

Translation of the Slovak Shepherd's Hut Website for Tourists

Katarína Kojnoková

Bachelor's Thesis
2025



Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně

Fakulta humanitních studií

Ústav moderních jazyků a literatur

Akademický rok: 2024/2025

ZADÁNÍ BAKALÁŘSKÉ PRÁCE

(projektu, uměleckého díla, uměleckého výkonu)

Jméno a příjmení:	Katarína Kojnoková
Osobní číslo:	H220305
Studijní program:	B0231P090005 Anglický jazyk pro manažerskou praxi
Forma studia:	Prezenční
Téma práce:	Překlad webové stránky slovenské salaše pro turistické účely

Zásady pro vypracování

Studium odborné literatury
Teoretické zpracování tématu
Přeložení webové stránky
Popis a analýza překladu
Vývození a formulace závěrů

Forma zpracování bakalářské práce: **tištěná/elektronická**
Jazyk zpracování: **Angličtina**

Seznam doporučené literatury:

Baker, Mona. 2018. *In Other Words: A Coursebook on Translation*. 3rd ed. London: Routledge.
Duběda, Tomáš, David Mraček, and Vanda Obdržálková. 2018. *Překlad do nemateřského jazyka: fakta, otázky, perspektivy*. Prague: Karolinum.
Ličko, Roman. 2014. *Translation into English as a Foreign Language: A Slovak Survey*. Banská Bystrica: Belianum.
Müglová, Daniela. 2018. *Komunikácia, tlmočenie, preklad, alebo, Prečo spadla Babylonská veža?* 2nd ed. Nitra: Enigma.
Robinson, Douglas, and Dorothy Kenny. 2012. *Becoming a Translator: An Introduction to the Theory and Practice of Translation*. 3rd ed. London: Routledge.

Vedoucí bakalářské práce: **PhDr. Katarína Nemčoková, Ph.D.**
Ústav moderních jazyků a literatur

Datum zadání bakalářské práce: **2. ledna 2025**
Termín odevzdání bakalářské práce: **6. května 2025**

L.S.

Mgr. Libor Marek, Ph.D.
děkan

doc. Mgr. Roman Trušník, Ph.D.
ředitel ústavu

Ve Zlíně dne 7. února 2025

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb., v platném znění bez ohledu na výsledek obhajoby;
- bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému a bude dostupná k nahlédnutí;
- jedno vyhotovení bakalářské práce v listinné podobě bude ponecháno Univerzitě Tomáše Bati ve Zlíně k uložení;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3;
- podle § 60 odst. 1 autorského zákona má Univerzita Tomáše Bati ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 odst. 2 a 3 mohu užít své dílo – bakalářskou práci – nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům;
- pokud je výstupem bakalářské práce jakýkoliv softwarový produkt, považují se za součást práce rovněž i zdrojové kódy, popř. soubory, ze kterých se projekt skládá; neodevzdání této součásti může být důvodem k neobhájení práce.

Prohlašuji, že

- jsem na bakalářské práci pracoval(a) samostatně a použitou literaturu jsem řádně citoval(a); v případě publikace výsledků budu uveden(a) jako spoluautor;
- odevzdaná verze bakalářské práce a verze elektronická nahraná do IS/STAG jsou obsahově totožné.

Ve Zlíně, dne

.....
podpis autora

ABSTRAKT

Protože se cestovní ruch ve velké míře spoléhá na digitální média k přilákání zahraničních návštěvníků, je překlad webových stránek nezbytný pro propagaci turismu. Cílem této práce je přeložit webovou stránku slovenské salaše do angličtiny a prozkoumat výzvy a strategie spojené s překladem turistických textů, se zvláštním zaměřením na neekvivalenci, kulturně specifické prvky a překlad do nemateřského jazyka. Pro účely této práce byl proveden simulovaný rozhovor s klientem, na jehož základě byl následně proveden překlad webu. Zjištění naznačují, že úspěšný překlad turistických webových stránek nevyžaduje pouze jazykovou přesnost, ale je třeba brát v úvahu i kulturní adaptaci. Vizuální prezentace přeloženého textu hraje taky klíčovou roli při určování efektivity překladových rozhodnutí. Tato práce přispívá k lepšímu porozumění překladu webových stránek v oblasti cestovního ruchu a jako oblast pro další výzkum navrhuje například testování dopadu různých překladatelských postupů na vnímání cílového publika.

Klíčová slova: turismus, začátečnický překlad, překlad, ekvivalence, překlad webové stránky, lokalizace

ABSTRACT

As tourism relies heavily on digital media to attract international visitors, making a website translation is essential for tourism promotion. The aim of this thesis is to translate a Slovak shepherd's hut website into English and explore the challenges and strategies involved in translating tourist texts, with a particular focus on non-equivalence, culture-specific items, and translation into a non-mother tongue. For the purpose of this thesis, a simulated interview with a client was conducted, based on which the website was then translated. The findings suggest that successful tourist website translation requires not only linguistic accuracy, but cultural adaptation should also be kept in mind. In addition, the visual presentation of the translated text plays a key role in determining the effectiveness of translation choices. The thesis contributes to a better understanding of website translation in tourism and suggests areas for further research, such as testing the impact of different translation strategies on audience perception.

Keywords: tourism, beginner translation, translation, equivalence, website translation, localization

ACKNOWLEDGMENTS

I would like to express my sincere gratitude to my supervisor, PhDr. Katarína Nemčoková, Ph.D., for her valuable ideas, guidance, and support throughout the process of writing this thesis. I would also like to thank my partner and my family for their support and encouragement during my studies.

CONTENTS

INTRODUCTION	11
I THEORETICAL PART	12
1 TOURIST TEXTS.....	13
1.1 PROPERTIES OF TOURIST TEXTS	13
2 TRANSLATION.....	15
2.1 EQUIVALENCE	16
2.1.1 Non-equivalence	18
2.2 TRANSLATION STRATEGIES	19
2.3 CULTURE-SPECIFIC ITEMS.....	20
2.3.1 Proper nouns.....	21
2.3.2 Dialect words	22
2.4 DIMINUTIVES.....	23
2.5 WEB TRANSLATION AND LOCALIZATION	24
2.6 TRANSLATION INTO A NON-MOTHER TONGUE.....	25
II ANALYTICAL PART	29
3 WEBSITE ANALYSIS	30
4 METHODS.....	31
5 PRE-TRANSLATION PROCESS.....	33
6 TRANSLATION ANALYSIS	35
6.1 CULTURE-SPECIFIC EXPRESSIONS	35
6.1.1 <i>Zbojník – outlaw</i>	35
6.1.2 <i>Oštiepok – Slovak smoked sheep’s cheese</i>	37
6.1.3 <i>Drevenička – cosy, traditional Slovak log cabin</i>	38
6.2 TOPONYMS	38
6.2.1 Toponyms with official English equivalents.....	38
6.2.2 Toponyms with no official English equivalents – translated by other websites	39
6.2.3 Toponyms with no official English equivalents – literal translation	41
6.2.4 Untranslated toponyms.....	42
6.3 OTHER SPECIFIC EXPRESSIONS.....	44
6.3.1 Name of the business	44
6.3.2 Dialect words	45
6.3.3 Diminutives	46
CONCLUSION	48
BIBLIOGRAPHY.....	49
LIST OF ABBREVIATIONS	52
APPENDICES.....	53

INTRODUCTION

The tourism industry has become one of the most dynamic and influential sectors in the global economy. With millions of travellers visiting various destinations each year, the role of effective communication in promoting these destinations has never been more essential. Tourist texts, such as brochures, websites, and promotional materials, play an essential role in attracting visitors by conveying information and creating a desirable image of the destination.

The increasing use of digital media and Internet in general in the sector of tourism has led to a growing importance of tourist website translation. The translation of such materials involves not only linguistic expertise but also an understanding of the strategies needed to engage with potential tourists from different backgrounds and cultures. It requires careful consideration of the audience and cultural differences, as well as ensuring the text is suitable and acceptable to the target audience.

This thesis seeks to explore the features and challenges of translating tourist texts, focusing on issues like non-equivalence and culture-specific items, as well as on translation into non-mother tongue in the context of Slovak shepherd's hut website for tourists.

The first part of the thesis is theoretical, divided into two chapters. The first chapter provides an overview of tourist texts and their typical features, while the second chapter introduces the theory of translation, focusing on different key concepts, localization, as nowadays, it is an important part of a website translation, and translation into non-mother tongue since the direction of the website translation was from Slovak to English.

The second part is analytical, focusing mainly on the analysis of specific translation items, such as culture-specific items, toponyms, and other specific expressions, with examples. However, it also contains a brief description of the pre-translation process which was necessary for the translation.

The aim of this thesis is to translate a Slovak tourist website and examine the aspects of tourist website translation, with a particular focus on the translation of specific items introduced in the analytical part and investigate the challenges of translating for a broader international audience.

I THEORETICAL PART

1 TOURIST TEXTS

This chapter explores tourist texts and serves as a foundation for understanding the translation processes and strategies used for the translation of the chosen text, analysed later in the second part of the thesis.

Tourism has become an important activity in people's lives, and it continues to grow and expand. The United Nations World Tourism Organization defines tourism as

“...social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.” (UN Tourism n.d.)

Simply put, it is a connection of the visitor with the visited destination. It connects different cultures and everything that this concept represents: folklore, traditions, rules, gastronomy, language, etc.

Tourism is closely connected with a language, as the texts are not merely informative but also rely on persuasive and engaging communication to attract visitors (Dann 1996, 2). And, as it has an international reach, translation plays a key role in making tourist texts accessible to a global audience.

1.1 Properties of tourist texts

Each type of text is designed to achieve a particular purpose which must be fulfilled so the text can be considered effective and meaningful. Tourist texts are no exception, as they are created to inform, persuade, and engage potential visitors. This is achieved through specific linguistic elements that make up tourist texts.

Durán Muñoz (2012, 337) categorizes the most typical features of tourist texts into three levels: *lexical*, *syntactical*, and *functional*. The lexical level includes the use of positive adjectives to enhance attractiveness (e.g., *brehtaking*, *charming*, *picturesque*), superlatives to emphasize uniqueness (e.g., *the most beautiful*, *the highest peak*, *the largest meadow*), and carefully selected keywords that align with tourists' expectations (e.g., *adventure*, *paradise*, *escape*). The syntactical level involves a preference for nominalization (*when you arrive at the hotel* > *upon arrival at the hotel*), imperatives to motivate visitors to explore and engage with the destination (*To experience the true atmosphere of mountain pastoral*

settlements, visit the Muránska Planina National Park), and the use of the present simple tense to create a sense of timelessness (Durán Muñoz 2012, 337).

There are different functions that texts may have. Some are more dominant than others, depending on the types of texts. In tourist texts, Durán Muñoz (2012, 337–38) lists, as the most significant functions, the *referential (or informative) function*, where the goal is to inform and describe facts, in the case of tourist texts about country, region, etc., and *persuasive (or vocative) function*, where the goal is to produce a certain reaction from a reader in a way that is intended by the text (Newmark 1988, 40–41). Other functions are referred to as “secondary.” Sanning (2010, 125) also emphasizes the importance of these functions, stating that “the vocative function is the goal, while the informative function is the premise,” because tourist texts are designed for the general public, and they are trying to gain their attention and induce interest in the place.

These functions are communicated through the above-mentioned lexical and syntactical features, as well as through non-linguistic elements such as pictures, photos, videos, which complement the text and are an important part in tourist texts, as they contribute to persuasion and provide expectations and imagery of the destination (Dann 1996, 87, 189–90; Durán Muñoz 2012, 338).

2 TRANSLATION

Translation is an important part of human lives that enables communication between languages and cultures around the world, allowing the exchange of ideas and knowledge (House 2009, 3).

House (2024, 2) defines translation as “a procedure where an original text...is replaced by another text in a different language.” This original text is also called “source text” (ST), which is written in “source language” (SL), and the translation of the ST is called “target text” (TT), written in the “target language” (TL).

A good quality translation should be viewed as its own text and not as a translated text. There are certain criteria that should be met. Knittlová et al. (2010, 14–15) state the least three criteria that may help to achieve a good quality:

- the TT sounds natural,
- the TT has an identical, or at least as close as possible, meaning that of ST, and the effect on the reader of the TT is the same as for the reader of the ST,
- the TL keeps the dynamics of the SL, where the TT should induce the same reaction as the ST.

As people can learn how to draw, paint, and write, translation is no different. However, as with every skill, it requires a lot of practice. It is a constant process of learning, even for a professional, as increasing knowledge is important since languages are constantly evolving. Therefore, a translator needs to verify the facts and how they are described, as well as what is appropriate and acceptable. As was already mentioned, the translation is not only about translating word for word. It requires a certain degree of creativity, intuition, and perhaps also inspiration, which can always be improved (Robinson and Kenny 2012, 1, 60; Newmark 1988, 6).

Knowing the rules and processes can help with the training and improvement of translation, as they may create a certain habit and structure. Müglová (2018, 321–22) describes three translation processes, where the first phase is *the pre-translation process*, where the translator familiarizes themselves with the text by reading, identifying known and unknown passages, and considering appropriate translation strategies. The second phase is *the creation of the translation* as such, where the first draft, or “raw text” is created. In this phase, the translator uses various tools such as dictionaries, the internet, consultations with

experts and authors of the text, etc. The third and final phase is *the self-review of the translation* in which the translator analyses the TT, ensures consistent adherence to terminology, checks syntax (e.g., word order, correct use of prepositions), and corrects the negative interference (e.g., word order of the SL).

As Newmark (1988, 6) states “translation...has to be seen as a collaborative process.” Therefore, it should not be forgotten about other participants, like the author, client, and target audience, as they play an important role during the translation process. Knowing who the author is can make the translation easier for the translator, as they have someone who they can consult about the text since the author has an aim for the text. The client knows the purpose they want to achieve with the translation and defines the task, and knowing the target audience is important because it allows the translator to tailor the content, ensure clarity, and meet the purpose of the text (Müglová 2018, 323–25).

2.1 Equivalence

Equivalence is one of the most important terms in translation theory, referring to the relationship between the ST and the TT, where the TT conveys similar meaning, function, and effect as the ST. However, they are not identical. Even when the texts are not same linguistically, it does not mean that the TT cannot have the same effect and provide the same information as the ST does (House 2009, 29–32).

As the concept of equivalence has developed over time, so does the theory, in terms of typologies. Scholars like House (2009, 31–32), Müglová (2018, 112–13), and Munday, Pinto, and Blakesley (2022, 62–63) mention the typology of Werner Koller, who distinguishes five types of equivalence:

- *denotative equivalence* – related to extralinguistic content, where the utterance refers to or describes in “real world,”
- *connotative equivalence* – related to lexical choices, mostly between synonyms, as utterances may evoke different feelings, and have different degrees of usage,
- *text-normative equivalence* – related to the norms of language and texts,
- *pragmatic equivalence* – focused on the target audience of a text,
- *formal equivalence* – related to the aesthetics and form of the text, including rhymes wordplays, alliterations, and individual style of the author.

During translation, one may often encounter words which can have more than one equivalent. Different approaches exist to help with deciding on the final equivalent, such as context, the subjectivity of the translator, and last but not least, the linguistic context, as words often appear with different words creating more meaningful units, such as collocations, fixed expression, idioms – in other words, equivalents above word level (Knittlová, et al. 2010, 114–20; Baker 2018, 53). However, these equivalents above word level may pose a difficulty for a translator because they are often hard to detect and then translate accordingly. But if identified, they lead the decision of the equivalent. These are only briefly introduced as they are not part of the analytical part of the thesis but are worth mentioning as they are an important part of texts, and therefore translations.

Collocations are words that occur frequently together in a language. Baker (2018, 54–55) points out that the collocations may be hard to predict and detect, as the same combination can be made with different forms but in some cases, collocation is made only with some of the word's form and not others, and that words “have a range of items” with which they create collocation. She also states that more general words tend to have a broader range of items with which they can collocate than more specific ones, and that words which may be synonyms or near-synonyms will often differ in terms of their collocates. However, as Newmark (1988, 31) points out, it can be one of the reasons why a translator cannot understand a word and thus should be alerted and consider it as a collocation.

Idioms and fixed expressions can be viewed as a kind of opposite of collocations, as they are fixed expressions which allow little or no variation. Where fixed expressions have relatively clear meanings when taken as one unit, the meaning of idioms often cannot be deducted from the individual words they consist of (Baker 2018, 69–70). Languages can often have equivalents of idioms, some even more than one possible equivalent. In this case, the decision-making falls on the given context and also the frequency of use (Mügllová 2018, 365). Baker (2018, 77–87) lists different translation strategies that can be specifically used for idioms, some of which are *using an idiom of similar meaning and form* or *similar meaning but dissimilar form*, *translation by paraphrase*, and *translation by omission whether of a play on idiom or of entire idiom*.

2.1.1 Non-equivalence

As a translator can encounter words with more than one equivalent, it can also happen that no equivalent exists for a word. This can be more common than it initially appears. This phenomenon is referred to as non-equivalence, and it often poses difficulties during the translation process. There are many factors that influence the decision-making process of the final equivalent.

According to Baker (2018, 19–24), some typical issues related to non-equivalence include the following:

- a) *culture-specific concepts* – when source-language words represent concepts that are unfamiliar or unique to the target culture, such as types of food, clothing, etc. These are discussed in more detail in chapter 2.3,
- b) *non-lexicalised concepts in TL* – when a concept is recognised by the target culture but lacks a corresponding word in the TL,
- c) *the source-language word is semantically complex* – when words in SL are semantically complex, conveying more complicated meanings that may not have a simple equivalent in the TL. These words often require detailed explanation or paraphrasing,
- d) *the target language lacks a specific term* – languages often lack specific terms (hyponyms) that are present in others, relying on general terms (superordinates), which can create challenges when translating terms that require precision,
- e) *the difference in connotative expressive meaning¹* – word in the TL may convey the same propositional meaning² as the source word but differ in expressive meaning. It becomes challenging when the target-language equivalent has a stronger emotional tone, especially in sensitive topics,
- f) *the use of loanwords in the source text* – in the ST, loanwords can be used for stylistic effects but may be lost in translation as sometimes it can be hard to find a similar loan associated with the same or similar effect. Additionally, false friends or faux amis, words that look similar in different languages but have different meanings, can complicate translation.

¹ the way a speaker or writer expresses their feelings, opinions, etc. through language (Baker 2018, 12)

² conveying the factual or basic idea, describing the “real world” (Baker 2018, 12)

Given the various issues of non-equivalence, it is crucial for translators to be able to know effective strategies to address these challenges and achieve accurate and culturally appropriate equivalents in the TL.

2.2 Translation strategies

The translation process uses different translation methods, strategies, and processes, which have different names as they were examined by many scholars. Overall, they all aim to solve the same problem. The seven traditional translation strategies, mentioned by Knittlová et al. (2010, 19) and Munday, Pinto, and Blakesley (2022, 75–76), include:

- a) *borrowing* – word or phrase is taken directly from the source language without translation (e.g., *online, internet*),
- b) *calque* – a direct word-for-word (or morpheme-for-morpheme) translation of a source-language expression, preserving the original structure while adapting it to the TL (e.g., *blue blood (nobility) – modrá krv; skyscraper – mrakodrap*),
- c) *literal translation* – a word-for-word translation while keeping the translation natural in the TL (e.g., *He opened the door – Otvoril dvere*),
- d) *transposition* – changing grammatical structure without altering the meaning, due to different language systems (e.g., *Smith – Smithová; They had a discussion about it. – Diskutovali o tom.*),
- e) *modulation* – changing the perspective or semantics to achieve naturalness in the target language (e.g., *that costs an arm and a leg – stojí to majland*),
- f) *equivalence* – replacing an expression such as idiom, proverb, etc., with a culturally appropriate counterpart even if the literal meaning is different (e.g., *It's raining cats and dogs – Prší ako z krhly*). It should be mentioned that this equivalence is different than the equivalence mentioned above despite the same name,
- g) *adaptation* – changing the ST reference to make it more familiar to the target audience, often involves substitutions that make sense within the target culture (e.g., *He drove a Chevy. – Šoféroval škodovku*).

There is, also, another set of strategies discussed by Baker (2018, 24–45), who focuses on the “strategies used by professional translators” that involve:

- a) *translation by a more general word or neutral/less expressive word* – replacing a specific term or expression in the SL with a more general or neutral term in the TL, often because they do not exist in the TL,
- b) *translation by cultural substitution* – culturally specific item from the SL is replaced by something that is more familiar or relevant to the target culture,
- c) *translation using a loanword or loanword plus explanation* – the word from the SL is borrowed to the TL, “common in dealing with culture-specific items, modern concepts, and buzz words,”
- d) *translation by paraphrase using related or unrelated words* – rewording the SL expression using either related or unrelated words in the TL. It can be necessary when a direct translation does not carry the intended meaning or if the expressions are culturally specific,
- e) *translation by omission* – leaving out part of the SL expression when a certain word or phrase does not carry any useful meaning or add a significant value to the text,
- f) *translation by illustration* – in some cases, a word that refers to physical evidence can be explained by providing a visual example rather than translating it directly, as this helps convey the intended meaning clearly, especially when the SL lack an equivalent in the TL.

2.3 Culture-specific items

As mentioned previously, translation does not mean just translating a word for a word. It is a communication among cultures, mixing them together.

Culture-specific items (CSIs), as Aixelá (1996, 57–58) defines them, are items in the ST whose function and connotations create a translation challenge when transferred to the TT, particularly when no equivalent exists for such item or when there is a difference between equivalents in “ideology, usage, frequency, etc.”

There are different classifications of CSIs, according to different approaches. In *Approaches to Translation* by Peter Newmark (1981, 70), cultural terms, institutional terms, and proper names are grouped because, as stated, they “shade into each other.” In Newmark’s later work, *A Textbook of Translation* (1988, 95), while discussing translation and culture, he divides cultural words into *ecology*; *material culture* (food, clothes, houses and towns, transport); *social culture*; *organisations*, *customs*, *activities*, *procedures*,

concepts; and *gestures and habits*. Aixelá (1996, 59), on the other hand, categorizes CSIs into two categories: *proper nouns* and *common expressions*, further dividing proper nouns into *conventional* and *loaded*, thus grouping the first mentioned classification under one term. Both authors discuss possible translation strategies for their classification.

As CSIs often carry deeply rooted cultural connotations, they pose significant challenges for translators. When an equivalent is unavailable in the TL, or the item's significance varies between the SL and the TL, the translator must find a way to deal with such phenomena.

There may be some elements that could help and perhaps influence the translation decision, such as visual elements (videos, pictures) in the text that would at least partially explain the item; previous translations that could guide the decision of the translation and provide an example for a certain context; pre-established translations, for example, for institutions, toponyms, etc.; and repetition, while also considering the importance and function of the item and cultures in question (Aixelá 1996, 67–70).

However, according to Baker (2018, 33), the most common strategy when dealing with CSIs in terms of non-equivalence is the *translation using a loanword* or *loanword plus explanation*.

For the purpose of the thesis and correspondence with the analytical part, only proper nouns and dialect words are discussed further in more detail.

2.3.1 Proper nouns

NAMES: A Journal of Onomastics (n.d.), defines a proper noun as a “linguistic expression that uniquely identifies a person, a group of persons, a place, an animal or an object,” and it may be classified into different categories such as *anthroponyms* (names of a person or a group of persons), *toponyms* (names of places), *chrematonyms* (names of institutions, organisations, proper names of social events, names of a product or a brand), etc.

Proper nouns are often a subject of translation studies (e.g., Zarei 2014; Nord 2003; Hermans 2015). As they do not have specified rules for the translation (Nord 2003, 184; Zarei 2014, 159), they can create a challenge that involves a sensitive decision-making.

Hermans (2015, 13) outlines four appropriate translation strategies that can be used for proper names: *copied* (or *borrowed*), *transliterated* (modified on the level of spelling,

phonology, etc.), *substituted*, and *translated*, acknowledging that combining the strategies is possible.

Analytical part deals mostly with toponyms, and partially with chrematonyms. According to Newmark (1988, 35), specifically concerning toponyms, (or “geographical terms”) the translator should look up proper names as some of them may have different names in different languages, and suggests adding “classifiers” to towns, mountains, rivers that can be unknown to the target audience.

For chrematonyms, Newmark (1981, 73) states, “names of firms, private institutions...are in principle not translated since they are related to the SL culture,” as the name serves mainly for identification.

No matter what strategy a translator chooses, the reader should recognize immediately what the name refers to (Nord 2003, 186).

2.3.2 Dialect words

Baker (2018, 13) defines dialect as “a variety of language which has currency within a specific community or group of speakers.”

House (2015, 51) refers to dialects as a “limit of translatability” due to their representation of a language’s unique social and geographical variation, present across both communities and individuals. Translating dialects can be quite challenging, and while some translators may attempt to replace one dialect with another they believe to be suitable in the TL, House (2015, 51) states that such solutions often prove to be “unsatisfactory.”

Knittlová et al. (2010, 105–6) are of a similar opinion, stating that translating with another dialect to convey the same purpose and information is impossible, as dialect words are closely tied to a specific speech group within a given language. They also highlight that the status of dialects can vary across different communities, and translation might even lead to negative connotations. Additionally, they propose the strategy of using an informal language with the same semantic function.

The translation of dialects is primarily discussed in the context of dialects in literature, such as fiction and drama, where the choice of dialects may represent different features of characters. Translators continually seek new approaches to deal with dialects, and many studies on this topic propose different strategies and techniques (Yu 2023, 7).

Even though this is not the topic of this thesis, is it worth mentioning that various strategies for translating dialects may exist, but it is highly dependent on the text and its genre.

2.4 Diminutives

According to Schneider (2003, 4–5), diminutives are words that typically indicate smallness and may convey either positive or negative attitude, and all languages have ways to express them, even those without suffixes. The attitudinal meaning, belonging under connotation, and the intention behind the use of diminutive depend on the context (Schneider 2003, 11, 136).

There are two ways to refer to smallness. It can be expressed by adjectives, such as *little*, *small*, *tiny*, or by diminutives formed with a suffix (Chamonikolasová and Rambousek 2007, 37). Schneider (2003, 7) classifies these types of formations as “analytic,” referring to the form *adjective + noun* (e.g., *tiny bag*), and “synthetic,” referring to the formation with affixes (e.g., *kitchenette*).

English has a limited number of suffixes which can be used to create diminutives, and their applicability is limited. Some of the most productive ones are **-ette** (e.g., *kitchenette*), **-ie/-y** (e.g., *daddy*), and **-let** (e.g., *booklet*) (Chamonikolasová and Rambousek 2007, 38; Schneider 2003, 86). Therefore, the analytic formation is more common and specific to the English language. Words which are used to denote smallness are for example *little*, *tiny*, *small*, *teeny-weeny*, etc. Schneider (2003, 135–36) calls these “diminutive markers,” characterized as “belonging to the word field SMALL,” and are often modified by other adjectives, which convey the attitudinal meaning of the diminutive marker.

The characteristic formation in the Slovak language is what Schneider calls “synthetic,” as there are different suffixes for each gender, some of which are:

- masculine: **-ík/-ik** (e.g., *hrad* [castle] → *hradík*), **-ček** (e.g., *dom* [house] → *domček*), **-iček** (e.g., *muž* [man] → *mužiček*),
- feminine: **-ka** (e.g., *kniha* [book] → *knižka*), **-inka** (e.g., *slanina* [bacon] → *slaninka*), **-ička** (e.g., *ruka* [hand] → *ručička*),
- neuter: **-ko** (e.g., *ucho* [ear] → *uško*), **-ečko** (e.g., *mesto* [town] → *mestečko*), **-ičko** (e.g., *vajce* [egg] → *vajíčko*), **-uško** (e.g., *brucho* [belly] → *bruško*).

Apart from the English language, the Slovak language diminutives can be created not only from nouns, but also from adjectives (e.g., *milý* [cute] → *milučký*), verbs (e.g., *hrať* [play] → *hrajkať*), and adverbs (e.g., *trochu* [a little bit] → *trošičku*) (Stoffa 2020, 32; Špačková et al. 2001, 28).

According to Stoffa (2020, 33–34), more diminutives can be created from one base word, ranging from two to eight, some of which may be considered as synonyms, other as degrees, for example *chvíľa* [moment] → *chvilka* → *chvilôčka*; *kus* [piece] → *kúsoček*, *kúsok*, *kúštik*, *kúštiček*.

As diminutives are created differently in the Slovak language than in the English language, they may create challenges in translation, especially when used for naming objects, where the translation from the Slovak to English language would mean either prolonging the translated name or to find a suitable equivalent conveying similar connotation.

2.5 Web translation and localization

As the World Wide Web grows, the need for translation grows with it. It created new opportunities for digital connection, leading to the emergence of diverse “translation-mediated practices” (Jiménez-Crespo 2013, 7). Not only the texts need to be translated, but also software and different products. With localization, it is more talked about the product rather than text. As Dunne (2006, 3) states, it started as “an adaptation of software to international markets” and only later, it was considered as a “translation of software user interface.”

House (2024, 15) defines localization as “adapting a product to the local conditions of the receiving linguacultural community.” And, according to Dunne (2006, 4), “localization is but one of a number of interdependent processes and cannot be fully (or correctly) understood without being contextualized in reference to them,” where these processes are grouped under one acronym GILT (Globalization, Internationalization, Localization, Translation).

Jiménez-Crespo (2013, 24) also agrees that web localization is part of these processes, where globalization “focuses primarily on organizational issues.” Munday, Pinto, and Blakesley (2022, 240) further specify these issues as marketing, consumer care, and management. Internationalization ensures during the development stages that the product is

not “technically, culturally or linguistically limited,” making the translation process faster and easier, especially when the product is being localized into many different languages (Jiménez-Crespo 2013, 25; Pym 2023, 161–62).

After internationalization, localization follows, by what Jiménez-Crespo (2013, 26) means “preparing, managing, engineering and quality testing the websites or software products,” and he further states that the translation is separate process because the translation is often outsourced, thus the translators are not part of the organization and its processes.

As the world expands and develops, especially the Internet with new types of media and communication channels, the demand for translation keeps growing. However, to make a product available for different people from different cultures, it has to be properly localized through translation. As House (2024, 15) states, in a world with a fast flow of information, a localized product can play a crucial role in increasing its demand.

2.6 Translation into a non-mother tongue

As the thesis is based on the translation of Slovak website into English, thus from mother tongue into a non-mother tongue, this section is devoted to such type of translation. It introduces views and practices of translators, and mentions problems and difficulties involved when translating into a non-mother tongue.

The translation into a non-mother tongue can be expressed by various terms used by different scholars. Some of these are mentioned by Allison Beeby Lonsdale (2009), the author of the section on Directionality in the *Routledge Encyclopedia of Translation Studies*, where countries like Spain, Italy, Portugal, and China may use the term *inverse translation*, or the $A \rightarrow B$ translation, where the International Association of Conference Interpreters (AIIC) (n.d.) categorized the mother tongue and non-mother tongue which is close to native fluency as A and B. For the purpose of this thesis, the terms *inverse translation* and *translation into non-mother tongue* are used.

Some translation studies scholars have objections against translating into a non-mother tongue. According to Newmark (1988, 3), translating into the mother tongue is “the only way you can translate naturally, accurately and with maximum effectiveness,” but he also briefly admits that inverse translation occurs. Newmark (1981, 180) in his previous work mentions that mistakes in collocations occur more frequently in the case of a non-native speaker, as there is less possibility of correcting them as in the case of native speakers.

Baker (2018, 70) expresses a similar opinion to this type of translation where according to her, the level of the usage of idioms and fixed expressions of a non-native speaker can only seldom be matched of a native speaker, therefore, the translation into a non-mother tongue cannot be expected to be of the same quality as a translation of native speaker.

There are also translators who are not in favour of inverse translation. As part of the research of Duběda, Mraček, and Obdržálková (2018), they asked the native speakers (evaluators of translations), who are also translators, about their views on translation into the non-mother tongue, and according to their responses, it can be concluded that even when they are not fully against it, they have reservations with this direction of translation. Even though the number of respondents is small (only four, from which only two are native speakers of the English language, and the other two are French), it is worth mentioning that not only scholars but also translators, may have reservations about translating into a non-mother tongue. This can be supported also by the answers of respondents from the survey of Ličko (2014, 39) which deals with the topic of translating into non-mother tongue in Slovakia. Of all his respondents, 5,4% answered the question “Do you do Slovak to English translations yourself? How do you feel about it professionally?” by choosing the answer: “I DO NOT DO IT; It’s unprofessional!” In the research of Pavlović (2007), which examines the translation into non-mother tongue among Croatian translators, 42% agreed with Newmark’s (1988, 3) statement that translating into the mother tongue is “the only way you can translate naturally, accurately and with maximum effectiveness.” This leads to a question of what is the practice among translators? Do they translate into a non-mother tongue? How often and what are their views? These questions may be answered with the research done by scholars dealing with the topic of inverse translation.

In recent years, the research on translating into one’s non-mother tongue has increased. There are scholars from different countries who conducted research on this topic and provided valuable insights into the practice of inverse translation.

The highly cited work *Challenging the Traditional Axioms: Translation into a Non-mother Tongue* by Nike K. Pokorn (2005) tries to examine in what way the translation to the mother tongue differs in translation to the non-mother tongue, and if the quality of the final product is connected to the language of the native speaker or not. Pokorn does the research with a literary text, more specifically the prose of Ivan Cankar, and comes to interesting conclusions that native speakers are not a guarantee of quality translation and that non-native speakers may have sufficient capability of making a good translation and that

“...the quality of a translation, its accuracy and acceptability in the target language depend primarily on the individual abilities of the particular translator, his/her translation strategy, his/her knowledge of the source language, culture and the topic discussed, and not on his/her mother tongue or the directionality of translation.” (Pokorn 2005, 106)

This conclusion by Pokorn may challenge the traditional presuppositions of scholars who are not in favour of inverse translation and may suggest that these presuppositions are not so sustainable, as inverse translation largely depends on individuals and their translation abilities.

Pavlović (2007) examines, with the use of a questionnaire, the practice of inverse translation among Croatian translators and interpreters (full-time as well as part-time). The answers were collected from 199 respondents, and among other questions, she asked them what percentage of their work inverse translation represents, how often is their inverse translation revised by a native speaker, and what is their preferred way of translating. Pavlović (2007, 91) concludes that in Croatia, over 70% of translators and interpreters regularly work from their mother tongue into the non-mother tongue. One-third prefer this direction more as they find it easier, and it pays better.

Research was also conducted in the Czech Republic and Slovakia. Duběda, Mraček, and Obdržálková (2018) focus on the quality of translation as well as on the views of translators on translating into the non-mother tongue, more specifically the combinations of Czech/English (CZ/EN) and Czech/French (CZ/FR). They asked translators, professionals, and near-graduates of master's degree, to translate non-literary texts, in both directions and then to answer a questionnaire with various questions, among which the percentage of work represents the translation into the non-mother tongue. They also ask about which direction of translation they prefer, what are the factors contributing to the preference, and if their views on inverse translation changed over time. The conclusions from the questionnaire showed that translation into the non-mother tongue is relatively common and the majority of respondents view it as more difficult. They also admit to having changed their view on inverse translation over time (Duběda, Mraček, and Obdržálková 2018, 70). Conclusions about the quality of translation provide the information that higher quality is achieved when translating into the mother tongue, that the genre affecting the quality plays a major role in inverse translation, and that the difference in quality between students and professionals is visible in translation into the mother tongue, but in the case of inverse translation, the difference is not seen (Duběda, Mraček, and Obdržálková 2018, 91).

Research in Slovakia was conducted by Roman Ličko (2014) where, among others, he surveys the extent of translating into non-mother tongue (English only) amongst Slovak translators by using a questionnaire. Ličko (2014) asks about the amount of work that translators in Slovakia do into a non-mother tongue, how they view the inverse translation as professionals, and if they ever accepted to do literary translation. Findings show that translations into the non-mother tongue represent around 50% of annual translations done by Slovaks into the English language, that only a few translators from respondents have ever accepted a literary translation, and that most of the translators in Slovakia do translate into English and a majority even enjoys it (Ličko 2014, 59).

Even though translation to other than mother language is not very supported by some translation studies scholars and some translators, this practice is currently widespread, and probably keeps growing, as the studies from Slovenia, Croatia, Czech Republic, and Slovakia show.

II ANALYTICAL PART

3 WEBSITE ANALYSIS

The translated website is the website of the selected Slovak shepherd's hut, offering different types of services for visitors, such as restaurant, accommodation, spa, and social events, and provides information for nature enthusiasts about possible activities and tips to visit around.

The theme of this business is inspired by the traditional Slovak rural life of shepherds and by a historic outlaw figure connected with the region, also reflected in the text of the website.

The website's focus is on hospitality and tourism, a blend of marketing writing with tourist text, making it attractive, yet informative for the reader, trying to gain their attention and induce interest in visiting the place.

The structure is divided into several subpages, each providing specific information on different aspects of the business. This makes it easier for the reader to navigate the website and allows them to focus on topics they are interested in, whether they are looking for a place to eat, a weekend stay, or perhaps exploring new areas and nature with the possibility of refreshing themselves after a hike. The navigation bar starts with a homepage, where the reader gets familiar with what the business provides and what other information can be found on the website. From the homepage, readers can go directly to other subpages through links in case they want to find out more about the location, restaurant, accommodation, spa, social events, products they make, events in the area, activities, and surroundings.

The website is written mainly in a formal and informative style aiming to inform potential visitors about the services offered with a marketing tone to encourage visits. However, it is also descriptive, focusing on the natural beauty and tranquillity of the location, while also being warm and inviting, which is achieved through the vivid description of the surroundings, focusing on the traditional life, folklore, and peacefulness of the location. It contains vocabulary such as names of geographical locations, dialect words, and culture-specific items without a proper equivalent.

The structure and register provide hints and an overview of the target audience, who may be families and tourists interested in exploring different cultures and seeking an escape from everyday life. The theme of the business focuses on the Slovak traditions and customs, as well as on outdoor adventures, which are likely to attract visitors seeking an authentic experience in Slovakia.

4 METHODS

The motivation behind translating the website was the connection with the place, as it is in my home region, therefore the tourist places are known to me and my affection for nature and tourism makes it easier and more appealing to work on these types of texts.

Other texts were considered; however, the Slovak shepherd's hut website was chosen in the end due to the already mentioned closeness and connection with the place itself. The website is not only a marketing tool for attracting visitors, but it also provides information for tourists about nearby places which may be interesting to visit. This may even make the text attractive for a translator, as different strategies and choices may be made during the translation process, based on the context and purpose of the information contained in the text, as the website consists of different subpages, providing different types of information: about restaurant, accommodation, spa, social events, activities, surroundings. These are all the topics covered on the website of the Slovak shepherd's hut.

When the text was chosen, and permission from the owner of the website to use their text for translation was granted, the preparation and translation could begin. Firstly, I thoroughly read the text of the whole website, and made notes about different subpages and their specifications, what could pose difficulties during translation and what subpages could possibly be excluded in the English version, whether due to irrelevance for foreign visitors or due to dynamic content. After that, with my supervisor, we decided to simulate part of the process of a translator. This resulted in a semi-structured interview with the client to get a better understanding of the client's vision and intention for the translated website. This can be very helpful for the translation too, as the translator has a better idea and can move on to the translation with a clearer vision. This process is further described in the following chapter.

It had to be taken into consideration that the readers may not be native English speakers only, but that they come from other countries. Therefore, the TT had to be localized accordingly, and at times specific expressions from the ST, such as dialect words, were neutralised.

Even though the website's genre is hospitality and tourism, as mentioned earlier, it contains different sections that need to be approached differently from a translation perspective. For instance, the names of spa treatments should be considered from the point of view of marketing; hiking trails and tourist places (toponyms) require a focus on accuracy,

as they relate to physical evidence such as information panels and trail signposts; and culture-specific items demand a balance between accuracy, to provide insight for the reader, and the preservation of the cultural aspect. This required selecting appropriate translation strategies while keeping in mind the importance of consistency.

Once the translation process was completed, the text was submitted to a native English speaker for review. After that, the analysis was conducted to select expressions that were interesting in terms of translation. These were then divided into separate categories, each corresponding to a chapter in the analytical part.

The main goal of this translation was to adapt the Slovak website into English for foreign visitors of the Slovak shepherd's hut, to promote the business and raise awareness of the region, its nature, history, and Slovak culture. The translation focused on making the website informative, educational, friendly, and attractive, as well as encouraging visits to lesser-known areas of Slovakia, thereby contributing to the development of tourism in the region.

Thus, the process of the translation was not only to translate the text from the linguistic point of view, using English equivalents and modifying word order, but also to preserve the intention of the ST in the TT, with the focus on visitors other than Slovaks, making the text understandable and informative even for different cultures.

5 PRE-TRANSLATION PROCESS

This chapter provides an overview of what was required before translating the text of the Slovak Shepherd's hut website into English. Even though the focus of the thesis is on the translation analysis, discussed in the following chapter, rather than translation process, it is worth mentioning certain aspects of the process, as they were crucial to the actual translation and the strategies used.

The profession of a translator is more than just translating a text directly. There are several steps that need to take place to ensure the translation is of good quality. One of these steps involve communication, or an interview, with the client, as the concept of the finished product may be perceived differently by the client and the translator. Therefore, one of the translator's responsibilities is to understand the client's perspective.

In the case of the translation of the Slovak Shepherd's hut website, I needed to prepare a set of questions for the client, so that I could get a better idea of what they expect from the translation, and what I should focus on during the translation process. During the creation of the questions for the interview, I tried to focus on those types of questions whose answers would help me with the translation process, more specifically to set the tone of the communication, what sections need to be translated, and, on the other hand, can be omitted.

The prepared questions resulted in a semi-structured interview (see Appendix P I) divided into four sections – the goals of translation, the structure and individual sections, maintenance and updates, and collaboration and approvals.

The goals of the translation section helped with setting the tone of communication. It was easier to imagine who the target audience is, and how should the firm be viewed by the visitors, therefore, how to communicate the text and what to focus on in terms of vocabulary.

Structure and individual sections provided an information about what sections could be omitted due to different type of audience and their reasons for visit and will not be part of the English website.

After the translation, the maintenance and updates of the English version of the website were discussed, as the content may change over time. It was essential to agree on the future process, as, based on the interview, this translation represents the initial phase, with only the most important sections (Restaurant, Accommodation, SPA, Activities, Surroundings) translated. The remaining sections may be discussed in the future.

The final section on collaboration and approval was necessary to identify who to contact for consultations on specific topics and who would be responsible for approving the translated texts.

I did not contact the client, the owner of the website, for various reasons. Therefore, my supervisor acted as the client for the translation, and based on her answers, I was able to proceed with the translation with a clearer vision. The questions and the client's answers are part of the appendices – my translation (see Appendix P I). We aimed to simulate the communication with the client as realistically as possible. Therefore, the original interview was conducted in Slovak via email, as the website owner is Slovak, and an in-person meeting was not possible at the time of writing the thesis.

There was one more step in the pre-translation process that I had to ensure: finding and contacting a native English speaker to review my translation. This was a necessary step, as a native speaker's review is an important part of the translation process when translating into a non-mother tongue, helping to ensure higher-quality translation and more natural flow of the language.

Once a native speaker was found for the review, and the interview had been completed, the translation of the website's texts could begin.

6 TRANSLATION ANALYSIS

This chapter describes the translation strategies used for culture-specific expressions, toponyms, and other specific expressions which appear in the ST, and provides arguments for the chosen strategy.

For the translation of these expressions, I examined other tourist websites, both English and Slovak, to analyse how these terms are used in context. In the case of Slovak websites, I also investigated whether and how the expressions were translated, and what alternative translations appeared across different websites. This strategy helped to maintain consistency not only within the translated website but also with other websites that the tourists may encounter.

6.1 Culture-Specific Expressions

For culture-specific expressions, there are few translation strategies chosen, depending on the context and on the actual word used. The ST does not contain many culture-specific expressions that could be grouped into separate subcategories, only a few, each belonging to a different one. As a result, the following subchapters focus on specific expressions and describe their translation strategies, with examples from the ST and TT.

6.1.1 *Zbojník – outlaw*

The Slovak word *zbojník* is nowadays mostly connected with Slovak historic figures and legends, like the outlaws Jánošík and Jakub Surovec. Therefore, it has mainly a positive connotative meaning, sometimes even romanticised.

The Slovak English dictionary provides several English equivalents: *brigand*, *bandit*, and *outlaw*. Even though there are different translations for the specific Slovak outlaws, mainly *bandit* and *outlaw*, with *highwayman* and *robber* also appearing, the most suitable equivalent is in this case the word *outlaw*, as the above-mentioned Slovak figures can be compared to the English figure Robin Hood, who is referred to as an *outlaw*.

In terms of the translation of the word *zbojník*, different strategies were chosen depending on the context in which it appears.

In the context of names, whether spa treatments or activities, the strategy to have a loanword with an explanation was chosen for the TT, but only for the heading. Example (1) refers to the name of the entire spa; example (2) is one of the spa treatment names; and

example (3) denotes an activity that visitors may attend. The ST names (1a, 2a, 3a) represent the concept of the whole business which is connected to the historic Slovak outlaw tradition. For this reason, the original Slovak names are retained to preserve a sense of adventure and culture, while the English translation is provided in parentheses to give the reader an idea of the concept and help them relate it to something familiar. This approach may also serve for a better visualisation, as can be seen in examples (1b), (2b), and (3b).

However, as shown in example (3b), the word *minibus* is added for clarification and to explain the activity, as it also appears in the text for the activity (4). If the name appears in the text about the activity, only the Slovak version is used, since it is the official name, and no translation appears on other tourist websites, and using the English translation would be distracting in this context.

(1) a. *Zbojnícke kúpele*

b. *Zbojnícke Kúpele (Outlaw Spa)*

(2) a. *Zbojnícky duhan*

b. *Zbojnícky Duhan (Outlaw Leaf)*

(3) a. *Zbojnícka strela*

b. *Zbojnícka Strela Minibus (Outlaw Ride)*

(4) a. *Zbojnícku strelu môžete využiť aj na krátke vyhliadkové jazdy...*

[Outlaw shot can be used also for short sightseeing rides...]

b. *You can also use the Zbojnícka Strela minibus for short sightseeing rides...*

It is important to note that this strategy of keeping both the Slovak name and English translation is heavily influenced by the visualisation of the website, as my suggestion would be to keep the heading only in Slovak, and under it, in a smaller font, the translation can be added. In this way, the main intention of the Slovak names is preserved, as they can better evoke the culture and adventure, and the English translation is not visible straight away, but it provides the necessary explanation.

In one case, the TT expression changed from the ST one, to better tie the historic Slovak outlaw figure Jakub Surovec with the business itself, as he was the main inspiration, and the outlaw connected with the region. The expression is a heading for a text about the education trail of Jakub Surovec, and in the ST, the Slovak visitors can already connect the expression to the specific Slovak outlaw figure. However, with foreign visitors, it is hard to predict what

would be their impression. Therefore, using the specific name is more suitable in this case, especially when the following text provides a more detailed explanation of the trail. Additionally, when searching for the hiking trail online, relevant results appear with the TT expression (5b) rather than with the ST expression (5a). With the expression (5a), it finds another hiking trail in another part of Slovakia, and in the search for literal translation (5c), which was considered at first, the results were of an American movie, and an American outlaw trail, which could confuse the visitors in case of searching for this specific Slovak hiking trail.

(5) a. *Zbojnický chodník*

[Outlaw trail]

b. *Jakub Surovec Trail*

c. *Outlaw Trail*

6.1.2 *Oštiepok – Slovak smoked sheep's cheese*

Another culture-specific expression in the ST is *oštiepok*. As described by the Council of the European Union (2007, 28), *oštiepok* is a half-fat, semi-hard cheese, traditionally made from sheep's milk, cow's milk, or a mix of both, with a distinctive shape often resembling a large, decorated egg.

For the purpose of the TT, the translation strategy used for this culture-specific expression was to have a loanword with an explanation (6), as there is no English equivalent, and the Slovak English dictionary provides translation as "Slovak smoked sheep's cheese." Keeping the Slovak name of the cheese is to preserve the cultural aspect, and the explanation in parentheses provides an explanation for visitors who may not be familiar with this specific type of cheese.

(6) a. ...pri výrobe syra a oštiepkov.

[...in production of cheese and oštiepok.]

Context: Visitors can participate in cheese and oštiepok production.

b. ...in cheese and oštiepok (traditional Slovak smoked sheep's cheese) production.

6.1.3 *Drevenička – cosy, traditional Slovak log cabin*

Drevenica is a traditional Slovak wooden cottage, historically constructed from logs, and typically featuring small windows. These cottages were common dwellings, particularly in the rural and mountainous regions of Slovakia. They are often associated with folk traditions and can still be found in some villages or used as tourist accommodations.

Drevenička, a diminutive of the word *drevenica*, is used in the context of tourist accommodation, where visitors can book their stay in this traditional type of house and experience a part of Slovak culture.

As the word does not have an English equivalent that would express the typical architecture, the strategy of using a loanword with an explanation was chosen for the TT (7). This approach not only helps explain the term, but, similar to the *oštiepok* strategy, also preserves the cultural aspect. The brief yet descriptive explanation is sufficient, as photos of the accommodation are provided on the website just below the text, allowing visitors to better understand what is meant.

(7) a. ...ponúkame na prenájom aj samostatné dreveničky...

[...we offer for rent also separate log cabins...]

b. ...we also offer a stay in Drevenička, a cosy traditional Slovak log cabin...

6.2 Toponyms

The website includes two subpages dedicated to nature and hiking locations, making toponyms a significant part of the ST. These toponyms include places with official English equivalents or those translated by other websites, as well as less-known places without a proper equivalent or translation. As a result, different strategies were applied to the translation of toponyms, as described in the following subchapters. However, it is important to note that these locations may have information panels and trail signposts that may not include English translation, which is why the Slovak names were retained in the TT.

6.2.1 Toponyms with official English equivalents

Toponyms with official English equivalents appear only in texts which describe specific geographical location, in terms of what mountains can be seen, between which mountains the described location lies, etc. Examples (8, 9, 10) below are the toponyms from the ST,

which have official English equivalents. These are well-known geographical locations in Slovakia.

(8) a. *Slovenské Rudohorie*

b. *Slovenské Rudohorie (Slovak Ore Mountains)*

c. *Slovak Ore Mountains*

(9) a. *Veporské vrchy*

b. *Veporské Vrchy (Vepor Mountains)*

c. *Vepor Mountains*

(10) a. *Nízke Tatry*

b. *Nízke Tatry (Low Tatras)*

c. *Low Tatras*

Two strategies were considered during the translation process: the first was to have both names (8b, 9b, 10b), while the second involved using only the official English equivalents (8c, 9c, 10c). The final solution was to have the Slovak names with the English equivalents provided in parentheses. This format helps maintain consistency throughout the website, as other items have been translated in the same way. The Slovak names help visitors locate places on the map, information panels, and other informative tools they may encounter. The English equivalents can help tourists connect them to the Slovak names, whether they are already familiar with them, have seen them in English, or wish to find more information online. These toponyms do not appear frequently, only in certain sections under various headings, so the parentheses do not become distracting.

6.2.2 Toponyms with no official English equivalents – translated by other websites

These toponyms do not have official English equivalents but can be found online with different translations. These turned out to be particularly difficult during the translation process, because with different variations, more options exist, but none of them is truly right or wrong, only more or less suitable.

In case of *Muránska planina*, example (11), the toponym is used throughout the whole ST repeatedly, as the Slovak shepherd's hut is located in the Muránska Planina National Park. However, it is used in different forms: most commonly as *Národný park Muránska*

planina, referring to the entire national park, and occasionally as *Muránska planina*, referring to the area more generally without explicitly stating it is a national park.

Different possible translations can be found online on various tourist websites and brochures (11b, 11c, 11d). When referring specifically to the national park, only the translation in example (11b) appears, which retains the Slovak name along with the classifier *National Park*. The English translations in (11c) and (11d) are used only when referring to the general area, without specifying it is a national park.

The strategy of keeping the use of toponyms as close to the ST as possible, while using different equivalents depending on their usage in the ST, proved slightly insufficient, as it could confuse readers into thinking that the TT is referring to two separate places. Therefore, only one option, (11b), was chosen, as it retains the Slovak name, aligning with the strategies used for other toponyms, thus maintaining consistency while also providing an English explanation of what is being referred to. Since the name of the national park is used throughout the entire website, simplicity was considered to avoid prolonging the text by using explanations or parentheses for other equivalents. Additionally, using the name associated with a national park (11b) may evoke certain behaviours and expectations, such as assuming certain rules connected with protected areas like national parks.

(11) a. *Muránska planina / Národný park Muránska planina*

b. *Muránska Planina National Park*

c. *Muránska Plain*

d. *Muran Plateau*

Čertova dolina (12) is another example of a toponym that appears with various English translations across different tourist websites. However, in both variations, the Slovak name is retained, accompanied by the English translation in parentheses (12b, 12c). The only difference between (12b) and (12c) is the translation of the word *dolina*, meaning *valley* in English. This is the literal translation (12c) which was considered at first, but after thorough analysis of the location, the variation (12b) is more suitable as it is indeed a gorge and in the text about *Čertova dolina*, it is even compared to Piecky gorge in Slovak Paradise. Although the Slovak name translates as *valley*, the variation using *gorge* is more appropriate in this case, as it better illustrates the actual nature of the location and helps tourists understand the character of the hike more accurately.

- (12) a. *Čertova dolina*
b. *Čertova Dolina (Devil's Gorge)*
c. *Čertova Dolina (Devil's Valley)*

The final example in this chapter is about the *Zbojská Lookout Tower*. Similarly, as with the already mentioned *Čertova dolina* (12), two English translations, (13b) and (13c), may be found across tourist websites. Even though this may not initially appear to pose a difficulty in translation, the opposite proved to be true. Although the terms are often used interchangeably, it was challenging to make a final decision on the translation, as, being a non-native speaker, I cannot know if there is a difference in the connotative meaning between the collocations: *observation tower* and *lookout tower*. The final decision was made based on the online search of the tower in English, where most of the results used (13c) variation, to maintain the consistency with other websites.

- (13) a. *Vyhliadková veža Zbojská*
b. *Zbojská Observation Tower*
c. *Zbojská Lookout Tower*

6.2.3 Toponyms with no official English equivalents – literal translation

Among these toponyms are mainly the names of caves, bridges, railway viaducts, and other points of interest that can be found and described along the hiking trails. Selected examples (14, 15, 16) are provided below.

The strategy used for these toponyms was a literal translation, as it informs the reader about the location, what the points of interest are specifically, and what to look for when visiting the place. The translations are placed in parentheses, while the Slovak names are retained to help visitors locate the places on maps, information panels, and other informative tools they may encounter. This way, the translation offers the necessary explanation, while maintain consistency with the other toponyms and expressions used throughout the TT.

Many of these types of toponyms are related to the previously mentioned example of *Čertova dolina* (see chapter 6.2.2, example 12), through which the Jakub Surovec educational trail passes, discussed in chapter 6.1.1, example (5). As a result, they often carry attributes as *devil's* or *outlaw*. This is evident in the examples provided below.

In the case of example (14), *Čertova jaskyňa*, the name relates to *Čertova Dolina* (*Devil's Gorge*), so in translation (14b), the attribute must remain the same to emphasise the connection with the entire location.

- (14) a. *Čertova jaskyňa*
 b. *Čertova Jaskyňa (Devil's Cave)*

Example (15), *Zbojnícky vodopád*, is a toponym related to the legendary outlaw of the region, Jakub Surovec, and his companions. It first appears in the ST when explaining and introducing the Jakub Surovec educational trail. Therefore, the literal translation (15b) is sufficient, as it establishes the connection with the outlaws and provides information about the point of interest, in this case, waterfall.

- (15) a. *Zbojnícky vodopád*
 b. *Zbojnícky Vodopád (Outlaw Waterfall)*

The last example of this chapter is example (16), *Surovcov stisk*. The name relates to the specific outlaw Jakub Surovec, which is explained right after this toponym appears in the text, explaining the name's origin. For this reason, the literal translation, similar to example (15), simply illustrates the original name and its connection to the outlaw, without requiring additional information, as that is provided immediately afterward. This toponym is placed in its own paragraph, where its meaning is explained, along with the fact that it represents the narrowest part of the gorge.

- (16) a. *Surovcov stisk*
 b. *Surovcov Stisk (Surovec's Grip)*

6.2.4 Untranslated toponyms

The last type of toponym refers to those that do not have an official English equivalent or are not translated. Among these are regions, towns, villages, rivers, settlements, and lesser-known mountains. These toponyms frequently appear in the ST, particularly in the section "Surroundings." As it may be difficult for readers to distinguish between them based solely on the name, it was necessary to specify what is being referred to. For this reason, a classifier, such as *mountain*, *settlement*, or *village*, is used. Examples (17, 18, 19) are provided below, demonstrating different formats of the translation strategy.

Example (17) illustrates specific Slovak regions – Horehronie and Gemer. For foreign readers, it is important to specify these as regions, as they might mistakenly think they are villages or towns. In tourist texts precision and clarity are essential to avoid confusion. Most of these toponyms follow the format, where the classifier comes directly after the name. This approach is the most comprehensible and avoids confusion, especially when multiple toponyms appear in a single sentence.

(17) a. ...*spájajúcich...Horehronie s Gemerom*

[connecting...Horehronie with Gemer]

b. ...*connecting...Horehronie region with Gemer region*

However, other formats are also used. As shown in example (18), only one classifier is used when a clear connection can be made without causing confusion. This creates a more natural flow in the sentence and avoids unnecessary repetition.

(18) a. ...*medzi Breznom a Tisovcom*

[between Brezno and Tisovec]

b. ...*between the towns Brezno and Tisovec*

The last format used for untranslated toponyms, illustrated by example (19), is when the toponym serves as a heading for a section that explains it in more detail. In this case, the classifier is used only in the heading. When the toponym appears in the text, only the name is retained to avoid unnecessary repetition, which would lengthen the text without adding value, and the heading can still be seen while reading the text.

Example (19) also illustrates a case of omission, where the adjective *tisovská* in the ST is omitted in the TT because it does not add value for the reader. Additionally, the official name of the mountain is *Hradová*, and including the adjective could cause confusion among readers.

(19) a. *Hradová*

Tisovská Hradová (887 m. n.m.) predstavuje jednu z krajinných dominant okolia Tisovca.

[Hradová – Tisovec Hradová (887m a.s.l.) represents one of the regional landmarks of Tisovec surroundings.]

b. *Hradová mountain*

Hradová (887 m a.s.l.) is one of the most impressive natural landmarks around the town of Tisovec.

6.3 Other specific expressions

This chapter focuses more on the marketing side, keeping the TT engaging, and interesting for the visitors, rather than going for consistency and accuracy, as in the case of toponyms.

Just like the ST, the TT should engage the reader, speak to them, and persuade them to visit the place and experience Slovak culture. The translation of these expressions was considered in terms of accuracy, focusing on their purpose, what they aim to evoke in the reader of the ST, and how to communicate that effectively in the TT. Specific expressions addressed in the following subchapters include the name of the business, dialect words, and diminutives.

6.3.1 Name of the business

In the case of the business name, different translation strategies were considered, as shown in the following example (20).

Example (20c) demonstrates the approach of maintaining the consistency with other previously mentioned expressions, where the literal translation is provided in parentheses. However, this variation does not offer any clear benefit or significant value to the reader, and it is difficult to predict what they might imagine after reading the translation and whether it would be sufficiently understandable and explanatory for them.

As the website is not as limited by space, though it should not be filled with text from top to bottom, the final decision was to create a short paragraph (20b) at the top of the homepage. This paragraph introduces the business, highlighting what it offers, where it is located, and its inspiration and theme. The homepage was chosen because it is typically the first page visitors encounter, and from the beginning they are introduced to the business and what it offers in a pleasant, non-intrusive way. In this context, the literal translation would be ineffective. Additionally, the fact, that the name is quite long and frequently appears throughout the website was also taken into consideration.

(20) a. *Zbojnický dvor Salaš Zbojská*

- b. *Zbojnicky Dvor Salaš Zbojská is a traditional Slovak shepherd's hut and farm with a restaurant, accommodation, and a spa, focusing on a traditional Slovak rural life of shepherds and the outlaw tradition in the region, offering traditional cuisine, breathtaking nature, and cultural experience in the heart of Muránska Planina National Park.*
- c. *Zbojnicky Dvor Salaš Zbojská (Outlaw Farmstead – Shepherd's Hut Zbojská)*

6.3.2 Dialect words

In the ST, Slovak dialect words are used in the names of spa treatments. The spa section begins with general information about the available saunas, followed by the name of each sauna along with a short description and its effects. Therefore, the names, which include dialect words, are primarily used for marketing purposes, likely to evoke a traditional, old-style atmosphere and appeal to the reader in terms of authenticity of rural life.

For this reason, the translation strategy was chosen accordingly, even if it meant neutralising the dialect words. As discussed in chapter 2.3.2, using English dialect words is not recommended. Furthermore, the readers may come from various countries and may not be native English speakers, such words might not be understood by all, potentially causing the intended effect of the name to be lost or even have the opposite effect. Therefore, during the translation process, this consideration led to the decision to use more neutral terms in the TT, ensuring they can be understood even by non-native English speakers, while still preserving the connection to the rural lifestyle and nature.

Example (21) contains the Slovak dialect word *duhan*, which refers to *tobacco* placed in a smoking pipe. The related spa treatment involves heat therapy with wild mint herb from the Muránska Planina National Park (which is mentioned right after the name in the ST). As was previously mentioned, translating the dialect word with an English dialect is ineffective for several reasons. However, the attempt was to translate it with a similar word that could express the meaning while maintaining the connection to the spa.

As the word *tobacco* is not suitable in this context due to its association with the unhealthy activity of smoking, it could contradict the purpose of the spa and even discourage some people from visiting. Therefore, the chosen equivalent is the word *leaf*, as it can subtly imply *tobacco*, retaining the original meaning of the word *duhan*. At the same time, it creates a connection with the wild mint used in the treatment, eliminating the negative connotations of *tobacco* and effectively linking both meanings with a single word.

(21) a. *Zbojnický duhan*

b. *Zbojnický Duhan (Outlaw Leaf)*

Example (22) contains the Slovak dialect word *podišiar*, which means a “shelf for cheese.” This translation poses difficulty in how to express the meaning of the dialect word in a way that remains pleasing to the reader while preserving its connection to the spa treatment, rural life, and nature. Since it is hard to combine the dialect word with the treatment, the approach was to focus on the purpose of the name, rather than accuracy, *Shepherd’s Rest* was chosen as a translation for the TT, because it is simple, easy to understand, and retains a connection to the traditional shepherd’s lifestyle, while also aligning with the concept of a spa, evoking a sense of peacefulness and relaxation. Additionally, it subtly conveys the meaning of *podišiar*, as *rest* could be interpreted as a resting place for the cheese to age, even though this interpretation may be somewhat interpretive, it could still be understood if readers find out the original meaning of the dialect word *podišiar*.

(22) a. *Báčov podišiar*

b. *Báčov Podišiar (Shepherd’s Rest)*

As was already mentioned with the word *zbojník*, in the context of names of spa treatments and activities (see chapter 6.1.1), the original ST names are retained, with the translation provided in parentheses, with a suggestion to put the translation in a smaller font under the Slovak name to keep the cultural and mysterious appeal of the original while also providing context for the name.

6.3.3 Diminutives

As discussed in the theoretical part (see chapter 2.4), English diminutives are mostly formed by adjectives, rather than by affixes, as for example in Slovak language. Thus, it may pose a difficulty during the translation process. This chapter focuses on the diminutives contained in the ST and their translation strategies used for the TT. Both examples appear in the section on accommodation, specifically as the names of the accommodation options offered.

The first example (23) illustrates the translation solution used for the Slovak diminutive *izbička*, which means “little cosy room.” To maintain the one-word name, since it is simpler and more appealing, and considering that the emphasis of the accommodation is on the cosiness, calmness and the use of natural materials used in the design rather than on cultural

experience, a different word was chosen for the translation (23b), one that evokes similar feelings and impressions.

The word *nook* carries a similar connotation, as it can be interpreted as a small, cosy space where people can relax and enjoy their time in a homely, comfortable environment. A list of all individual rooms is available for visitors to click on and explore further, including photographs that help them gain a clearer image of the rooms offered.

(23) a. *Izbička*

b. *The Nook*

The second example (24) is about the already mentioned *drevenička* (see chapter 6.1.3), this time with an emphasis on the diminutive form and its marketing purpose. To maintain one-word consistency with example (23) above, the solution in the TT was to use a loanword, as there is no official English equivalent that effectively conveys the traditional Slovak architecture. The name is followed by a sentence that explains the loanword to provide context, supported by photographs that complement the term and offer a visualisation to the explanation. This way, the reader can gain a clear idea of the accommodation, even if they do not immediately understand the word.

The reason for retaining the ST name and not translating it in the same way as in example (23) above is primarily due to marketing purposes. Since the primary focus is on the culture, way of living, and traditional Slovak dwelling, connecting the culture with the experience, the loanword may prompt the reader to want to discover more, understand what the word means, and evoke a more cultural feeling that they might want to experience.

(24) a. *Drevenička*

Okrem izbičiek ponúkame na prenájom aj samostatné dreveničky...

[Log Cabin – Apart from the little rooms, we offer for rent even individual log cabins...]

b. *Drevenička*

Apart from Nook, we also offer a stay in Drevenička, a cosy traditional Slovak log cabin...

CONCLUSION

This thesis has explored the process of translating a Slovak tourist website into the English language, focusing on the challenges of translating culture-specific items, toponyms, and other specific expressions.

The increasing use of digital media in the tourism industry has made effective website translation a necessity, as it serves as a gateway for international visitors. Through the analysis, the thesis has highlighted the importance of localization and cultural adaptation in translation, ensuring that tourist texts not only convey accurate information but also resonate with potential visitors from different cultures.

The findings highlight the importance of understanding the cultural and linguistic differences between the source and target audiences, especially when translating for an international audience. The analysis revealed that non-equivalence and the adaptation of culture-specific items pose significant challenges, requiring the translator to balance between linguistic accuracy and cultural relevance. Furthermore, the translation into a non-mother tongue adds another layer of complexity, demanding careful attention to tone, style, and usability for the target audience.

As for limitations, the focus on a single tourist website may not encompass all the potential challenges faced in the translation of tourism materials across different sectors, regions, and tourist genres. Additionally, further research could explore how different translation strategies help attract and engage with visitors from different cultures. It would also be useful to see the final visualisation of the website, as some translation solutions may not work as effectively as expected and could require adjustments based on how they appear in the final design.

In conclusion, the thesis contributes to a deeper understanding of the difficulties involved in tourist website translation, providing insights that can help improve the quality of translations in the tourism industry. The role of effective communication, with cultural awareness in mind, will only become more important in attracting international visitors as global tourism continues to grow.

BIBLIOGRAPHY

Primary Sources

- Zbojnický dvor Salaš Zbojská. n.d. "Salaš Zbojská – Reštaurácia, Eventy, Ubytovanie, Podujatia." Accessed March 17, 2024. <https://www.zbojska.sk/>.
- . n.d. "Reštaurácia." Accessed March 17, 2024. <https://www.zbojska.sk/restauracia/>.
- . n.d. "Ubytovanie." Accessed March 17, 2024. <https://www.zbojska.sk/ubytovanie/>.
- . n.d. "Wellness." Accessed March 17, 2024. <https://www.zbojska.sk/wellness/>.
- . n.d. "Aktivity." Accessed March 17, 2024. <https://www.zbojska.sk/aktivity/>.
- . n.d. "Okolie." Accessed March 17, 2024. <https://www.zbojska.sk/okolie/>.

Secondary Sources

- Aixelá, Javier Franco. 1996. "Culture-Specific Items in Translation." In *Translation, Power, Subversion*, edited by Román Álvarez and M. Carmen-África Vidal, 52–78. Bristol: Multilingual Matters.
- Baker, Mona. 2018. *In Other Words: A Coursebook on Translation*. 3rd ed. London: Routledge.
- Beeby Lonsdale, Allison. 2009. "Directionality." In *Routledge Encyclopedia of Translation Studies*, edited by Mona Baker and Gabriela Saldanha, 84–88. London: Routledge.
- Chamonikolasová, J., and J. Rambousek. 2007. "Diminutive Expressions in Translation: A Comparative Study of English and Czech." *Belgian Journal of Linguistics* 21, no 1: 37–52. <https://doi.org/10.1075/bjl.21.04cha>.
- Council of the European Union. 2007. "Publication of an Application Pursuant to Article 6(2) of Council Regulation (EC) No 510/2006 on the Protection of Geographical Indications and Designations of Origin for Agricultural Products and Foodstuffs." *Official Journal of the European Union* C 308: 28–32. Accessed March 8, 2025. https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2007.308.01.0028.01.ENG&toc=OJ%3AC%3A2007%3A308%3ATOC.
- Dann, Graham M. S. 1996. *The Language of Tourism: A Sociolinguistic Perspective*. Wallingford: CAB International.
- Duběda, Tomáš, David Mraček, and Vanda Obdržálková. 2018. *Překlad do nematěřského jazyka: fakta, otázky, perspektivy*. Prague: Karolinum.

- Dunne, Keiran J. 2006. *Perspectives on Localization*. Amsterdam-Philadelphia: John Benjamins Publishing Company.
- Durán Muñoz, Isabel. 2012. "Analysing Common Mistakes in Translations of Tourist Texts (Spanish, English and German)." *Onomázein*, no. 26: 335–49.
<https://doi.org/10.7764/onomazein.26.12>.
- Hermans, Theo. 2015. "On Translating Proper Names, with Reference to De Witte and Max Havelaar." In *Modern Dutch Studies: Essays in Honour of Professor Peter King on the Occasion of His Retirement*, edited by M. J. Wintle, 11–24. London: Bloomsbury Academic.
- House, Juliane. 2009. *Translation*. Oxford: Oxford University Press.
- . 2015. *Translation as Communication across Languages and Cultures*. London: Routledge.
- . 2024. *Translation: The Basics*. 2nd ed. London: Routledge.
<https://doi.org/10.4324/9781003355823>.
- International Association of Conference Interpreters (AIIC). n.d. "AIIC A-B-C." Accessed December 31, 2024. <https://aiic.org/site/students/abc?nav=sidebar>.
- Jiménez-Crespo, Miguel A. 2013. *Translation and Web Localization*. London: Routledge.
- Knittlová, Dagmar, Bronislava Grygová, and Jitka Zehnalová. 2010. *Překlad a překládání*. Olomouc: Univerzita Palackého v Olomouci.
- Ličko, Roman. 2014. *Translation into English as a Foreign Language: A Slovak Survey*. Banská Bystrica: Belianum.
- Mügllová, Daniela. 2018. *Komunikácia, tlmočenie, preklad, alebo, Prečo spadla babylonská veža?* 2nd ed. Nitra: Enigma.
- Munday, Jeremy, Sara Ramos Pinto, and Jacob Blakesley. 2022. *Introducing Translation Studies: Theories and Applications*. 5th ed. London: Routledge.
- NAMES: A Journal of Onomastics. n.d. "Terminology/Keywords." Accessed March 25, 2025. https://ans-names.pitt.edu/ans/keywords?utm_source=chatgpt.com.
- Newmark, Peter. 1981. *Approaches to Translation*. Oxford: Pergamon Press.
- . 1988. *A Textbook of Translation*. London: Prentice Hall.
- Nord, Christiane. 2003. "Proper Names in Translations for Children: Alice in Wonderland as a Case in Point." *Meta* 48, no. 1–2: 182–96. <https://doi.org/10.7202/006966ar>.
- Pavlović, Nataša. 2007. "Directionality in Translation and Interpreting Practice. Report on a Questionnaire Survey in Croatia." *FORUM. Revue Internationale d'interprétation et*

- de Traduction / International Journal of Interpretation and Translation* 5, no. 2: 79–99. <https://doi.org/10.1075/forum.5.2.05pav>.
- Pokorn, Nike K. 2005. *Challenging the Traditional Axioms: Translation into a Non-Mother Tongue*. Amsterdam: John Benjamins Publishing Company. <https://doi.org/10.1075/btl.62>.
- Pym, Anthony. 2023. *Exploring Translation Theories*. 3rd ed. Abingdon, Oxon: Routledge.
- Robinson, Douglas, and Dorothy Kenny. 2012. *Becoming a Translator: An Introduction to the Theory and Practice of Translation*. 3rd ed. London: Routledge.
- Sanning, He. 2010. “Lost and Found in Translating Tourist Texts Domesticating, Foreignising or Neutralising Approach.” *The Journal of Specialised Translation*, no. 13 (January): 124–37.
- Schneider, Klaus P. 2003. *Diminutives in English*. Tübingen: Max Niemeyer.
- Špačková, Zora, et al. 2001. *Slovenčina na dlani*. Bratislava: Príroda.
- Stoffa, Ján. 2020. “Problémové slovenské deminutíva v edukačnej praxi.” *Trendy ve Vzdělávání* 13, no. 2: 31–42. <https://doi.org/10.5507/tvv.2020.015>.
- UN Tourism. n.d. “Glossary of tourism terms.” Accessed March 22, 2025. <https://www.unwto.org/glossary-tourism-terms>.
- Yu, Jing. 2023. *Dialect, Voice and Identity in Chinese Translation: A Descriptive Study of Chinese Translations of Huckleberry Finn, Tess, and Pygmalion*. Abingdon, Oxon: Routledge. <https://doi.org/10.4324/9781003184102>.
- Zarei, Rouhollah. 2014. “Proper Nouns in Translation: Should They Be Translated?” *International Journal of Applied Linguistics & English Literature* 3, no. 6: 152–61. <https://doi.org/10.7575/aiac.ijalel.v.3n.6p.152>.

LIST OF ABBREVIATIONS

CSIs	Culture-specific items
CZ/EN	Czech/English
CZ/FR	Czech/French
SL	Source language
ST	Source text
TL	Target language
TT	Target text

APPENDICES

Appendix P I: Interview – Questions and Answers

Appendix P II: Corpus

APPENDIX P I: INTERVIEW – QUESTIONS AND ANSWERS

QUESTIONS

Goals of Translation:

1. Who is the target audience of the English version of the website? (nationality, age, hobbies, etc.)
2. What impression do you want the visitor to get about your business from the English version of the website? What should catch their attention the most?
3. Can you provide examples of website of other businesses whose English translation caught your eye? What made the translation good in your opinion?

Structure and Individual sections:

1. Do you plan to modify/adjust the structure or content for English version of the website?
2. Which sections are necessary and which can be omitted?
3. How do you plan to manage dynamic content?

Maintenance and updates:

1. Will the English version be regularly updated or is it a one-time update?
2. If regularly, how often?
3. Collaboration and Approvals:

Who will be the contact person for text approval and consultations?

ANSWERS

Goals:

1. We often have foreign visitors, mostly from nearby countries – Czechs, Poles, and Hungarians the most, but we also have Dutch, Italians, French, and Swedes. They are adults, of productive age, active, often families with children. They are curious and want to relax in a pleasant and active way.

2. The English version of the website should provide visitors with information about the option for active relaxation while discovering new things. I want it to be informative and educational, explaining the customs and particularities, yet remaining friendly.
3. For example, I like the English website of Orava Castle, even though they don't have a restaurant. On the other hand, although I am not an expert, the English website of Koliba Goral in Donovaly. Some things are in English, some are not, and it is not very explanatory. As a foreigner, I would have to work hard to understand what it is about.

Structure:

1. I don't want to include "Events" in the English version; this part will not be visible at any stage. In the first phase of the English version of the website, I mainly want to focus on the Restaurant, Accommodation, and SPA. Since many visitors come here for tourism, I want to include Activities and Surroundings right from the start.
2. Description in point 1.
3. I will never include Events in the English version. Accommodation and SPA will be updated once a year.

Maintenance and updates:

1. At least once a year, I will invest in updating all data.

I will be the contact person for approvals, and I will provide the final version of the graphic design of the website.

APPENDIX P II: CORPUS

HOME

Zbojnický Dvor Salaš Zbojská is a traditional Slovak shepherd's hut and farm with a restaurant, accommodation, and a spa, focusing on a traditional Slovak rural life of shepherds and the outlaw tradition in the region, offering traditional cuisine, breathtaking nature, and cultural experience in the heart of Muránska Planina National Park.

RESTAURANT

In the beautiful setting of Muránska Planina National Park, at the Zbojská saddle, you will find a small restaurant Zbojnický Dvor Salaš Zbojská. Enjoy a pleasant atmosphere with delicious traditional dishes and lamb specialties, complemented by staff in folk costumes, local folk music, and charming animals.

DISCOVER MORE

ACCOMMODATION

Zbojnický Dvor Salaš Zbojská offers unique accommodation on a traditional sheep farm where you will fall asleep and wake up to the sounds of bleating sheep, neighing horses, and barking farm dogs. You can participate in caring for the sheep and other animals, or in cheese and oštiepok (traditional Slovak smoked sheep's cheese) production alongside the shepherds. We have accommodation for up to 80 guests, with rooms ranging from double to six-bed configurations.

DISCOVER MORE

SPA

Zbojnícke Kúpele (Outlaw Spa)

Cave Sauna World

Opening times

Pricing

DISCOVER MORE

ACTIVITIES

Bicycle Touring in Zbojská saddle

Zbojnická Strela Minibus Tour

Horse-riding on Hucul horse

Jakub Surovec Trail

DISCOVER MORE

RESTAURANT

In the beautiful setting of Muránska Planina National Park, at Zbojská saddle, you are welcomed by the small restaurant Zbojnický Dvor Salaš Zbojská where you can enjoy a pleasant atmosphere with delicious traditional dishes and lamb specialties, complemented by the staff in folk costumes, local folk music, and charming animals.

View Menu

Prices are valid from 8 August 2024

STAY

Zbojnický Dvor Salaš Zbojská offers unique accommodation on a traditional sheep farm where you will fall asleep and wake up to the sounds of bleating sheep, neighing horses, and barking farm dogs. You can participate in caring for the sheep and other animals, or in cheese and oštiepok (traditional Slovak smoked sheep's cheese) production alongside the shepherds.

We have accommodation for up to 80 guests, with rooms ranging from double to six-bed configurations.

THE NOOK

Every room has a bathroom, LCD TV, and Wi-Fi

- Check-in & Check out
14:00 | 11:00

NOOK 1

currently unavailable

NOOK 2

5-bed room - extra bed
option
Discover more

NOOK 3

2-bed room/double bed
Discover more

NOOK 4

8-bed room
Discover more

NOOK 5

2-bed room - extra bed
option
Discover more

NOOK 6

5-bed room
Discover more

NOOK 7

4-bed room
Discover more

NOOK 8

2-bed room/double bed
Discover more

NOOK 9

3-bed room
Discover more

NOOK 10

honeymoon suite
Discover more

NOOK 11

2-bed room
Discover more

NOOK 12

2-bed room
Discover more

[Book Your Stay](#)

Drevenička

Apart from Nooks, we also offer a stay in Drevenička, a cosy, traditional Slovak log cabin, for people seeking privacy and relaxation. Through the small windows of Drevenička, you will see the pink rays of the sun setting behind the horizon of the Zbojská saddle, where sheep have been grazing for centuries, and you will be greeted by friendly dogs and a herd of free-roaming Hucul horses.

Drevenička 1

5-bed room

[Discover more](#)

Drevenička 2

4-bed room + 2 extra beds

[Discover more](#)

Drevenička 3

7-bed room + 2 extra beds

[Discover more](#)

Drevenička 4

4-bed room + 2 extra beds

[Discover more](#)

Drevenička 5

4-bed room + 2 extra beds

[Discover more](#)

Drevenička 6

4-bed room + 2 extra beds

[Discover more](#)

Drevenička 7

4-bed room + 2 extra beds

[Discover more](#)

[Book Your Stay](#)

Pricing

Price for the Nooks

	One Night	Two and more nights	New Year's Eve min. 3 nights
Adult 15 and over	€38 /night	€34 /night	*
Child aged 5 to 14	€13 /night	€11,50 /night	*

Price for the Drevenička

	One Night	Two and more nights	New Year's Eve min. 3 nights
Drevenička 1,2,4,5,6,7	€180 /night	€170 /night	*
Drevenička 3	€280 /night	€275 /night	*

Additional Service

Baby crib fee	€7/night
Extra bed fee	€16,50 /night

Unlimited access to SPA for adults is included in the accommodation price.

****New Year's Eve: Prices for New Year's Eve stays will be set according to the New Year's Eve packages.***

Local Visitor Tax 0,50€/night/person

Accommodation with a dog is not possible.

* Prices are valid from 1 January 2021 | Prices include VAT.

[Book Your Stay](#)

Dining

Unfortunately, a kitchen for preparation of your own breakfast is not available.

However, we will be happy to prepare a delicious breakfast for 9€ per adult, 5€ per child from 5 to 14 years old, and free for children under 5.

Lunch and dinner are catered individually in our restaurant, where you can select from the menu.

For an additional fee of € 18,50 per adult and € 9 per child aged 5 to 14, we offer a half-board option, which includes continental breakfast buffet and dinner featuring dishes agreed upon between the chef and the guests.

SPA

Zbojnícke Kúpele (Outlaw Spa)

Draw your outlaw strength from a steam bath hidden in an underground cave with an earthy scent of soil and a hint of fresh rain that will soothe your senses.

You will experience romantic moments in hot tubs with a view of the setting sun. The scent of wild herbs in the saunas will energize your body and awaken your outlaw spirit.

Revitalize your body and mind and feel better and energized.

Warm your exhausted muscles, support your immune system in five saunas:

- Infrared sauna
- Finnish sauna
- Steam sauna – heat therapy with common sage
- Steam sauna – heat therapy with peppermint
- Herbal sauna – herbal heat therapy with the herbs from National Park and Breckland thyme
- Whirlpool bath in Devil's Cave
- Outdoor wooden tubs with a magnificent view of setting sun
- Relaxation room under the Kučelach mountain

Valaská Kolibka (Shepherd's Sauna Hut)

RECOMMENDED TIME: 8 – 15 minutes (beginners 4 – 8 minutes)

TEMPERATURE: 100 – 110°C

HUMIDITY: 8 – 15%

Effects:

- skin cleansing
- positive effects on the cardiovascular system
- positive effects on the respiratory system – increased secretion of mucous glands, moistening of the mucous membrane, enhanced production of protective substances, improved breathing
- release of psychological stress
- reduction of anxiety, aggression
- stimulation

Horúci Kotlík (Hot pot)

RECOMMENDED TIME: 30 – 40 minutes

TEMPERATURE: around 60°C

Effects:

- reduces pain
- strengthens the immune system
- improves and strengthens blood circulation
- cleanses the body of harmful substances
- removes cellulite
- relieves stress and calms the mind

Zbojnický Duhan (Outlaw Leaf)**Heat therapy with wild mint herb from the Muránska Planina National Park**

RECOMMENDED TIME: 10 – 20 minutes

TEMPERATURE: 40 – 50°C

HUMIDITY: 100%

Effects:

- supports metabolism
- supports weight loss
- improves blood circulation
- relieves stress and reduces fatigue
- helps with migraines and headaches
- positive effects for ENT disorders and kidney colic

Báčov Podišiar (Shepherd's Rest)**Heat therapy with lemon balm**

RECOMMENDED TIME: 10 – 20 minutes

TEMPERATURE: 40 – 50°C

HUMIDITY: 100%

Effects:

- relieves stress and reduces fatigue
- helps maintain beautiful and soft skin
- helps prevent viral infections and colds
- aids relaxation, relieves strained muscles and joints
- helps with shortness of breath, strengthens the immune system
- improves digestion, strengthens nerves, concentration, and memory

Vôňa Paše (Scent of the Meadow)**Heat therapy with Breckland thyme herb from the Muránska Planina National Park**

RECOMMENDED TIME: 30 – 40 minutes

TEMPERATURE: 47 – 55°C

HUMIDITY: 25%

Effects:

- antibacterial and antifungal effects (sinus, infections, irritating cough, muscle pain, rheumatism)
- helps with fatigue and headaches
- strengthens and soothes the nerves
- dispels sadness and melancholy

Zbojnícký Pelech (Outlaw's Lair)

RECOMMENDED TIME: unlimited

TEMPERATURE: 36 – 40°C

HUMIDITY: 38 – 42%

Effects:

- mild body overheating and its adjustment for overall relaxation and rest
- overall strengthening of the immune system
- reduction of stress

Opening Times

The operating hours are based on availability. For current availability and reservations, please contact us at

Pricing

Adult: €16

Child aged 5 – 14: €7

ACTIVITIES

Zbojská Lookout Tower

The Zbojská Lookout Tower is situated in the Muránska Planina National Park. Not only can tourists enjoy beautiful views of natural treasures, but it also serves professionals who monitor local wildlife.

The tower was built in 2016 as part of the project “Development of Nature Conservation and Protected Areas in the Slovak Carpathians” carried out by the State Nature Conservancy of the Slovak Republic. The project was funded by the Swiss-Slovak Cooperation Programme within the European Union. It does not compromise the landscape through human intervention but rather complements it in a non-intrusive way.

Virtual Tour

Zbojnícka Strela Minibus (The Outlaw Ride)

The team of Norik of Muráň horses and historical sightseeing minibuses connect two extraordinary railways. The unique and still functional rack railway from Tisovec to Pohronská Polhora and Čiernohronská Railway (also Čierny Hron Forestry Railway) in Čierny Balog. The interchange station on Zbojnícka Strela minibus route is Gazdovský Dvor at Chlipavica saddle, near the settlement of Krátke, where you can change the horse-drawn carriage for a sightseeing minibus. At the moment, the sightseeing minibus runs on the route Zbojnický Dvor Salaš Zbojská at Zbojská saddle – Gazdovský Dvor at Chlipavica saddle. The horse-drawn carriage can be booked at least 3 days in advance. For the time being, horse-drawn carriages also run only on the route Zbojská-Chlipavica. Traditional refreshments await you here. Zbojnícka Strela minibus reaches an average speed of 20 km/h over a distance of 6 km. You can also use Zbojnícka Strela minibus for short sightseeing rides around Zbojská saddle.

Discover more

Timetable of Zbojnícka Strela Minibus

Zbojnícka Strela minibus operates from 10:00 AM at multiple intervals. The interval, which lasts approximately 1 hour and 30 minutes, may change throughout the day depending on the number of passengers and demand.

Minimum number of passengers: **5 people**

- **Route:** Zbojnický Dvor Salaš Zbojská – Chlipavica saddle and back
 - o **Adult:** €6
 - o **Child:** €4
- **Route:** Zbojnický Dvor Salaš Zbojská – Zbojská Lookout Tower
 - o **Adult:** €4
 - o **Child:** €2

Hucul Horse Ride

Journey along the Hucul Trail on Horseback

Explore the beauties of the national park on the Hucul horseback by a multi-day or just an hourly journey. It is suitable for beginners as well as inexperienced riders. Our trained guide will teach you about riding and about proper behaviour in the company of horses. It is only up to you how long and difficult you choose the journey. For three-hour and multi-day journeys, accommodation and meals are available at stopping points at Gazdovský Dvor Chlipavica saddle, Burda saddle, and Predná Hora.

The literal translation of the word “hucul” is “outlaw” from the Romanian language. The history of this horse – the outlaw – and the journey on Hucul horses is also related to our Hucul Trail project, through which we aim to authentically introduce visitors both the present and past of the Hucul – outlaw, as well as the history of the outlaw tradition in the microregion of Muránska Planina.

For families with children, we have prepared a horse-drawn carriage, which you can take for an adventurous ride through the plains.

If you are interested in the journey on the Hucul horseback, please contact us via email ... or via phone number of the guide: ...

Contact us at least 1-2 weeks before your planned trip. Consider your riding skills, and we will create the ideal route in consultation with you.

The journey can last one day with an overnight stay, or it can be a multi-day trek with various types of accommodation.

Equipment: sports footwear and clothing, summer sleeping bag, raincoat, personal identification, health insurance card.

Jakub Surovec Trail

Visit the educational outlaw trail of the outlaw Jakub Surovec and his companions who escaped the noble gendarmes from Zbojská saddle through the difficult to access Čertova Dolina (Devil's Gorge). The trail is one-way (ascending the gorge from bottom to top), with the starting point at the information centre at Zbojnický Dvor Salaš Zbojská and it continues parallel to the red-marked Rudná Magistrála trail towards Remetisko hill, where it leaves Rudná Magistrála and continues through the Makovo Koryto valley, passing beneath Čertov Most (Devil's Bridge) railway viaduct towards the mouth of Čertova Dolina (Devil's Gorge). If you are hiking along Rudná Magistrála from west to east, you can also join the trail at Remetisko. After a short detour to Čertova Jaskyňa (Devil's Cave) and crossing the valley, the educational trail loops back to Zbojnický Dvor Salaš Zbojská via Pacherky meadows and Galička shepherd's hut.

The trail is marked with green-and-white trail markers and has a total length of 4.7 km, with an elevation gain of 268 meters. The hike takes approximately 3 hours in a sturdy footwear, as part of the route goes along rocky terrain, where the gorge remains naturally preserved

without major alterations (no artificial steps or metal ladders). That is why you will not find a paved path or a comfortable path. Instead, the trail follows the rocky bed of Čertov Potok (Devil's Creek), requiring careful navigation over boulders and gravel, as well as occasional crossing between banks without footbridges. Only three sections with rock threshold and waterfalls are equipped with wooden ladders for safer passage. You can find the map of the trail at the following link (the trail is shown with an orange line, but it is marked with green-and-white trail markers in terrain).

During heavy rain or winter, Čertova Dolina (Devil's Gorge) can be dangerous to cross!

The trail can also be explored with a guide, who will enrich your journey with engaging commentary.

Guided Tour Prices:

Minimum of 10 participants:

- €6 / Adult
- €4 / Child

Less than 10 participants:

- €8 / Adult
- €5 / Child

Minimum of participants: **4 people**

Maximum of participants: **15 people**

You can book a guide at the information centre of Zbojnický Dvor Salaš Zbojská in advance or on the spot before the hike.

Čertova Dolina (Devil's Gorge) is deep canyon-like valley, hiding natural treasures and perhaps also treasures of outlaws in caves. The most significant is Čertova Jaskyňa (Devil's Cave), where the companions of the outlaw Jakub Surovec were hidden.

In a close proximity to the trail is the Čertova Dolina (Devil's Gorge) nature reserve, rack railway from Tisovec to Pohronská Polhora, and two unique railway viaducts - Čertov Viadukt and Viadukt pod Dielom (Devil's Viaduct and Viaduct under the Diel Saddle)

Following stops are on the education trail of Jakub Surovec:

- Zbojnický dvor Salaš Zbojská – starting point
- Remetisko (legend of the monk)
- Jaskyňa na Remete (Cave in Remeta)
- Rizňa – timber chute (for wood transfer)
- Zázračná studnička (Miraculous Well)
- Makovo koryto (information panel about gamekeeping and hunting)
- Makovo koryto (information panel about forestry)
- Masarykova cesta (Masaryk Road – road underpass)
- Čertov Viadukt (Devil's Viaduct) – information panel about rack railway line Tisovec – Pohronská Polhora

- Vyvieračka (spring) – mouth of Čertova Dolina (Devil's Gorge)
- Čertova Jaskyňa (Devil's Cave)
- Čertova Dolina (Devil's Gorge) – Zbojnický Vodopád, úžina Surovcov Stisk, Malý Vodopád, hate, úžina Posledná Barikáda (Outlaw Waterfall, Surovec's Grip pass, Small Waterfall, weirs, Last Baricade pass)
- Pacherka – information panel about sheep herding and outlaws
- Galička – real Carpathian shepherd's hut with a shepherd and sheep in a basket
- Zbojnický dvor Salaš Zbojská – final stop of the educational trail

SURROUNDINGS

Things to See Nearby

Zbojská saddle, an important mountain saddle (762m a.s.l.) in the main ridge of Slovenské Rudohorie (Slovak Ore Mountains), dividing its western and central part. The hiking trail Rudná Magistála passes through the saddle, and it is the starting point of hiking trails to the Muránska Planina National Park and Veporské vrchy (Vepor Mountains). In the saddle, you can find a tourist information centre and several tourist facilities providing accommodation and catering services.

A bus service and unique rack railway run through Zbojská saddle. The gem of this region is the well-preserved wild nature, a home to a rich variety of protected species of plants and animals. Nearby is the picturesque Čertova Dolina (Devil's Gorge) with a canyon-like floor, waterfalls, and a cave. In the past, the outlaws used to hide out in local shepherd's huts and Čertova Jaskyňa (Devil's Cave), ambushing travellers on the trade route between the towns Brezno and Tisovec. Traditional sheep grazing and sheep cheese production are still preserved here to this day.

Plan your hikes easily with Hikeplanner, an online hiking map and trail finder: [Hikeplanner](#)

Zbojská and Its Area

Fabova Hoľa mountain (1439m a.s.l.)

is the highest peak of Veporské Vrchy (Vepor mountains). Its summit is forested with native mountain spruces, and it is a part of a nature reserve. The area is home to many protected species of plants and animals. Many of the country's large predators and western capercaillie can be regularly spotted here. Small mountain settlements are scattered along the southern ridges, offering breathtaking views. Hiking trails to Fabova Hoľa lead from Pohronská Polhora village, Polomka village, Zbojská saddle, and Burda saddle.

Burda Saddle (1006m a.s.l.)

lies between Fabova Hoľa mountain and Vysoký Vrch mountain. It is an important junction of hiking trails connecting Veporské Vrchy (Vepor Mountains) with the Muránska Planina

National Park, and Horehronie region with Gemer region. Its aesthetic surrounding consists of grassy slopes scattered with remnants of old settlements.

Kučelach (1100m a.s.l.)

is a picturesque settlement located on the southern ridge of Fabova Hoľa mountain. A red-marked trail leading to Fabova Hoľa mountain passes through this area. From here, visitors can enjoy stunning views of Kráľova Hoľa mountain, Stožky mountains, and Rimava valley.

Kopačno (1080m a.s.l.)

a small mountain settlement located on the southwestern hillside of Fabova Hoľa mountain. A yellow-marked trail to Javoriny passes nearby. It offers views of Klenovský Vepor mountain and the Brezno Basin with Nízke Tatry (Low Tatras) in the distance.

Strieborná (987m a.s.l.)

has grassy slopes scattered with remnants of old settlements. No marked hiking trail passes through the area, making it an ideal place for tourists who enjoy peace and quiet along with a touch of romance, in the heart of the wild nature.

Klenovský Vepor peak (1338m a.s.l.)

is a natural landmark of Veporské Vrchy (Vepor Mountains) with its distinctive shape. This mesa is covered by a dense forest of primeval character. Beautiful views of Gemer region, Muránska Planina National Park, and Fabova Hoľa mountain can be seen from the cliff below the summit. The red-marked trail, Rudná Magistrála, passes over the summit. In the past, Jánošík, the legendary outlaw, often visited the area of Vepor, and it is said that his treasure might be hidden here.

Krátke (1020m a.s.l.)

is a romantic mountain settlement located above Pohronská Polhora village. Grassy ridge offers a panoramic view of the surrounding mountains. In good visibility, one can see, among other things, the peaks of Západné Tatry (Western Tatras), the ridge of the Veľká Fatra (Great Fatra), and Poľana mountain. Yellow-marked trail from Pohronská Polhora village to Machniarka settlement passes through Krátke.

Machniarka (1040m a.s.l.)

A small mountain settlement with several wooden cottages offers beautiful views of Klenovský Vepor mountain. The yellow-marked trail from Krátke settlement meets Rudná Magistrála hiking trail here.

Diel saddle (823m a.s.l.)

Is an important saddle through which the Rudná Magistrála hiking trail passes. It is intersected by the old Tisovská Cesta (Tisovec Road), once the only crossing for cart drivers between towns Brezno and Tisovec. This area was often the site of outlaw ambushes.

Muráň and its area

Muránsky Hrad (Muráň Castle)

Muránsky Hrad is one of the highest situated castles in Central Europe (938m a.s.l.). With an area of 3.3 ha, it was also one of the largest castles in Slovakia. Now, only ruins remind us of its former glory. The castle played an important role in the Hungarian history until the end of 17th century. It is built on the Cigánka rock above Muráň village.

Veľká Lúka meadow

is the largest meadow of the karst plateau of Muránska Planina National Park. During summer, you can admire free-roaming horses. Stud farm was established here as early as 1950. The meadow can be accessed via several hiking trails, and in the Piesok area, there is a designated camping spot.

Piecky gorge

Near to Muráň village, right below the rocky cliffs of Poludnica peak, lies the geologically interesting site of Piecky. Numerous rock ledges and small caves were formed through karst processes and mechanical weathering. It is accessible from Muráň by a marked hiking trail.

Tisovec and its area

Hradová mountain

Hradová (887 m a.s.l.) is one of the most impressive natural landmarks around the town of Tisovec. Apart from interesting flora, fauna and limestone cliffs, the remains of two medieval castles can be found here: the so-called Old Castle, located on the eastern side of the ridge, and the New Castle, which can be found on the western side below Okružla Skala (Round Rock). A 3.12 km educational trail leads from the town to Hradová following the marked hiking trail.

Trstie mountain

Mountain massif with a prominent main ridge at an altitude of 1,000 to 1,100 m a.s.l. The highest peak itself, at an altitude of 1,121m, is a dominant feature rising above Rimava River valley. The summit area is mostly flat, with peat bogs and uplands that host several rare species of plants and animals. The location is accessible from Tisovec via a yellow-marked hiking trail.

Suché Doly nature reserve

A significant karst area located near Hradová massif. The entire area has a gently undulating terrain and is predominantly covered with grassy vegetation. You can find here a lot of karst sinkholes. The deepest chasm of Muránska Planina National Park, Michňová (105m) is located here.

Gazdovský Dvor Chlipavica

Gazdovský Dvor at Chlipavica saddle has been standing since 2009 at the site of the original village bull farm, located on the mountain ridge between villages Pohronská Polhora and Čierny Balog. The wide, deforested saddle of Chlipavica provided good conditions for cattle farming, which led local inhabitants to establish mountain settlements called Krátke on the slopes of the Lômik hill. Zadné Krátke settlement lies directly in Chlipavica saddle.

Gazdovský Dvor Chlipavica continues the long tradition of cattle farming at the mountain settlement Krátke – Chlipavica. You will be welcomed here by a small farm where you can experience the true atmosphere of mountain pastoral settlements. In the wooden cottage, you can enjoy various grilled specialties and refresh yourself with non-alcoholic and alcoholic beverages. Your visit will be made even more enjoyable by our animals, and if you wish, you can get involved in the work and life on the farm.

You can access it from Pohronská Polhora (train, bus) via the remote settlements Predné Krátke and Zadné Krátke to Chlipavica saddle along the yellow-marked hiking trail in approximately 2 hours. It is also accessible directly from the Zbojská saddle (train, bus) via Dielik along the red-marked Rudná Magistála hiking trail, or from Diel saddle (blue cycling route) to Chlipavica saddle in about 2 hours.

You can reach Chlipavica saddle also by the Zbojnická Strela minibus, which operates from Zbojnický Dvor Salaš Zbojská, on foot, or by bike via the blue cycling route (Čierny Balog – Chlipavica saddle – Diel saddle – Zbojská saddle – Burda saddle). In winter, the forest roads around Chlipavica saddle are ideal for ski touring and snowshoeing.

Gazdovský Dvor Chlipavica offers simple refreshments at a buffet, including non-alcoholic drinks (herbal tea) and alcoholic beverages (bottled beer), as well as grilled meat, goulash, potato pancakes, and crepes. The buffet is opened daily during the main tourist season (holidays) and only on weekends during the off-season. A source of drinking water is available from a well-maintained spring near the building. In addition to indoor seating in the wooden cottage, there is outdoor seating under a wooden shelter, on benches around a firepit, or on benches surrounding the building.

The facility also serves as a tourist shelter with a caretaker, where visitors can stay overnight by prior arrangement – either in their own tent or sleeping bag (space for 15 people), or on wooden bunks (6 people) in the attic dormitory above the dining room. A hot shower is available upon request. The interior of the Gazdovský Dvor Chlipavica features a traditionally furnished dining area with a stove and a small kitchen. The building also includes flushing toilets.

Burda saddle

The region beneath the Fabova Hoľa mountain on the border of Veporské Vrchy (Vepor Mountains) and Muránska Planina National Park is well known for its numerous wooden cottages nestled in picturesque corners of wild nature. A new addition to the gallery of wooden cottages near Burda saddle is Zrub Burda, a shelter designed especially for hikers and travellers. It is the first managed mountain shelter in Muránska Planina National Park.

The official name of the cabin is Zrub Burda – informačné centrum (Zrub Burda – Information Centre). It is a managed shelter that balances between a tourist shelter and a mountain lodge in terms of services offered. The caretaker – a ranger of Muránska Planina National Park – is available to provide visitors with essential information about hiking, cycling, horseback trekking, and park regulations. The cabin was established through the initiative and collaboration of the Administration of Muránska Planina National Park and various tourism-related organizations. One of the key outcomes of this cooperation is the Hucul Trail project, which also defines another important function of the shelter – serving as a starting, destination, and rest station along the trail.

Burda saddle is located in the northwest part of Muránska Planina National Park, beneath the Fabova Hoľa mountain, at an altitude of 1,005 m, separating the regions Horný Gemer and Horehronie. Zrub Burda is situated about 150 meters west of the tourist crossroad of the green-marked hiking trail towards Kučelach mountain, in the area of a former quarry. A marked detour from the pass leads to the cabin. Numerous hiking trails from all directions pass through Burda. The shortest access is from Zbojská saddle, bypassing Fabova Hoľa mountain. The saddle can be easily reached on foot or by bicycle from the south via Rimava valley from Tisovec, and from the north through Hronec valley from Závadka nad Hronom village. From Fabova Hoľa mountain, trails descend into the saddle from Pohronská Polhora village, Zbojská saddle, and Polomka village. From Muránska Planina National Park, trails from Nižná Kľaková hiking area and Siváková lead to Burda saddle.

Several major hiking trails cross Burda saddle, including two significant long-distance trails – Rudná Magistála and Hucul Trail, as well as a path dedicated to Vladimír Clementis. Hucul Trail is the newest and differs from Rudná Magistála in its intended use. While Rudná Magistála is primarily for hikers, Hucul Trail is designed for horseback riders. It does not have exact marking or fixed route; instead, it is defined by key starting and rest stations such as Zrub Burda, Zbojnický Dvor Salaš Zbojská, Gazdovský Dvor – Chlipavica, and the Hucul club at Sihla village. Travelling along the Hucul Trail takes place with a guide and roughly mirrors Rudná Magistála from Muráň to Sihla.

The north-western part of Muránska Planina National Park is a highly attractive tourist area, offering a vast network of trails in addition to the major long-distance trails. Zrub Burda serves as an ideal starting point for hikes to Muránska Planina National Park, Fabova Hoľa mountain, Stožky mountains, and Tisovský Kľak mountain. The terrain around Burda saddle is perfect for cycling and, in winter, for ski touring.

Rack Railway Ride

The rack railway line Tisovec – Pohronská Polhora was built between 1893 and 1896. Constructing the railway through the challenging mountainous terrain with a total elevation gain of 314 meters required the creation of several unique engineering structures. These include a tunnel with a total length of 786 meters, multiple rock cuttings ranging from 10 to 15 meters in length, several embankments and retaining walls up to 6 meters high, eight smaller bridges and two arch viaduct – Viadukt pod Dielom (Viaduct under the Diel Saddle) and Čertov Most (Devil's Bridge) – both reaching up to 36 meters in height.

The railway line has a gradient of 48‰ from the Tisovec-Bánovo stop to Zbojská, and up to 52‰ from Pohronská Polhora to Zbojská, which necessitated the construction of a rack railway system on this section. The Abt rack system was used for the railway with a total length of both segments reaching 5,836 meters. From the beginning of its operation, four rack-and-adhesion locomotives were deployed on this track, manufactured in 1876 at the Floridsdorf Locomotive Factory specifically for this railway. Two locomotives were decommissioned after the war, the third was retired in 1961, and the last one was withdrawn from service in 1964.

Since 1964, motor railcars M 240.0, produced in Czechoslovakia, started operating on the Tisovec – Pohronská Polhora line, running until 2000. One M 240.0 motor railcar was successfully restored by the non-profit organization “Zubačka” in cooperation with the Museum of Transport in Bratislava.

The Zubačka association in Tisovec offers year-round rides on the restored motor railcar along this unique railway line. Visitors can enjoy spectacular views from the windows of a historic train traveling through the beautiful landscapes of the Muránska Planina National Park.

Dear Visitors,

The Zubačka association Tisovec offers you a ride on the historic motor car M 240 0039 on the unique rack railway between Tisovec and Pohronská Polhora, with a stop and stay at Zbojnický Dvor Salaš Zbojská. You can choose from three different ride options according to the provided timetables.

Watch [report](#) on the rack railway.

Timetable – with a stop and stay at Zbojnický Dvor Salaš Zbojská

Horses in Murán

Hucul Trail, a unique product of tourism, was initiated in 2009. The idea and its implementation were led by the Slovak Hucul Club and Zbojská s.r.o., later joined the Administration of Muránska Planina National Park. The core idea was to offer visitors a chance to journey on Hucul horses across Muránska Planina National Park and Čierny Hron.

Today, the Hucul Trail has evolved into a broader initiative that provides wider range of services – from preserving the breeding of Hucul horses in Muránska Planina National Park and maintaining the region's biodiversity, to different forms of education and the

development of sustainable tourism cluster. However, the primary focus remains on creating a high-quality product of horseback trekking experience along the Hucul Trail.

For decades, Muránska Planina and horse breeding have been inseparable. In 1950, a semi-wild breeding programme of Hucul horses was established in the Veľká Lúka area beneath Muránsky Hrad (Muráň Castle). Initially, the goal was to preserve the Hucul horse breed, later shifting to breeding horses suitable for forestry work. Attempts were made to crossbreed the Hucul to create a new breed called Slovak Mountain Horse, but with only a partial success. Later, the breeding of cold-blooded Noriker horses was introduced, and in 1995, the breeding of Norik of Muráň horse was officially recognized. By 1997, this breed was declared a genetic reserve and a protected breeding program. Today, the total number of horses is around 300. The deep-rooted connection between Muránska Planina and the horses is celebrated through the famous Muráň Rodeo, one of Slovakia's largest events of this type.

On the opposite side of the region, in the village of Sihla nad Čiernym Balogom, a group of enthusiasts and admirers of Hucul horses founded Slovenský Hucul Klub (Slovak Hucul Club) in 1999. Their primary mission is to preserve and protect the Hucul horse as a unique breed. Today, you can find in Sihla village a herd of over 40 horses, and every year, the village hosts Hucúlska Paráda, a major event dedicated to these remarkable horses.

The word “hucul” translates from Romanian language as “outlaw,” reflecting the historic connection with the region's outlaws. Through the Hucul Trail, visitors can experience an authentic journey on horseback, learning about the past and present of Hucul horse – and outlaws – of Muránska Planina and Čierny Hron.

Hradová Educational Trail

Hradová educational trail begins at an information point marked by a shelter located near the center of Tisovec. The trail follows a marked hiking path, stretching 3.12 km with an elevation gain of 475 meters, and features nine educational panels along the route.

Hradová (887 m a.s.l.) is one of the most impressive landscape features around Tisovec. This massive hill of limestone and caves provided safe lodging for people dating back to the Stone Age. There are also remains of a medieval castle on the peak.

Hradová is located in a nationally protected area of Muránska Planina National Park. In 1984, it was classified as a small-scale protected area, with the highest level of nature protection (Level 5). Hradová is also included in the proposed area of NATURA 2000 network as a site of European significance.

Čertova Dolina (Devil's Gorge) Nature Reserve

Highly attractive tourist hiking trail, Čertova Dolina, is located in Muránska Planina National Park, near Zbojská saddle. The gorge, designated as a nature reserve for its valuable karst formations and preserved forest communities, can, in some places, resemble the famous ravines of Slovenský Raj (Slovak Paradise). Similar to Slovenský Raj, here you can admire

the interesting karst relief, massive rock cliffs and waterfalls formed by the stream flowing through the area – Zbojnicky Vodopád (Outlaw Waterfall) being one of the most striking.

The narrowest point of the gorge, considered the most beautiful part of the reserve, is called Surovcov stisk (Surovec's Grip). It was named after the outlaw Jakub Surovec from Tisovec, who, according to the legend, once raced through the ravine fleeing from guards whose clumsy legs, unaccustomed to the demanding, difficult-to-pass terrain, were no match for him.

Today, the visitors of Čertova Dolina have a significant advantage over both the guards and Surovec, as the difficult parts of the gorge are now equipped with ladders, bridges and other tools which allow relatively comfortable crossing. Several caves can also be found in Čertova Dolina nature reserve. The most significant, and freely accessible to the public, is Čertova Jaskyňa (Devil's Cave), also known as Zbojnícka Jaskyňa (Outlaw's Cave), as legend has it that Jakub Surovec and his companions used it as a hideout.

Čierny Balog Railway

Currently, the Čiernohronská Railway (also Čierny Hron Forestry Railway) operates daily during summer tourist season from May 2 to September 30. It operates on the section from Chvatimech to Čierny Balog (by reservation only), to Vydrovská Dolina valley and to Dobroč village, in total of 19 km. In 2012, with the support of the European Union, the restored railway line from Čierny Balog to Dobroč (4 km) was officially opened. Non-scheduled rides can be booked at any time! The rolling stock consists of four steam locomotives, five diesel locomotives, and restored M21 400 railcar. The locomotives operate with a set of historic passenger carriages, some of which, including the restaurant car, have been converted into an open-air sightseeing car. These enhance the immersive experience of the ride and surrounding nature. Čiernohronská Railway acquired these cars by modifying original freight cars, with one being an authentic open-air car saved from the cancelled line Ružomberok town – Korytnica kúpele (Korytnica Spa). Another unique feature is the manual braking system, a method traditionally used on forest railways.

Čiernohronská Railway – Public Train Timetable

Let yourself be carried away by the charm of the smoking train and hissing steam in the heart of nature. This unique railway, which was in the past used to transport timber from the valleys beneath Klenovský Vepor mountain, now runs on the restored track Chvatimech – Hronec – Čierny Balog- Vydrovo.

For more information on Čiernohronská Railway, click on the link: <https://www.chz.sk/en/>