



The government has strived to promote Macau as an international tourism destination. Macau as an ideal cultural destination has been under the spot light since the successful inscription of “The Historic Centre of Macau” on UNESCO’s World Heritage List in 2005. The purpose of the present research is to investigate the translations of the publicity materials of the Macau World Heritage from a functional approach, to analyze the translation strategies and methods applied in the translation, and discuss the possible factors affecting the translator’s decision on the strategies. Sample cases are cited for analysis from the publicity materials according to the way they are rendered. The findings indicate that history, local people, foreign missionaries, the government, and the commissioner all contribute to the way they are translated. In the conclusion, the summary of the study is made, and suggestions for further studies are put forward.

Keywords: Macau World Heritage, Historic Centre of Macau, translation strategies and methods, text type, purpose