation Studies, Functional Equivalence, Polysystem Theory, Functionalism, and Cultural Translation, the translations maintain fidelity to the original text while adapting it to the cultural and linguistic context of the target audience (Vermeer, 2014; Toury, 1995; Nida & Taber, 1982; Even-Zohar, 1990; Nord, 1997; Lefevere, 1992).

The choice of title exemplifies a strategic alignment with the communicative objectives and cultural context, effectively conveying the region's unique offerings. The translation of the preface serves as a compelling invitation to explore the diverse tourism opportunities, enticing potential tourists to embark on a journey of discovery. Additionally, the translation of the opening quote and contents section ensures clarity, coherence, and cultural relevance, guiding readers through the brochure while providing informative and engaging content.

Overall, the translator's meticulous consideration of various translation theories and principles, such as lexical accuracy, thematic cohesion, cultural adaptation, and semantic equivalence, contributes to the successful adaptation of the text to the Albanian-speaking audience. These strategies enhance the accessibility, readability, and impact of the promotional brochure, effectively communicating the significance and charm of the Shar-Korab-Koritnik region to Albanian readers.

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