

**Travel, Heritage and Cultural Branding:
A Historical Account on the French and English Translations of *Zhenla
Fengtu Ji* (真臘風土記)**

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This conference paper will recount and contextualize the translation history of a Yuan-Chinese travel writing of Cambodia, namely, *Zhenla Fengtu Ji* (真臘風土記, literally, Records of Khmer Customs and Lands) by Zhou Daguan (周達觀). As the only surviving eyewitness text of the Angkorain civilization in the book form, it has been highly regarded by historians and archaeologists, and widely influential in the world's perception of Cambodian history, geography and cultural heritage. I will trace the historical trajectories of translating this text since the nineteenth century into French and English—two prominent Europe languages that had/have shaped knowledge production and geographical imagination of Other in the West and the wider world during the timeframe, and situate with the wider sociocultural trends. Particularly, I will analyze how the rise of international travel/tourism and historic/heritage conservation movement interact with the translations of *Zhenla Fengtuji* and their re-editions in different phases of modernity (particularly the colonial era, the Cold War era and the postmodern era). I will also explicate the role of Southeast Asian's postcolonial struggle and cultural branding efforts in the translation and dissemination of this text.