**CATHOLIC UNIVERSITY OF
SANTIAGO DE GUAYAQUIL**

**FACULTY OF ARTS AND HUMANITIES
SCHOOL OF ENGLISH LANGUAGE**

**TITLE:
ENGLISH ANNOTATED TRANSLATION OF TOURIST
ADVERTISING MATERIAL AS A CONTRIBUTION TO THE TOWN
HALL OF SANTA ROSA-PROVINCIA DE EL ORO**

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**FACULTY OF ARTS AND HUMANITIES
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MINOR IN TRANSLATION**

CERTIFICATION

We certify that this research project was presented by **Denisse Andrea Vilela Pacheco** as a requirement for obtaining a **Bachelor's Degree in English Language and Linguistics with a Minor in Translation.**

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I Denisse Andrea Vilela Pacheco
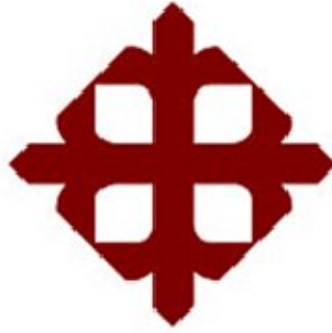
HEREBY DECLARE THAT:

The Graduation Thesis: *English Annotated Translation of Tourist Advertising Material as a Contribution to the Town Hall of Santa Rosa-Provincia de el Oro*, prior to obtaining the **Bachelor's Degree in English Language and Linguistics with a Minor in Translation,** has been developed based on a thorough investigation, respecting the intellectual property rights of third parties regarding citations within the corresponding pages whose sources are included in the bibliography. Consequently, this work is of my full responsibility.

Under this statement, I am responsible for the content, truthfulness and scientific scope of the previously mentioned Graduation thesis.

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AUTHORIZATION

I, **Denisse Andrea Vilela Pacheco**

Authorize the *Universidad Católica de Santiago de Guayaquil* to **publish** this Graduation thesis: **English Annotated Translation of Tourist Advertising Material as a Contribution to the Town Hall of Santa Rosa-Provincia de el Oro,** in the institution library**.** The contents, ideas and criteria in this thesis are of my full responsibility and authorship.

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Denisse Andrea Vilela Pacheco

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Denisse Andrea Vilela Pacheco

DEDICATION

To my parents:

Dalia Montero Rosales

Paola Pacheco Aguirre

Richard Vilela Montero

To my Husband:

Pablo Chérrez Requena

To my son:

Josue Chérrez Vilela

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TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES:

INTRODUCTION

The town of Santa Rosa is a place where people can find a wide variety of tourist attractions among them there are rivers, beaches, parks, extraordinary seafood, and its internationally recognized Annual Shrimp Festival. This city also has an airport equipped with modern facilities, as well as cozy restaurants located along the harbor. These places seem to be empty most of the times, which is not only a waste of resources, but also a pity.

Given the aforementioned fact, and after deep research about the information of the city available for national and international tourists, it was found that almost all the existing material was only Spanish, except for one brochure prepared by the Ecuadorian Ministry of Tourism which contains bilingual information. This brochure, which seems to have undergone machine translation, is the only source of information for potential foreign visitors who do not speak Spanish.

Once this problem was spotted, the major of the town was asked about this particular issue and he said to be informed and worried about not being able to overcome the language barrier and attract not only foreign visitors, but also foreign investment. In view of this fact, he agreed to delegate the work and accept the professional translation of the material offered at no cost, guaranteeing the use of adequate techniques and applying all the semantic, cultural, linguistic and syntactic structures needed for this sort of material.

Statement of the problem:

This project aims to provide the County of Santa Rosa with appropriate tourist material; i.e. brochures, pamphlets, fliers, etc. that contains the most relevant information concerning the main tourist attractions of that particular area of our country in the worldwide communication language for business and tourism: English. The basic assumption is that, by providing translated or bilingual information of Santa Rosa, being it a place of natural beauty, people from around the world will be more interested and more aware of the great tourist potential that the County has.

Research questions:

What tourist material is relevant to attract international visitors to the County of Santa Rosa?

How should the rendering be approached?

What salient features does the ST have?

What methods, strategies and techniques should be applied for rendering this sort of material?

General and specific objectives

a) General Objective

This project aims to help the County of Santa Rosa boost tourism through the provision of tourist material translated into English.

b) Specific Objectives
   ➢ Analyze the main features of tourist promotional material in the SL and the TL.
   ➢ Compare the linguistic and extralinguistic features of SL and TL texts to determine the approach to be taken for the rendering of the documentation provided.
   ➢ Detail the most relevant strategies to be applied for the translation of the tourist material in the form of annotations.

CHAPTER I

1. CONCEPTUAL FRAMEWORK:

Nowadays, in this globalized world, there exist different facilities that allow people to travel more and discover new cultures and places. To broaden their sources of income, municipalities, cities, and towns want to attract more visitors to their tourist places. So this is the main reason why tourist advertisement is necessary and plays an important role in the tourist industry and here appears the necessity of translating these sorts of material as an opportunity for new professionals to show their skills. In this work, the strategies, methods and theories of translation will be described.

1.1   Theory of translation

(Cabre, 1999) Describes translation as follows:

''[It] is a process aimed at facilitating communication between speakers of different languages. Translation implies understanding the source text and this requires knowledge of specific terms of the source and target language. This means, in turn, that translators must have some familiarity with the subject matter they are translating''.

During the process of translating a document, there is an original text written in one language that will be rendered into another language. This original text is called **Source Text** or (ST), and the translated version of this is the **Target text** or (TT). In the same way the original language is called **Source Language** or (SL) and the language of the translated text is called **Target Language** or (**TL).**

The main purpose of tourist advertisement is to attract visitors to the region so as to improve their economic situation; this is the reason why it is important for the tourist entrepreneurs to represent the location with all its attractions in the best possible manner.

1.2 Tourist translation

After considering all the theory, problems of translation, cultural differences and linguistic features when translating tourist brochures, it is necessary to know the structural aspects of this type of texts that are important and required in order to render a good product.

As we might notice, a tourist brochure is not a simple composition, it contains many technical information used for advertising, tourist material have many features, such as its special graphical design, the pictures of different places, sometimes the text is not continuous but it is separated into different paragraphs so as to be simple for reading in few minutes. On the other hand, there exist more complex documents that are longer, they contain more complete information about the place, its history, people, and tourist attractions, followed by pictures, tables, etc.

The graphical structure of this texts may established the meaning of it. This is an important fact that must be taken into account while translating, that is, that a translator is not allowed to change the graphical layout in the target text because it may cause semantic differences between the source text and the target text.

> Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destination. These dynamics have turned tourism into a key driver for socio-economic progress. **Retrieved from**: http://www2.unwto.org/content/why-tourism

As we can see, tourism is a vital factor of economic growth for developing countries like Ecuador. Figure one shows the percentage of international visitors to this country during the year 2011 in which we can observe that the total percentage of visitors to El Oro province is 7.30%. Although smaller than other provinces, this situation occurs because of some factors. The fact that it is located in the coastal region of the country, its weather, rivers,

beaches and its delicious food, make it an irresistible place for foreigners to visit.
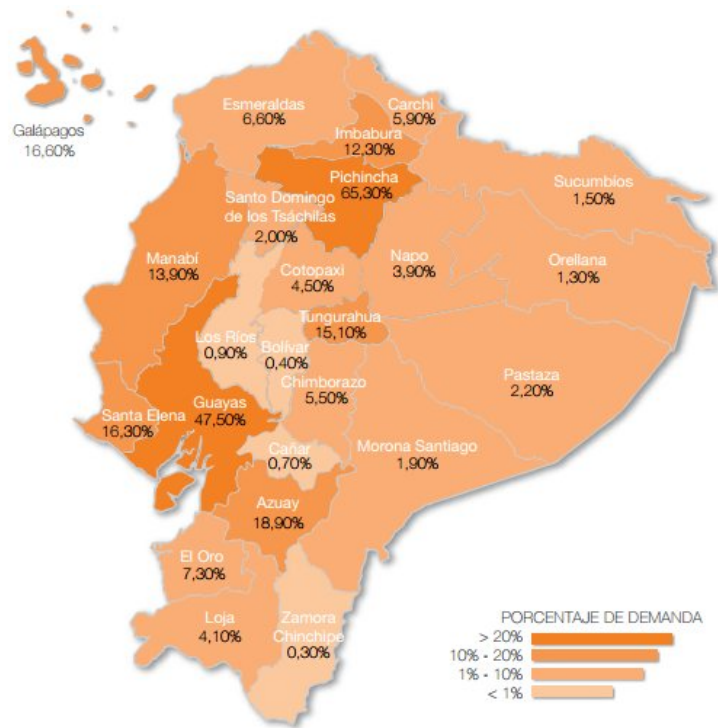
1Figure 1: Concentration of foreign demand

Source: http://servicios.turismo.gob.ec

To be more specific with the investigation, table number 1 has been added, which shows Ecuador's top source markets during the period of January -September 2014.

Markets	2013	2014	Var% 2014/2013
Colombia	252.107	280.237	11%
Estados Unidos	192.262	201.379	5%
Perú	108.685	128.583	18%
Venezuela	64.543	77.576	20%
España	48.827	51.312	5%
Argentina	37.221	45.469	22%
Chile	32.068	33.800	5%
Cuba	16.775	25.398	51%
Alemania	20.882	24.886	19%
Canadá	20.425	24.721	21%

Table 1: List of Ecuador's top source markets

Source: https://www.turismo.gob.ec

It can be noted that our second visitor is an English speaking country, so Ecuador, and in this case Santa Rosa, needs to offer advertisement available in English to facilitate and promote tourism internationally.

Given this statement and in order to perform a tourist advertisement translation, there are a lot of aspects a translator will have to consider; therefore, in this specific section the most important and relevant features of the text as well as the approaches to dealing with such features will be described.

(Reiss, 1977-1989) Describes that verbal texts can have three possible communicative functions, which are informative, operative and expressive. Based on Reiss's study, a tourist promotional text is an operative text because its essential function is to persuade and attract the reader's

6

attention; it also has a communicative or informative aspect because it includes relevant information about the place and its attractions. Given this fact it is true that the translator must be able to distinguish among these functions because each function will require different approaches and methods in order to reproduce a similar impact of the ST in the TT, which is to turn a potential tourist into an actual one.

1.3 Translator of tourist material

Rogers (1999), states that the success of an advertising campaign can be influenced by the translator of advertising text, which is why translators have an enormous responsibility. They must have the necessary skills to complete the process in a good manner, focusing on marketing strategies, the source and target language, culture and situation. The translator must keep in mind the purpose of the work.

There exist some indicators involved in the translation process of advertisements. According to Séguinot (1994), there are a variety of fields of competence demanded to the translator:

> ''In translating advertising, translators are expected to take responsibility for the final form of an advertisement. Globalization of the translation business sometimes means providing full marketing services in addition to translation and interpreting. Therefore, in the marketing of goods and services across cultural boundaries, an understanding of culture and semiotics that goes well beyond both language and design is involved''

This extract defines exactly what a translator must know when facing a tourist-like translation, it is extremely necessary for a translator to have certain skills for example: translators will have to provide marketing assistance to the client, so they must know at least the basis of this topic. They must know the cultural background and differences between the ST and the TT. They must be able to understand and interpret the visual elements (semiotics) which are of key importance in advertisement.

When talking about tourist material, there comes the need to analyze the pragmatics or the way language is used to transmit different intentions, the

register of the text or how the language is used in various situations adapting the appropriate manner to particular fields (subject matter), tenor (level of formality), and the way language is used depending on certain jargons which signify knowledge and beliefs that are important for an effective communication among people interacting within a given linguistic community.

Additionally, it is necessary to apply some specific methods to facilitate the translation process. The method used in this case includes the analysis of the problems and the explanation of the word choices. This method is called "Annotated Translation''; its purpose is to offer a complete study of the translation process of a text, emphasizing on a variety of aspects that according to Rodriguez are the following:

1.3.1 Formal aspects: they refer to the grammar form of texts, for example (syntactic structure, vocabulary, etc.). It also refers to the stylistic nature (if it is a story, a scientific text or a poem), which are the conventions in which the text is adapted to; if it is a sonnet or if it was written during the Romanticism, etc.

1.3.2 Thematic Aspects: there is a question to be considered: What is the text about? It is necessary to stablish the connection between the form and the theme

1.3.3   Rhetorical Aspects: they establish the questions of how the text is written, which is the structure of the text, its scheme, the ideas it discusses and how it performs them; what types of images were used; which are the recurring elements; what kind of rhetoric figures are presented; how they work and what their function is.

1.3.4 Other aspects: the external elements of the text must be taken into account: its bibliographical, historical and critical information, which register the work of the author of the text. Also the information and reflections about the contexts in which the text is placed, both source and target cultures; this information must be relevant to the text. It is very important for the translator not only to work with these aspects but also to annotate the critical perspective he/she may have about the texts, showing how the intrinsic characteristics of the text affects and is affected by its translation.

1.4   Techniques:

In order to provide a good rendering of the tourist material, it was necessary to use some translation techniques, strategies and skills. Tourism is linked not only to the attractions the city has to offer, but also to the culture; and the strategies for dealing with cultural issues in translation need careful scrutiny. The following translation techniques were used:

1.4.1 Transposition

It operates at the grammatical level. It is about replacing a word or words for another word or words without changing the original meaning

1.4.2 Adaptation

This technique is used to change the content and the form of the ST for it to be in accordance with the rules underlying the language usage and culture of the TT. This is a good technique to deal with cultural differences, metaphors and images.

Cultural substitutions refer to the case in which the translator uses equivalent words used on the ST also called prefabricated expressions that render the same meaning.

1.4.3 Paraphrasing

A technique used when there is no equivalent in the target language and the translator needs to say the same message but in other words.

1.4.4 Back Translation

According to (Newmark, Paragraphs on translation, 1993), it is the scientific element in translation, since it can measure approximately the deviation between the original and the translation.

1.4.5 Borrowing

According to Hock (1991) ''Borrowing is the adoption of individual words or even of large sets of vocabulary items from another language or dialect'' (p.310)

This translation technique is commonly applied in the translation of tourist attractions, especially when talking about food, for example; from Mexico the words: tacos, burritos, tortillas are widely used in the English language without the necessity of translating the word itself.

1.4.6 Calque

According to Taber (1982)

> ''Calque is the strategy that covers both the borrowing of individual items and the borrowing of syntagma. Like other strategies, it refers to a deliberate choice, not the unconscious influence of undesired interference''

This technique is used to ''borrow'' complete expressions in a translation process, and it can be useful in specific cases.

1.4.7 Glossing

Malone (1988) establishes glossing as:

''A special and important case of the translation technique of compensatory amplification and defines it as '' the annotation of a text with elucidatory material, which may range in length from single words to complex phrases or definitions''

1.4.8 Compensation

Palumbo (2009) Refers to compensation as a translation technique aimed at making up for the loss of an ST effect.

When the translator solves a problem of the ST, which can be a word or phrase that cannot take the same form in the TT, then the translator replaces

that structure using other elements in the source text to convey a similar discourse.

1.4.9 Equivalence

The theory of relevance is used in this research in order to support the fact that tourist advertisement should be literal translation, so as to eliminate the possibility of misinterpretations and misunderstandings by the reader.

It is a concept and theory in the field of translation which determine how the meaning of the original text is transferred in the translated text: one form of the equivalence theory is one of formal correspondence and dynamic equivalence (Nida and Taber, 1982). Formal correspondence and dynamic equivalence are not far removed from the theory of overt and covert translation. The works of Nida and Taber are the basis for some of the theoretical background that is used in this project.

It is necessary to analyze Newmark's proposals. Among them, we find three translational equivalents: cultural, functional, and descriptive equivalents; and the concept of transference. These equivalents can be used to attempt to render the meaning of a cultural word from the source text to the target text.

1.4.10 Amplification and Reduction

According to Taylor (1998)

Amplification requires that the translator adds some element to the source text for reasons of greater comprehensibility

Amplification was an important strategy in order to develop a comprehensive TT, because the ST contains a large number of cultural features that generated a translation problem, so the most effective solution was to use the amplification strategy.

According to Taylor (1998)

Reduction, as the term suggests, consist of omitting elements in a target text because they are redundant or even misleading.

This strategy will be taken into account only when necessary, because the negative part of this strategy is the fact that the translator will be performing its own ideas in order to reduce what the translator thinks that has to be omitted.

1.5   Translation Methods

1.5.1 Faithful translation

According to Newmark (1988):

''A faithful Translation attempts to reproduce the precise contextual meaning of the original within the constraints of the TL grammatical structures.''

In other words, a faithful translation transfers the cultural meaning of the text, but it preserves the grammatical form, which attempts to be connected to the author's intention.

1.5.2 Communicative translation

It establishes that a communicative translation has the objective of rendering the exact contextual meaning of the original in order to be comprehensive for the audience.

1.5.3 Literal Translation

This is a technique in which the SL grammatical structures are transformed to their TL equivalent, but the lexical words are translated out of context.

1.5.4 Word for word translation

It is a technique in which the order of the words of the SL is preserved and the words are translated by their most common semantic meaning without a context.

1.5.5 Semantic Translation

Its main difference with the ''faithful translation'' is that this technique takes into account the aesthetic value of the SL text.

1.5.6 Free Translation

It is the production of a TT without the original style, form or content.

1.5.7 Idiomatic translation

It intends to reproduce the message of the original but tends to change the meaning by using colloquialisms and idioms when they were not use in the ST.

CHAPTER II

2. METHODOLOGICAL FRAMEWORK

For the development of this project, it was necessary to carry out terminological research so as to determine the use and equivalence of culturally bound vocabulary. The aim here was to reduce the odd sounding narration, which was caused by a literal approach to transferring. Several problems were tackled, among them:

2.1 Linguistic translation problems:

The text presents challenges regarding the elements of vocabulary within mostly simple and comprehensive structuring of sentences.

These problems appeared from the linguistic differences between the ST and the TT. Some of the problems were: ambiguity (when one word has different meanings), and there is the necessity for the translator to disambiguate the phrase using the context. The existence of collocations or idioms leads to another linguistic problem.

2.2   Cultural Translation Problems

These cultural difficulties are caused by the different ways of expressions that each group of people owns according to their culture or identity in this case the American and Ecuadorian cultures.

2.3   Terminological Translation Problems

The terminology used in the text is link to the cultural identity of our country and more specifically of Santa Rosa County. The most salient terminology is related to tourist places and typical food. Regarding the translation of tourist places the techniques used were exoticism and glossing.

2.4   Pragmatic Translation Problems:

They are related to the differences that exist between the situations in the source culture and the target culture. Those variables may include time, place, and content, the receiver may not be able to understand the message without a correct orientation, and the translator's work is to find the indicators in order to perform an accurate ST.

2.5   RESEARCH INSTRUMENTS

For the development of the relevant annotations made to the TT, the design of a lexical classification chart was required. The chart establishes a differentiation at different linguistic levels of analysis.

Discipline	Units and categories	Tools
Pragmatics Discourse theory Rhetoric Speech act theory	Discourse type Genre Speech act category Emotion	Emotion analyzers Rhetorical coherency tools Named entity recognizers
Semantics	Predicate Logical representation Word sense	Word sense disambiguators Semantic role analyzers
Syntax	Sentence Phrase Word	Syntactic Parsers Chunkers
Morphology and lexical analysis	Word Prefix and suffix Grammatical gender Grammatical number Conjugation Declension	Tokenizers Stemmers Lemmatizers Part-of-speech taggers
Phonetics and phonology	Sound Phoneme Syllable Intonational category	Speech recognition tools Spectrograms/Sonograms Speech segmentation tools

↑ "Higher" levels of analysis

"Lower" levels of analysis ↓

Table 2: A hierarchy of levels of linguistic analysis

Source: http://media.dwds.de/clarin/userguide/text/tools_hierarchie.xhtml

This chart establishes a simple hierarchy of linguistic units, sub- disciplines and tools, classifying them into higher and lower linguistic analysis, providing a reference framework in order to understand the way in which the dependency of each level of analysis affects linguistic theories and tools.

According to Wilcock (2009), "The different levels of linguistic description can be thought of as layers". This statement establishes that (starting from the bottom) Phonetics and Phonology deal with the smallest units of language which are the individual sounds and letters, then we have Morphology, Syntax and Semantics, that are in charge of the medium sized units like words, phrases and sentences, finally at the highest level of analysis Discourse, Pragmatics, Rhetoric and the Speech Act.

In addition to the aforementioned explanation, it is important to specify each linguistic feature in order to understand the complete structure of the linguistic analysis.

2.6 Phonetics:

According to Gut (2009)

> ''Phonetics deals with the production, properties and perception of the speech sounds of human languages.''

It is the study of the sounds produced by humans to communicate in an objective manner. This includes the study of the organs that participate in the production of sounds, the process in which the message travels in the air until the listener receives it, and the effect it has on the listener's ear and brain.

2.7 Phonology:

> Lass (1984) established that:
> "Phonology is that sub-discipline within linguistics concerned with the sounds of language, it is concerned with the function, behavior, and organization of sounds as Linguistic items".

It studies the smallest unit of speech that analyses the way in which sounds work or interact in a specific language.

2.8 Morphology:

According to Matthews (1991) ´´Morphology is the branch of grammar that deals with the internal structure of words."

In the study of the internal structure of words we can differentiate the simple and complex words. Simple words are the ones that do not have an internal structure, i.e. It is impossible to separate the word into smaller pieces, for example the word work, (wo-rk), this word does not carry any meaning when we try to separate it. On the other hand, complex words do have an internal structure; they consist of two or more pieces. For example the word singer,

where the suffix er, is added to the root to complement a meaning. These pieces are called morphemes.

2.9 Syntax:

According to Baker (1995)

''By the syntax of a language, we mean the body of rules that speakers of the language follow when they combine words into sentences. Thus when we investigate English syntax, we will be trying to combine words to make sentences.''

In this translation project, the use of this syntactic structure will be an important element in order to render the TT correctly because it plays an important role in the structure formation to form meaningful sentences.

2.10 Semantics:

Palmer (1981) established that:

''Semantics is the technical term used to refer to the study of meaning, and since meaning is a part of language, semantics is a part of linguistics''

As we can see, semantics studies the meaning of words. It is an important and necessary feature for the analysis of the ST because it is essential for the translator to understand the meaning of the text in order to render a good TT. As it is a tourist advertisement the cultural features of this work may cause problems when trying to obtain a similar impact on the target text audience.

2.11 Speech act:

According to Austin (1962) ''when people use language, they do more than just make statements''. This theory is based on the principle that establishes that the speech act is more than just saying words; it is the study of the intention of those words to convey meaning. Within this theory there exist three levels of action which are the following:

2.12 Locution, perlocution and illocution

Hickey, Navarro Errasti, Lorés Sanz, & Murillo Ornal (2004) describe locution as the pure act of writing a text to be read by others. On the other hand, it is the act of doing something with the speech act, such as describing or confirming something. Perlocution, or a perlocutionary speech act, occurs when the communicator tries to persuade the reader, whether the effect is desired or not, so it is assumed that the perlocutionary intention of tourist advertisement is to convince people to visit the place in question. However it is impossible to predict what perlocutionary effect will be produced in the reader because the same speech act can have a different perlocutionary act on different receivers, especially if they are from different countries, cultures or cultural backgrounds.

Hickey established that "the language of tourism aims to persuade people to become tourists" (2004:60-61). He also states on the interrogations about if the translator "simply translate the text, aiming at semantic equivalence and leave it at that?" However, Hickey stablished the fact that the translator would try to restore the same (or similar) illocutions in the target text and hope that they would induce the same (or similar) perlocutions for the recipient as the source text is supposed to induce.

2.13 Pragmatics:

Levinson (1983) States that: ''Pragmatics is the study of language usage''. It focuses on what is not explicitly said and how people can interpret and produce utterances within a situation or context, taking into account the extra linguistic factors that determine the use of language.

CHAPTER III

3. ANALYSIS OF THE LINGUISTIC ANNOTATION OF THE TORURIST MATERIAL:

The following are the most important and applicable annotations of this project, the translation problems, techniques and solutions will be detailed and analyzed carefully:

1.

Source Text	Target Text
Santa Rosa debe su nombre a la virgen Limeña Santa Rosa de Lima, quién fue la primera latinoamericana en **subir a los altares**.	Santa Rosa owes its name to the virgin Santa Rosa de Lima, who was the first Latin American **to be proclaimed a Saint.**

1. In this case, the figurative expression: "subir a los altares", does not have its literal meaning of ''climb'' in English, so, the translator had the necessity to disambiguate the phrase, instead of translating it literally, although there exists a loss in the TT translation because it does not have another equivalent figurative expression to represent the sentence, the translator compensates this loss explicating the expression saying: "...to be proclaimed a Saint".

2.

Source Text	Target Text
El Presidente constitucional de la República, Dr. Camilo Ponce Enríquez, en 1959, cuando el cantón Santa Rosa cumplía un centenario de vida político-administrativa, **tuvo el acierto de homenajear a su**	In 1959, when Santa Rosa County was celebrating a century of administrative and political life, the constitutional president of the Republic of Ecuador, Dr. Camilo Ponce Enriquez, **wisely referred to**

ciudad Cabecera, con el distintivo de BENEMERITA.	this city as "DISTINGUISHED".

2. The first translation technique used was reordering, the translator decided apply this method in order to recreate a comprehensive source text.

There is a culturally different manner in which the Spanish language structures its texts. Attention is placed on details adding more adjectives to the words like ''tuvo el acierto de homenajear a su ciudad cabecera con el distintivo de Benemérita…''. On the other hand, the English language is more compact and direct to the message, so the translator must keep in mind this aspect in order to apply it. In this case the sentence was cut to be more realistic and fluent for a native speaker audience, as a result the phrase was reduced into ''wisely referred to this city as Distinguished'' applying the translation technique of compensation by merging.

3.

Source Text	Target Text
Además de ser el segundo núcleo de población de la provincia de El Oro, tiene ríos importantes como el **Carne Amarga, Caluguro, Santa Rosa,** que desembocan en el **Océano Pacífico**. Gracias al **empuje** de su gente, el cantón se ha convertido en sinónimo de progreso y desarrollo.	Besides being the second most populated city of the province, it also has important rivers such as the **Carne Amarga, Caluguro** and the Santa Rosa, which flow into the **Pacific Ocean**. Thanks to the **efforts** of its people, this county has become an icon of progress and development.

3. When translating proper names there is a technique called borrowing. Proper names must remain unchanged as the idea in this case is to make the text sound foreign. On the other hand, place names worldwide like the

word "Oceano Pacifico" have their equivalent in English "Pacific Ocean", and it is more appropriate to use such equivalent.

There is a semantic problem with the word ''empuje'' that acts as an informal expression which means that the people are making all possible efforts for the development of the city. There are multiple entries in the dictionaries for this word but the correct interpretation is ''effort'' because it conveys the original meaning of the ST.

4.

Source Text	Target Text
Santa Rosa, ´´**Lídice de América**´´, tuvo el valor de reconstruirse después de haber quedado en cenizas por los bombardeos de 1941 durante la invasión Peruana. .	Santa Rosa **"Lidice** of America', had the courage to rise from the ashes after the Peruvian attacks in 1941.

4. The pragmatic problem of the ST is the phrase ´´Lidice de America''. The translator had to investigate deeper in order to understand the analogy of these two places. Santa Rosa is being compared to this town (Lidice) because it was completely destroyed by the forces and the same situation occurred with Santa Rosa. The translation technique used was calque, in order to maintain the original intention of the text.

5.

Source Text	Target Text
El 24 de Agosto se decreta como Feria Internacional a **las fiestas patronales de Santa Rosa.**	On the 24th of August the **International Festival** of Santa Rosa is commenced as a tradition.

5. In this case in point there is a linguistic translation problem, because the ST is structured in plural, (Fiestas patronales de Santa Rosa) while the TT in English is in singular form (International Festival). We can note the use of reduction in this part of the text so as to avoid the repetition of the word festival, active voice was change into a passive voice on the TT

6.

Source Text	Target Text
Se registra un segundo asentamiento de Santa Rosa, ubicado a la margen derecha del río santa rosa o carne amarga. Estos dos asentamientos se le atribuyen a los Paccheños.	A second settlement **is registered**. It is located on the right bank of Santa Rosa river or Carne Amarga. These two settlements were attributed to people coming from Paccha.

6. In this example it was necessary to change the TT into a passive voice in order to emphasize the action of the verb of the sentence. Compensation by merging was used so as to eliminate the repetition of the word Santa Rosa. It was also necessary to use amplification (compensation by splitting) in the last part of the phrase because the semantic equivalent of the term ''Paccheños'' does not exist in English; however it is better to explain the term saying ''people coming from Paccha'' rather than use a borrowed word, in order to transmit the message faithfully

7.

Source Text	Target Text
Aniversario de Cantonización	Foundation Anniversary

7. In this specific section there exists a loss in the TT because the word Foundation does not have the same connotation of the original word Cantonizacion which is more specifically a foundation of a county while in the ST this distinction is not established. But the context of the whole paragraph will compensate this loss and the term will be clarified.

8.

Source Text	Target Text
PARROQUIA URBANA SATÉLITE DE SAN FRANCISCO DE JUMÓN	**URBAN SATELLITE PARISH OF SAN FRANCISCO DE JUMON**

8. In this case the word ''parroquia'', conveys a cultural and semantic issue because this word does not have the same connotation in the ST and TT:

Translated from the Real Academy of Spanish Language

Parroquia ST: is a local administrative territory of rural municipalities that is not legally recognized.

On the other hand, according to the Cambridge Dictionary:

Parish: A district or area with a particular church and priest or minister

The most important difference is that in English the word parish is connected to a religious aspect while in the ST the word is not associated with this semantic meaning. Therefore, in this specific part of the text a loss is inevitable because of the cultural and pragmatic difference between the ST and TT.

9.

Source Text	Target Text
Puerto Jelí es más que un balneario, es un pequeño puerto formado por un brazo de mar. Donde su gente se dedica exclusivamente a la comercialización de mariscos y a la venta de comidas costeñas.	Puerto Jeli is more than a beach town; it is a small port by an inlet of the sea where people depend exclusively on the commercialization of seafood.

9. In general, the technique used in this case in point was reduction, the TT is a compact version of the ST. It was necessary to use this translation feature in order to render a comprehensive text for the audience, for example the phrase ''comidas costeñas'' was interpreted as ''seafood''.

10.

Source Text	Target Text
Ceviches de concha, camarón, mixtos (concha y camarón), arroz con concha, corvina apanada, camarón reventado, el sabroso patacón, pescado frito, concha azada, sudado Marinero, entre otros, son las comidas más solicitadas que acompañada de una cerveza o helada permiten degustar las delicias del lugar.	black clam ceviche, mixed ceviche (shrimp and black clam), arroz con concha (rice with black clams), corvina apanada (fish that is breaded and fried), camaron reventado (fried shrimp), the delicious patacón (green plantains that are smashed and fried), fried fish, concha azada (black clams roasted until their shells open), sudado marinero (a stew made from seafood), and so on. These are the most requested dishes that accompanied with a cold beer are

Source Text	Target Text
	served to local and foreign visitors who come to taste the delicious local food.

Source Text	Target Text
Gastronomía: Famoso por sus platos típicos, el turista podrá deleitarse con encocados, ceviches, corvinas apanadas, pulpos, calamares, conchas, langostinos y la popular parihuela, que constituye una exquisita zopa marinera acompañada de patacones.	**Gastronomy:** Famous for its typical food, visitors cannot miss the opportunity to taste the encocados (fish prepared with a coconut juice base), ceviches (dish made with seafood, onions, lime, and tomatoes), corvina apanada (fish that is breaded and fried), black clams, prawns, and the popular parihuela (a soup made with seafood and species) served with patacones (smashed and fried green plantains).

10. There exist different types of tourists since there are people that visit a place for its culture, others prefer the beaches, the landscape, and others the food, so this statement means that each one of these aspects must be covered correctly in order to transform a possible tourist into an actual one.

It is essential to talk about typical food which is linked to the culture of each town, and this is not the exception. Here we can find a variety of dishes, and the most recommendable technique to use is glossing, because it helps the translator to specify how the food is made, or what it consists of. If the translator simply uses borrowing, there will be enormous losses, and the audience will not be able to understand the message and the function of the ST(i.e. to persuade them to wish to eat that food and to visit the place) will

not be achieved by the TT. In this case the glossing technique helps the audience to have an idea about the typical food of that particular county.

11.

Source Text	Target Text
Fauna	**Fauna:**
Entre las raíces del manglar se pueden apreciar: gaviota martín pescador, fragatas gallineta de mangle, cigüeñuela, garza blanca chica, garza azul, garza blanca grande, garza pechiblanca	A variety of species can be observed among the mangrove roots: the kingfishers, frigate birds, Black-winged stilt, little egret, the blue egret, great egret and the tricolored heron.

11. In this specific case, the use of equivalence was essential because the translator has to carry out deeper investigation in order to find a functional equivalent when talking about species. In other words, one country may have unique species, and this will lead to a loss in the TT.

It can be noted that, for example, the term cigüeñuela in Spanish and Black-winged stilt in English appeared to be two completely different species because of their morphological structure, but the two words are used to refer to the same bird; which is the reason why not every person who manages the language can be a translator but a professional would do all extensive research involved in the translation process.

CHAPER IV

4. CONCLUSIONS AND RECOMMENDATIONS

As a conclusion, it is necessary to highlight the importance of the translator's role in this specific work, the translator must be able to handle the foreign language and the skills required in order to complete the rendering in a correct manner. The translator is also required to analyze the ST and TT in a scientific way, using annotations in the transfer of linguistic, pragmatic and syntactic implications of the original text.

The use of the translation techniques and methods are a necessary requirement that cannot be omitted in a professional rendering. These help the translator to perform in such a way that he can state to have made informed decisions for more accurate result. Another important recommendation is that the translator must be prepared to not only translate the text itself, but to acquire new knowledge and to enjoy the process of searching the information. He or she must be able to spend a lot of time in front of a computer mastering the work.

Finally, the most important issue in this situation was the cultural background of both languages required to accomplish this rendering. The translator had to be immersed at least in one of this cultures, in this case the SL which is Spanish, specifically, a person from Santa Rosa, who was informed not only of the language itself, but also of the culture of this town so the message was an accurate and reliable message.

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APPENDICES

APPENDIX I

SOURCE TEXT

Santa Rosa debe su nombre a la virgen **Limeña Santa Rosa de Lima,** quién fue la primera latinoamericana en subir a los altares.

El Presidente constitucional de la República, Dr. Camilo Ponce Enríquez, en 1959, cuando el cantón Santa Rosa cumplía un centenario de vida político-administrativa, tuvo el acierto de homenajear a su ciudad Cabecera, con el distintivo de **BENEMERITA.** Se reconocía, entonces, el significativo aporte de un pueblo al fortalecimiento de la dignidad nacional.

Además de ser el segundo núcleo de población de la provincia de El Oro, tiene **ríos importantes** como el Carne Amarga, Caluguro, Santa Rosa, que desembocan en el Océano Pacífico. Gracias al empuje de su gente, el cantón se ha convertido en sinónimo de progreso y desarrollo.

Santa Rosa, ´´**Lídice de América´´,** tuvo el valor de reconstruirse después de haber quedado en cenizas por los bombardeos de 1941 durante la invasión Peruana.

Fechas Más Relevantes Dentro De La Historia De Nuestro Cantón

AÑO	DESCIPCIÓN
1600	Santa Rosa se asienta en conchales
1617	Se registra un segundo asentamiento de Santa Rosa, ubicado a la margen derecha del río santa rosa o carne amarga. Estos dos asentamientos le atribuyen a los Paccheños.
1847	Una verdadera conflagración reduce a cenizas a la mayor parte de la parroquia Santa Rosa.
1852	Santa Rosa toma parte activa de la campaña contra el Gral. Juan José Flores expulsándolo a Perú.
1857	Una nueva conflagración incinera gran parte de Santa Rosa.
1864	El 29 de Septiembre se registra al combate de Jelí. Desde Santa Rosa, las fuerzas revolucionarias dirigida por urbana y Robles atacaban al Gobierno de García Moreno.
1884	El 23 de Abril, se crea la provincia de El Oro, con los cantones de Santa Rosa, Zaruma y Machala.
1926	Durante los días 10 y 11 de marzo se producen el llamado ´´aluvión´´ creciendo los ríos del Cantón.
1929	Un incendio consume gran parte de Santa Rosa, mientras que sus moradores vivieron momentos de dolor.
1934	El 24 de Agosto se decreta como Feria Internacional a las fiestas patronales de Santa Rosa.
1941	El 24 de Julio, las tropas Peruanas tomaron Chacras tiempo después se produjo el incendio.
1974	Se oficializa el uso del escudo cantonal, creado por la Prof. María Piedra de Cely. Mientras el Himno Nacional Cantonal de Santa Rosa, creado por letra de Alejandro Campo verde A. y música Rafael Carpio A.

La primera tribu que habitó Santa Rosa fueron los Pocéos.

DATOS IMPORTANTES

FUNDACIÓN

Su primera fundación se habría dado en 1600 en El Conchal; la segunda, en **1607** cuando **murió Santa Rosa de Lima.** En 1824 se convirtió en parroquia de Zaruma, jurisdicción de Loja, en 1955 fue anexada al Cantón Machala dependiente de Guayaquil, en 1959 se formaron en el país tres Gobiernos y el de Loja, presidio por **Manuel Carrión Pinzano, creó el cantón Jambelí con Santa Rosa, como cabecera;** el otro Presidente, Guillermo Franco, intentó volverla parroquia de Guayaquil, pero desistió porque los santarroseños amenazaron con tomarse las armas. Se encuentra **ubicado** al margen izquierdo del río carne amarga. Limita al Norte con los cantones Machala y Pasaje, al sur con el cantón Piñas, al este con el cantón Atahualpa y al Oeste con el cantón Arenillas y el Océano pacífico.

Extensión: 889.km2.
Población: 68.371 Habitantes.

Clima: Posee un clima que va entre los 24°C a 30°C.

Actividad Económica: La producción de este cantón es sobre todo agrícola, ganadera y camaronera; exporta recursos auríferos, la pesca.

Fiestas Cantonales: 15 de Octubre de1859 cantonización de Santa Rosa.

Fiestas Religiosas: 30 de Agosto – Fiesta en Honor a Santa Rosa de lima.

FECHAS IMPORTANTES

FERIA INTERNACIONAL DEL LANGOSTINO

ANIVERSARIO DE CANTONIZACIÓN
LA FERIA BINACIONAL TURÍSTICA ECUADOR – PERÚ

LOS CARNAVALES BINACIONALES ECUADOR – PERÚ

Urbanas satélites

- **Jumón**
- **Jambelí**
- **Jelí**

Rurales

- **Bellavista**
- **Bella María**
- **Jambelí**
- **La Avanzada**
- **San Antonio**
- **Torata**
- **Victoria**

PARROQUIA URBANA SATÉLITE DE SAN FRANCISCO DE JUMÓN

Se le llama Satélite porque esta parroquia se ha desarrollado en todos los ámbitos, ya sea en su producción camaronera, por encontrarse casi a 100m. del aeropuerto binacional cuidad de Santa Rosa que es importante para el desarrollo socio Económico de esta parroquia y a su vez de nuestro Cantón de Santa Rosa que es parte de la provincia de el Oro, y dando así un impulso mas a nuestro ecuador, en lo que respecta a la gastronomía aquí se prepara comidas típicas:

- **Seco de gallina criolla**
- **Seco de chancho**
- **Seco de pato**
- **Seco de chivo**
- **Otros…**

ANTECEDENTES DE PUERTO JELÍ

Antiguo puerto donde apoderaban barcos que hacían ruta a Guayaquil, hoy todavía útil para lanchas pesqueras. Tiene restaurantes que ofrecen platos marineros de buena calidad a precios cómodos.

Puerto Jelí se encuentra ubicado a 6 km de Santa Rosa, este hermoso pueblo adquirió el nombre de Jelí de la abreviatura fonética de Jambelí y antiguamente se ubica a pocos metros del puente sobre el rio Santa Rosa, según nos cuenta el cronista y compilador Pasajeño Vicente Poma Mendoza.

Este brazo de mar empieza en la desembocadura del Rio Santa Rosa que se origina aguas arriba al juntarse los ríos Buenavista y el Carne Amarga.

Alida Valarezo Sánchez fue una mujer arriesgada con más autoridad del mismo Alcalde que era en ese entonces. A quien los moradores le deben el progreso del lugar. Alida Valarezo Sánchez fue la primera mujer que abrió el primer restaurante hace 27 años y el más conocido como RIVERAS DEL PACIFICO.

Puerto Jelí es más que un balneario, es un pequeño puerto formado por un brazo de mar.

Donde su gente se dedica exclusivamente a la comercialización de mariscos y a la venta de comidas costeñas.

Para muchos el Puerto es un lugar atractivo e ideal para pasear un fin de semana; para otros, es el lugar afrodisíaco del Ecuador, muchos de sus habitantes prefieren comer el sabroso ceviche que se vende aquí.

Puerto Jelí invita a disfrutar de la comida que allí se vende. Los restaurantes abren sus puertas desde los días jueves. Los domingos no existe espacio en la pequeña calles de la población, los visitantes tienen que hacer fila en las puertas de los restaurantes por la gran afluencia de turistas extranjeros y de personas que llegan en especial de Machala, Pasaje, Santa Roza, Guayaquil, Huaquillas y la provincia del Azuay para saborear las delicias del mar. En Puerto Jelí, en la preparación de comida costeña, manifiesta que u truquito es vender

comida fresca y preparada con la sazón precisa para satisfacer los más exigentes paladares que llegan a su local. Cada Salón ofrece diversidad de platos a precio muy cómodos. Ceviches de concha, camarón, mixtos (concha y camarón), arroz con concha, corvina apanada, camarón reventado, el sabroso patacón, pescado frito, concha azada, sudado Marinero, entre otros, son las comidas más solicitadas que acompañada de una cerveza o helada permiten degustar las delicias del lugar.

Ubicación

Ubicado a 6 kilómetros de Santa Rosa.

Población

Cuenta con 600 habitantes aproximadamente.

Clima

Tiene una temperatura de 26 grados centígrados.

Flora

Entre las raíces del manglar se pueden apreciar: gaviota martín pescador, fragatas gallineta de mangle, cigüeñuela, garza blanca chica, garza azul, garza blanca grande, garza pechiblanca y

En el fango puede avistarse cangrejos, jaiba concha prieta, concha pata de mula, ostiones y en el ramaje una infinidad de aves.

Gastronomía: Famoso por sus platos típicos, el turista podrá deleitarse con encocados, ceviches, corvinas apanadas, pulpos, calamares, conchas, langostinos y la popular parihuela, que constituye una exquisita zopa marinera acompañada de patacones.

El cultivo del camarón le cambio la vida al lugar desde finales de los años 70 se convirtió en punto de abastecimiento de insumos para centenares de piscinas del crustáceo que se dispersaron en la zona.

IGLESIA MATRIZ DE SANTA ROSA

Lleva aquel nombre gracias a su gran patrona que se encuentra en el interior, cuenta la historia quen la guerra entre Ecuador y Perú cuando los soldados peruanos movilizaron a la virgen a su territorio se sorprendieron al ver que la virgen no estaba en el lugar que la habían dejado sino que había regresado a Santa Rosa

MONUMENTO A LA MADRE

Calles: Av. El Oro, Colon. Cuenca

Este atractivo turístico representa un homenaje al día mundial a la madre.

PARQUE INFANTIL

Dirección: Av. El Oro, Colon, Cuenca

Este atractivo turístico es para recrearse los niños que se diviertan y la pasen bien.

MONUMENTO A SIMÓN BOLÍVAR

Calles: José María Ollague, Guayas, Ángel Tinoco Ruiz, Y Leony Castelly.

PLAZOLETA DE LOS HEROES

Calles: Sucre, Colon y Arcelia Guzmán diagonal encontramos el cementerio general y el hospital civil Santa Teresita.

Lleva el nombre donde anteriormente se encontraba el parque soldado desconocido, en esta plazoleta se encuentra el monumento a un héroe nacional caído en el aro de Paquisha en el problema limítrofe en el Perú.

PARQUE ANTONIO JOSÉ DE SUCRE

Calles: Colon, Sucre, Libertad y Eloy Alfaro

En este atractivo turístico también encontramos el mercado central que está ubicado en las calles Colon, Sucre, Libertad y Cuenca.

MONUMENTO A JORGE KAYSER

Calles: Av. Segundo Noblecilla

Este monumento tiene su historia porque enuncio la crianza de camarón en cautiverio por eso Santa Rosa se llama la pionera de la crianza de camarón de cautiverio.

PARROQUIA LA AVANZADA

Esta parroquia cuenta con algunos atractivos naturales comenzando primero con el centro turístico ´´El Cisne´´, este centro es privado.

Las colinas, las brisas, el vado, el recreo, la represa, limón playas, el playón, remolino.

A estos balnearios son visitados en la tembladera de invierno por turistas nacionales e internacionales durante los días sábados y domingos y en días feriados a formarse un baño y recrearse con el paisaje.

CHORRERAS DE RÍO CHICO DE LA PARROQUIA DE BELLA MARÍA

En río chico se encuentra hermosas cascadas las chorreras en el cual los turistas pueden admirar de su belleza natural que ofrece este atractivo perteneciente a la parroquia rural de bella maría Cantón Santa Rosa.

APPENDIX II

TARGET TEXT

Santa Rosa owes its name to the virgin **Santa Rosa de Lima**, who was the first Latin American to be proclaimed a Saint.

In 1959, when Santa Rosa County was celebrating a century of administrative and political life, the constitutional president of the Republic of Ecuador, Dr. Camilo Ponce Enriquez, wisely referred to this city as "**DISTINGUISHED**". In that way, the significant contribution of the people to the strengthening of their national identity was acknowledged.

Besides being the second most populated city of the province, it also has **important rivers** such as the Carne Amarga, Caluguro and the Santa Rosa, which flow into the Pacific Ocean. Thanks to the efforts of its people, this county has become an icon of progress and development.

Santa Rosa "Lidice of America'', had the courage to rise from the ashes after the Peruvian attacks in 1941.

YEAR	DESCRIPTION
1600	Santa Rosa is founded in Conchales.
1617	A second settlement is registered. It is located on the right bank of Santa Rosa river or Carne Amarga. These two settlements were attributed to people coming from Paccha.
1847	An enormous conflagration reduced most of Santa Rosa County to ashes.
1852	Santa Rosa has an active role in a campaign against General Juan Jose Flores forcing him to go away to Peru.
1857	Another conflagration destroys a big part of Santa Rosa.
1864	On September 29th the Jeli combat is registered. From Santa Rosa, the revolutionary forces commanded by Urbano and Robles take up arms against Garcia Moreno's Government
1884	On April 23rd, El Oro province is created with the counties of Santa Rosa, Zaruma and Machala.
1926	On the 10th and 11th of March the so called ''Alluvium'' causes the increase of water levels of the county's rivers.
1929	A fire destroys a big part of Santa Rosa, while its inhabitants experience moments of distress and pain.
1934	On the 24th of August the International Festival of Santa Rosa is commenced as a tradition.
1941	On the 24th of July Peruvian soldiers take Chacras, and then a fire occurs.
1974	The use of the coat of arms is officially established. It was created by the teacher Maria Piedra de Cely. On the other hand, Santa Rosa's song is written by Alejandro Campoverde A. and Rafael Carpio A. composes the music for it.

IMPORTANT FACTS

FOUNDATION

Santa Rosa's first establishment was in 1600 in Conchales. The second one occurred in 1607 when Santa Rosa de Lima passed away. In 1824 it became the Parish of Zaruma, which was part of Loja. In 1955, it was annexed to Machala, dependent of Guayaquil. In 1959, three Governments were created, and Loja, chaired by Manuel Carrion Pinzano, established the Canton of Jambeli and made Santa Rosa the head county. On the other hand Gillermo Franco, tried to make it part of Guayaquil, but he declined his attempt because the inhabitants of Santa Rosa intimidated him threatening with a rebellion. Santa Rosa County is located on the left bank of the Carne Amarga River. It is bordered by Machala and Pasaje to the north, Piñas to the south, Atahualpa to the east, Arenillas and the Pacific Ocean to the west.

Area: 889 km2

Population: 68.371 inhabitants

Weather: Between 24°C and 30°C.

Economic activity: Most of the economy of this county is based on farming, cattle breeding, shrimp farming, exports of sea products.

Festivals: On October 15th Santa Rosa celebrates its foundation

Religious festivals: On August 30th there are festivals to honor the patron saint who is Santa Rosa de Lima.

Important Events

Urban Satellite Parishes

- ➤ **Jumon**
- ➤ **Jambeli**
- ➤ **Jeli**

Rural Areas

- ➤ **Bellavista**
- ➤ **Bella María**
- ➤ **Jambeli**
- ➤ **La Avanzada**
- ➤ **San Antonio**
- ➤ **Torata**
- ➤ **Victoria**

URBAN SATELLITE PARISH OF SAN FRANCISCO DE JUMON

It was given the distinction of ''Satellite'' because this parish has developed in all aspects. Its shrimp production is highlighted since it is placed almost 100m off the cross-border (binational) airport, which is a very important element for socio-economic development of this parish as well as for Santa Rosa which are part of the province of El Oro. When it comes to gastronomy, there is a variety of typical foods for example:

- ➤ **Seco de chivo (goat stew, made with species like onion, garlic, tomatoes, cilantro and green pepper).**
- ➤ **Seco de gallina criolla (a creole chicken stew made with species like onion, tomatoes, cilantro and green pepper).**
- ➤ **Seco de chancho (pork stew made from species like onion, tomatoes, cilantro and green pepper).**

> ➢ **Seco de pato: (duck stew made with species like onion, tomatoes, cilantro and green pepper).**

PUERTO JELI'S BACKGROUND INFORMATION

Puerto Jeli is a former harbor where ships travelling to Guayaquil arrived. Nowadays, it is still used by fishing boats. It has restaurants that offer good quality sea food at affordable prices.

Puerto Jeli is located 6km off Santa Rosa. According to the historian Vicente Poma Mendoza from Pasaje, this beautiful town was given the name of Jeli because of the phonetic abbreviation of Jambeli, and it was located a few meters away from the Santa Rosa river bridge. This inlet is the mouth of the Santa Rosa River, which starts upstream where the rivers Buenavista and Carne Amarga are connected.

This town owes most of its progress to Alida Valarezo Sanchez who was a very determined woman more powerful than the Major himself. She was the first woman to open a restaurant in the town 27 years ago, known as Riveras del Pacifico.

Puerto Jeli is more than a beach town; it is a small port by an inlet of the sea where people depend exclusively on the commercialization of seafood.

Many people consider that Puerto Jeli is a good place to go for a walk on a weekend; others say that it is the aphrodisiac place of Ecuador; and most people love the delicious shrimp ceviche, or the black clam ceviche.

Everybody is invited to Puerto Jeli to enjoy its unique foods. The restaurants are opened from Thursdays to Sundays. Sundays are very busy days and there is almost no room on the

alleys of the town, and visitors have to wait in line to eat in the restaurants because of the big amount of visitors from Machala, Pasaje, Santa Rosa, Guayaquil, Huaquillas and Azuay, who come just to taste the seafood. Each restaurant offers a variety of dishes at affordable prices. For example, black clam ceviche, mixed ceviche (shrimp and black clam), arroz con concha (rice with black clams), corvina apanada (fish that is breaded and fried), camaron reventado (fried shrimp), the delicious patacón (green plantains that are smashed and fried), fried fish, concha azada (black clams roasted until their shells open), sudado marinero (a stew made from seafood), and so on. These are the most requested dishes that accompanied with a cold beer are served to local and foreign visitors who come to taste the delicious local food.

Location:

6 km from Santa Rosa

Population:

Approximately 600 inhabitants

Weather: 26 degrees Celsius

Flora:

A variety of species can be observed among the mangrove roots: the kingfishers, frigate birds, Black-winged stilt, little egret, the blue egret, great egret and the tricolored heron.

A variety of species live inside the mangrove: crabs, blue crabs, black clams, oysters, and a large variety of birds

Gastronomy: Famous for its typical food, visitors cannot miss the opportunity to taste the encocados (fish prepared with a coconut juice base), ceviches (dish made with seafood, onions, lime, and tomatoes), corvina apanada (fish that is breaded and fried), black clams, prawns, and the popular parihuela (a soup made with seafood and species) served with patacones (smashed and fried green plantains).

Shrimp farming changed the economic activity of the town's inhabitants at the end of the 70s when the town became a supplier to hundreds of shrimp farms spread across the Ecuadorian territory.

Santa Rosa's Main church

It was given its name to honor the saint of the church," Santa Rosa de Lima".

The story says that when the Peruvians moved the virgin to their territory, they were surprised when the virgin was not where they'd left her, but it was in Santa Rosa again.

STATUE TO MOTHER

Address: El Oro, Colon y Av. Cuenca

This tourist attraction was built in tribute to Mothers on Mother's day.

CENTRAL PARK

Address: EL Oro, Colon y Av. Cuenca

This tourist attraction was created for children so they can have a great day.

SIMON BOLIVAR STATUE

Address: Jose Maria Ollague, Guayas, Angel Tinoco Ruiz y Leony Castelly.

PRIMERO DE MAYO SQUARE

Address: Colon, Sucre, Primero de Mayo and Octavio Ochoa streets.

LOS HEROES SQUARE

Some years ago, this place was the soldado desconocido square, but now it is a small square called Los Heroes. In this place, there is a memorial for a national casualty of Paquisha in the war with Peru.

ANTONIO JOSE DE SUCRE SQUARE

Address: Colon, Sucre, Libertad and Eloy Alfaro streets.

Near this tourist attraction, there is the central market located on the streets of Colon, Sucre, Libertad y Cuenca.

JORGE KAYSER MONUMENT

Address: Av. Segundo Noblecilla

This monument is the symbol of the beginning of shrimp farming, and it is the reason why Santa Rosa is known as a pioneer of this practice.

LA AVANZADA PARISH

This parish has some natural attractions like the tourist center ''El Cisne''. It also has beautiful rivers like Las Colinas, Las Brisas, El Vado, El Recreo, La Represa, Limón Playa, El Playón, and El Remolino where people can enjoy natural landscapes.

RIO CHICO WATERFALL OF BELLA MARIA PARISH

This is a place where people can admire the beautiful waterfalls of the parish of Bella Maria, of Santa Rosa.