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| **Visitare la Puglia** | **Visiting Puglia**  **A Visit to Puglia**  **Travelling around Puglia** |

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| La Puglia, indicata come meta turistica preferita dal turismo mondiale, è sicuramente tutto ciò, ma il tacco d'Italia ha un valore aggiunto distintivo quanto intangibile: il calore di un popolo ospitale, storicamente abituato ad accogliere i viaggiatori giunti dal mare. Quello in Puglia è un viaggio esperienziale, da vivere con i cinque sensi per catturarne suoni, paesaggi, forme, odori e sapori in modo da comprendere le passioni e le tradizioni legate a cultura, arte e storia del territorio. | Puglia is certainly the favourite tourist destination for international tourism, but the heel of Italy has a unique as intangible added value. It is the warmth of the hospitable population, historically used to welcome travellers coming from the sea. A travel to Puglia is experimental, a journey to be enjoyed with all five senses to capture sounds, landscapes, shapes, scents and flavours in order to understand the passion and the traditions tied to the culture, the art and the history of the area.  Group 9 |
| It is said that Puglia is one of the most popular tourist destinations in the world and it surely is. The Italian heel has also a peculiar and intangible value thanks to the warmth of friendly people, who have always been used to welcoming travellers coming from the sea. Travelling to Puglia is an authentic experience that you should feel with your whole body to grasp sounds, landscapes, shapes, nice smells and tastes that tell the story of the region’s traditions, art and culture.  Group 8 | Puglia is known as the most famous tourist destination in the world. Otherwise the heel of the country has a distinctive and intangible value: the hospitality of the people, which are historically accustomed to welcoming visitors arrived from the sea. The trip in Puglia is an experience that has to be lived by the five senses to catch sounds, landscapes, forms, smells and flavours for understanding passions and traditions combined with culture, art and history of the territory.  Group 2 |
| Apulia is surely indicated as a favourite tourist destination by global tourism, but the heel of Italy has a distinctive as well as untouchable added value: the people’s warm hospitality, historically used to welcome travellers coming from the sea. Apulia can offer an experiential journey, to live with all five senses to catch sounds, landscapes, shapes, scents and flavours allowing you understand the passions and traditions of the region’s culture, art and history  Group 4 | Puglia not only is known as one of the best destinations around the world, but it also has a peculiarity: its inhabitants. In fact, they are welcoming people and historically used to host travellers from the sea. During your holiday in Puglia, you will enjoy wonderful experiences that will capture your senses. Through its sounds, landscapes, shapes, scents and tastes you will embrace its culture and traditions related to its art and history.  Group 5 |
| Apulia, often highlighted as a top destination in global tourism, is certainly all that — but the heel of Italy offers something more, a unique, yet intangible added value, the warmth of hospitable people, historically accustomed to welcoming travellers arriving from the sea. Visiting Apulia is a truly immersive experience, one to be lived with all five senses — to take in its sounds, landscapes, shapes, scents, and flavours, and through them, to understand the passion and traditions rooted in the culture, art, and history of the region.  Group 7 | Puglia is one of the main tourist destinations for travellers all over the world. But the heel of Italy distinguishes itself for its untouchable value: warm people historically used to welcoming sailors. A trip to Puglia is an experience to live through the five senses in order to capture sounds, landscapes, shapes, scents and flavours to understand passions and traditions of its culture, art and history.  Group 10 |

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| Famoso in tutto il mondo, il barocco leccese è uno degli stili artistico-architettonici tra i più apprezzati nell’arte a cavallo tra XVI e XVIII secolo. Esplose a Lecce, da cui prese il nome, e nel resto del Salento. | Famous worldwide, the Baroque style from Lecce is one of the most appreciated artistic and architectural styles between the 16th and 18th century. It flourished in Lecce, from which it took its name, and then spread in the rest of the Salento area.  Group 9 |
| Famous all over the world, the Lecce Baroque is one of the most appreciated artistic and architectural styles between the 16th and 18th centuries. It is named after the city of Lecce, where it blossomed, and then spread all over Salento.  Group 8 | Famous all around the world, Lecce Baroque is one of the most popular artistic-architectural styles at the turn of the XVI and XVIII century, characterised by the usage of a rock typical of Lecce. It was born in Lecce and in the rest of Salento, which is the southern part of the heel.  Group 2 |
| Worldwide well know, the Lecce Baroque is one of the most appreciated artistic and architectural styles between the 16th and the 18th century. It gained its popularity in Lecce, from which it takes the name, and later in all the Salento area.  Group 4 | The Baroque of Lecce, a city in the south of Puglia, developed between 16th and 18th century and it is now known as one of the most famous artistic and architectural styles all over the world.  Group 5 |
| Renowned worldwide, the Lecce Baroque is one of the most celebrated artistic and architectural styles of the late Renaissance and early modern period, between 16th and 18th centuries. It flourished in Lecce, the city after which it is named, and throughout the Salento area.  Group 7 | The baroque style of Lecce, famous worldwide, is one of the most appreciated artistic-architectural styles between the 16th and 18th centuries. It burst in Lecce, the town it was named after, and in Salento, the southern area of the region.  Group 10 |

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| Il mare ha da sempre caratterizzato i paesaggi, offrendo panoramiche straordinarie e talvolta ancora incontaminate. Dal mare arrivavano i viaggiatori del passato: pellegrini e mercanti, ma anche violenti invasori, e a questo scopo il castello di Gallipoli fu costruito a guardia della città e del porto stesso. Commistione e arricchimenti culturali (ad esempio la Cattedrale di Otranto raffigura Re Artù) hanno consentito alla Puglia di essere uno dei centri più internazionali d’Italia nel passato e nel presente. | The sea has always characterised the landscapes, offering amazing and sometimes still unspoiled views. The past travellers arrived from the sea - pilgrims and merchants, but also brutal invaders.  For this reason the Gallipoli Castle was built to guard the city and the port. The cultural mixture and enrichments, such as the mosaic representing King Arthur in the Otranto Cathedral, enabled Puglia to become one of the most international centres of the past and present in Italy.  Group 9 |
| The sea has always played an important role in shaping the landscape, offering amazing and sometimes uncontaminated views. In the past, travellers such as pilgrims and merchants, but also violent invaders came from the sea. Because of their aggressions the Castle of Gallipoli was built to protect the city and the harbour itself. Cultural mixture and enrichment, for example King Arthur depicted in the Cathedral of Otranto, allow Puglia to be one of the most international places of Italy in the past as well as today.  Group 8 | The sea has always characterised the landscapes, offering extraordinary views and sometimes not contaminated yet. The past travellers came from the sea: pilgrims and merchants, but violent invasors too. The castle of Gallipoli was built as a city and harbour guard. Mixture and cultural enrichments (for example the Cathedral of Otranto representing Re Artù) lead Puglia being one of Italy’s most international centres in the past and in the present time.  Group 2 |
| The sea has always characterized the landscapes, offering amazing and at times still uncontaminated views. Once travellers arrived from the sea: pilgrims and merchants, but also violent invaders, and for this reason Gallipoli Castle was built to defend the city and its port. Mixture and cultural enrichment (for example Otranto Cathedral illustrates King Arthur) let Apulia be one of the most international centres in Italy, now as before.  Group 4 | The protagonist of the landscape in Puglia has always been the sea. In fact, it creates stunning views that sometimes are still uncontaminated. In the past, travellers, pilgrims and merchants used to come from the sea. Unfortunately, intruders also were able to reach the land and were the reason why the castle of Gallipoli was built. Architectural additions such as Otranto Cathedral, which portraits the figure of King Arthur, made Puglia one of the most international regions of Italy both in the past and in the present.  Group 5 |
| The sea has always shaped Apulia’s landscapes, offering stunning, sometimes still untouched, coastal views. In ancient times, it was the sea that brought travellers, such as pilgrims and merchants, but also violent invaders — prompting the construction of the Castle of Gallipoli to protect the city and its harbour. This constant exchange led to a rich cultural blend, such as the Cathedral of Otranto, that depicts King Arthur — a sign of the far-reaching influences that have made Apulia one of Italy’s most international crossroads, both in the past and today.  Group 7 | The sea has always characterised its landscape offering scenic and unpolluted views. Pilgrims, merchants, and sometimes even violent invaders, used to go ashore there. For this reason, the castle of Gallipoli was built to defend the town and its harbour. A cultural mixture and enrichment (such as Otranto Cathedral represents King Arthur) have allowed Puglia to become one of the most international centres of Italy over the course of history.  Group 10 |

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| La Puglia vanta tre dei suoi più importanti monumenti tra quelli riconosciuti ufficialmente dall’Unesco come Patrimonio dell’Umanità: la fortezza di *Castel del Monte* eretta da Federico II di Svevia, forse come rifugio dopo la caccia; i *Trulli di Alberobello*, tra le costruzioni edilizie di più antica tradizione in Italia; il *Santuario di San Michele Arcangelo*, modello seguito nella costruzione di altri santuari nel mondo. | Three of Puglia's most important monuments are officially recognized as UNESCO World Heritage sites. These are: the fortress of *Castel del Monte*, built by Frederick II of Swabia, maybe as an after-hunting hut; the *Trulli of Alberobello*, traditional dwellings among the most ancient buildings in Italy; the *Sanctuary of San Michele Arcangelo*, which served as a model for the construction of other sanctuaries around the world.  Group 9 |
| Among its most important monuments three are UNESCO World Heritage sites. Those are Castel del Monte, a fortress founded by Frederick II of Swabia probably as a shelter after hunting, the Trulli of Alberobello, typical buildings among the most ancient in Italy, and the Sanctuary of San Michele Arcangelo, which set the base for other sanctuaries all over the world.  Group 8 | Puglia claims three of its most important monuments officially recognised by Unesco World Heritage Site: Castel del monte fortress erected by Frederick II Duke of Swabia, perhaps as a refugee after hunting; the Trulli of Alberobello, a typical dwelling made of stones and one of the oldest building constructions in Italy; the San Michele Arcangelo Sanctuary, a model followed in the construction of other sanctuaries around the world.  Group 2 |
| Apulia boasts three of its main monuments officially recognised as UNESCO World Heritage Sites: the fortress of Castel del Monte built by Frederick II of Swabia, maybe used as a shelter after hunting; the Trulli of Alberobello, traditional dwellings from Apulia, among the oldest examples of traditional buildings in Italy; the Sanctuary of Saint Michael the Archangel, used as a model for the construction of others sanctuaries worldwide.  Group 4 | Three of its well-known monuments are also entitled as UNESCO World Heritage sites, such as the fortress of Castel del Monte, that was built by Frederick II of Swabia; Trulli of Alberobello, that are one of the most ancient traditional buildings in Italy; the Sanctuary of Saint Michael the Archangel, that inspired the architectural structure of other sanctuaries in the world.  Group 5 |
| Apulia boasts three major monuments recognized by UNESCO as World Heritage Sites — the fortress of Castel del Monte, built by Frederick II, possibly as a hunting retreat; the Trulli of Alberobello, among the oldest examples of traditional rural architecture in Italy; and the Sanctuary of Saint Michael the Archangel, which served as a model for other sanctuaries around the world.  Group 7 | Puglia praises three UNESCO World Heritage Sites. The fortress of Castel del Monte built by Frederick Duke of Swabia, perhaps a hunting lodge, Trulli of Alberobello, ancient and traditional Italian dwellings, and San Michele Arcangelo Sanctuary, which inspired the construction of other sanctuaries all over the world.  Group 10 |

**TEXT ANALYSIS**

Genre/Style: tourism text

Text type: argumentative (descriptive / expository / persuasive)

Text objective: to present a tourism destination to attract visitors

Readership: people who could be interested in visiting this destination

Lexical Features:

* Mix of Germanic and Latinate vocabulary

Grammatical features:

* Most of the sentences are short and simple > have been shortened and reorganised to make them more comprehensible and not too much complicated

Cultural Elements:

* + Heel of Italy
  + Trulli > you have to explain what they are
  + UNESCO World Heritage Site

Register:

* Mode > written language
* Field > tourism text, no technical words
* Tenor > warmth and familiarity

Translation Strategies and Procedures

* Oblique translation > we used a lot of transposition and modulation to shorten and reorganise the sentences

Potential Translation Difficulties:

* Puglia or Apulia > both are correct
* Names of important figures and monuments > Frederick II of Swabia, Sanctuary, Cathedral

Group 9

Genre:

Tourism promotion

Text Type:

Argumentative/Expository and Descriptive

Text Objective:

To present and describe Apulia as an attractive travel destination, aiming to persuade and encourage potential tourists to visit by emphasizing sensory experiences, history, culture, and heritage.

Readership:

General public and potential tourists, particularly those interested in cultural tourism and unfamiliar regions of Italy.

Vocabulary:

A clear mix of simple Germanic vocabulary (e.g., sea, sound, shapes, view) and more Latinate or specialized terms (e.g., intangible, architectural, experiential), but overall kept accessible.

Includes established collocations such as “over the course of history”.

Occasional alliteration in listing sensory experiences: “sounds, landscapes, shapes, scents, and flavours” to create rhythm and memorability.

Grammar:

Use of present perfect in expressions like “have been used to welcoming travellers” highlights a tradition that continues from the past.

Predominantly short and clear sentence structures aid readability and flow.

Cultural Elements:

“Heel of Italy” is retained as a metaphor, understandable in English due to the similar visual connotation.

“Trulli” is kept in Italian, with the phrase “traditional rural architecture” used for clarification.

UNESCO World Heritage Site is a globally recognized term and is appropriately used as a standard translation.

Register:

Tenor: Neutral and informative. No direct dialogue, but the tone is inclusive and gently persuasive.

Field: Tourism, cultural heritage, history, and architecture, relevant but not overly technical.

Mode: Written for promotional and informative purposes. Language is descriptive, clear, and avoids technical jargon.

Modulation appears in adjusting expressions like “viaggio esperienziale” to “immersive experience.”

Transposition is used for grammatical shifts to enhance clarity in English (e.g., Esplose a Lecce → It flourished in Lecce).

Borrowing is seen in names like Trulli, retained for authenticity.

Equivalence occurs in expressions such as “tacco d’Italia” → “heel of Italy.”

Possible Difficulties:

Choice between Puglia and Apulia: “Apulia” is used for formal, English-speaking contexts, though “Puglia” is becoming increasingly familiar.

Numerous cultural references (e.g., Barocco Leccese, Trulli, Castel del Monte) could require explanation depending on audience knowledge.

Names and titles: accurate translation of historical figures (Frederick II) and buildings (Sanctuary of Saint Michael) requires careful cultural sensitivity and consistency.

Group 7