KASDI MERBAH UNIVERSITY OUARGLA
Faculty of Letters and Languages
Department of English Language
and Letters

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Before the jury:

Dr. GOUI Djamel MCA

Dr. KOUDDED Mohamed MCB

Ms. Benzoukh Halima MAA

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Dedication

This dissertation is lovingly dedicated to my parents for the crown decorated with care, love, continuous support and guidance they gave me.

To all my family whom had a major influence in my life, goals and ambitions specially my uncles Med LaminKherfi and Fouzi.

To my dear brothers Saif, Abdennour, Mounir and Houssam

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Abstract

Against the backdrop of the collapse of oil prices, which controls the Algerian economy, most experts reactions and views focus on the necessity of containing the crisis by investigating a strategic solution and the investments of proposals in other domains away from the non-renewable energy (oil-gas). Among the fields seen as aspiring to as sources of national income and rescuing economy is Tourism Industry which witnesses a state of deterioration requires saving and developing it. This research paper aims to link tourism with translation and studying the role of the last mentioned in reviving the tourist activity in Algeria which is characterized by many factors that qualify it to be an attractive tourist pole along the line with the neighboring countries.

Keywords: *Tourism, Translation, Algeria, Development, Professional, Educational,*

List of Abbreviations & Symbols

MAHT: Machine aided human translation

MAT: Machine aided translation

MT: Machine Translation

ST: Source Text

TL: Target Language

TT: Target Text

*   : My own translation

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Introduction

Introduction

Translation which became a part in all modern areas nowadays like medicine, technology, industry…etc., sized a significance to play a principal role and entered tourism milieu. Although many countries in the world crossed strides concerning translation employment in this sector and its use as a trump card for the development. However Algeria is still inneed to struggle for reaching the advanced stages in the use of tourism translation, by providing translated tourism materials such as catalogues, posters, brochures…etc.And also employing professional tourist guides.

This study is conducted by using qualitative research because it is the appropriate one for a such kind of studies, which are based on developing hypothesis for a further testing, and also the ideas discussed are new generated ones in Algeria, also still to be tested in the future, starting by qualitative questionnaire development.

The research aims at unlocking the mystery of translation use as a key tool in tourism sector, in addition investigating the relationship between tourism and translation, also discovering whether these two elements affect each other and presenting the various methods and theories of translation that are used in tourism, and finally proposing some solutions that may help in the advancement of translation employment in tourism.

Literature Review

Translation and tourism became the basis of many contemporary studies nowadays due to the importance of each one, whether as a separated field or as a field linked to or integrated in other ones; NahedahHashim Abu Shehab(2011) wrote an article entitled"Translating Brochures Advertising PersonalCare Products from English into Arabic:Strategies and Linguistic Inaccuracy", in

which the research shed light mainly on exploring translating advertisement brochures by examining corpus of 35 English-Arabic brochures, this study also identified the translation strategies adopted by translators to produce an adequate translation. "Stylistic Analysis of Arabic and English Translated Tourist Brochures: A Contrastive Study " this study was conducted by Saleem Khulaief al-Fahad (2012), this study was conducted to focus on the role of culture and the differences between Arabic and English in translated tourist brochures, integrating quantitative measurement and qualitative analysis. Also Masoome and Davud had a study entitled"Strategies Employed in Translation of Tourist Guidebooks Culture-specific Items from Persian into English" in which the paper tackled translation of two translated tourist guidebooks in order to explore and analyze the strategies used in translating these materials and exactly "culture specific items". The mentioned researches were samples of many other researches underlined the importance of the relationship between translation and tourism sector which is also the aim of this dissertation with a slight difference that is conducted in and specified for Algeria.

Rationale

The rationale for conducting this research stands behind the need of attaching more importance to the use of translation in tourism sector for the role it has, and for the need of this industry for improvement in Algeria. That is due to the lack of researches have been carried in general and in English particularly, also the relationship between tourism and translation is still out of government interests despite of their efforts for the growth of this domain. This study aims at investigating the fact of the link between tourism and translation and highlighting the impact of the last mentioned, moreover presenting the various methods and theories of translation that are used in tourism.

Research Question

In this regard, the study is based on questing the fact of translation effectiveness in tourism milieu as well as the relationship between these two elements, this research shall answer the main question : Is there a real impact of translation on serving tourism industry? Moreover, this study shall answer other sub questions: How can translation be applied in tourism? What are the conditions that should be in translation to serve tourism? What are the effective translation methods and strategies used in tourism industry? What are the factors that hamper translation from serving tourism? So at the end of the research will be clear weather translation has an impact on tourism development or no .

Motivations

Due to the drop of oil prices and facing an economic crisis in Algeria, each one should contribute to overpass this national circumstances that led the government to look for alternative options in other areas and to invest in new idea. One of the proposed solutions is tourism industry which is, also, in need to development and filling its imperfections, This study is conducted to provide suggestions that may push tourism toward flourishing and the Algerian economy as well.

Research Structure

This dissertation is organized in three chapters. It was designed to meet the previously mentions objectives. The first chapter explores some definitions of translation set by scholars and translators in order to clarify some concepts for the non-specialized reader, then translation reality in Algeria from experts point of view, also identifying theories and strategies of translation applied in tourism materials. we chose two strategies and two theories as examples with illustration. While the second chapter explains tourism as a concept and a

significant industry, trying to show its relationship with economy, as exploring its impact on society and the culture of the host community as well, in addition presents its reality in Algeria, with an attempt of relying on some statistics concerning these facts. The third chapter shed light on the relationship between the two elements of the study , in which some solutions shall be suggested, logically starting by the advantages of using translation in tourism industry also citing the experience of some countries which are Morocco and Jordan, then listing the condition that must be available in translation to achieve tourism serving, ending with the factors that may hinder translation from its aim in this sector.

Significance of the Study

This theoretical study may be a base for a deeper applied research that the concerned authorities may rely on to develop tourism and support it as a source of national income. The obtained results represent strong encouragement and incentive to employ translation in the tourism sector such as some successful countries in this investment. This research can be considered a basic idea or as one of the solutions for challenging the economic crisis that Algeria is facing.

Difficulties of the Study

When conducting this research we faced many challenges that had a great effect on the research structure, the results provided and many other elements, Some of them The lack of a scientific training in the methodology of research which caused a delay in research readiness, also the unavailability of tourism brochures of Algeria and other countries that were chosen as samples for the study such as tourism materials of Tunisia which led to replacement with other country, efforts in vain were spent to get Algerian tourism materials, especially here in Sahara where a such kind of publicity is neglected while in the north cities most of the materials were only in French.

I.1 Introduction

After introducing the main subject of our research, its aims and hypotheses, we come at the first chapter which will be a preface for a real engagement in the topic *"translation and touristic development in Algeria"* and this by drawing a clear framework for the two parts of the research *(translation and tourism)* starting by defining some concepts in the two domains.

The chapter is organized as follows: at first presenting the meaning of the term *"translation"* in order to make it clear and simple for the reader before discussing the crux, then distinguishing the two concepts *" educational and professional"* translation so as to show under which one of them tourism translation is classified. At the end of the chapter we expose the present reality of translation in Algeria. Then finally presenting some theories and strategies commonly used by translators in translation tourist guidebooks and brochures.

Specifically and speaking in depth what should be tackled are the diverse currant definitions of translation that were set by different scholars, Despite this plurality of definitions leads to the same concept but through it we deduce that translation is regulated due to many standards That set each definition and orientation. and these standarswere explained by many scholars in different theories such as Skopos theory, Text-type theory, Linguistic theory of translation, translation action theory …etc. At the end of this chapter we should be able to answer many questions among them:What is translation in general ? what is professional translation and what are the differences between it and the educational one (non-professional) ? which one of them serves tourism industry ? How is translation reality in Algeria? At what level translation is used in tourism milieu?How translation theories and strategies are applied in tourism translation?

I.2 Definition of Translation

This term is used in general to describe the process of transferring a written or spoken material from one language into another.

Under the large term we meet two specific terms, Translation which refers to the written language and secondly interpretation which refers to the oral one.

Translation generally is an interpretation of the ST and the attempt to produce an equivalent text in the TT with the focus on keeping the same message. As Nida and Taber(1969:12)state"translating consists in reproducing in the receptor language the closest natural equivalent of the source language message" first in terms of meaning and second in terms of style."

Many constraints should be taken into consideration such as the grammatical rules of both languages SL and TL, context, cultures…etc.

While this definition is very short and summarized, many scholars and experts gave the concept different definitions such as :

Larson (1984:3)says that "translation means transferring the meaning of the source language into receptor language."

According to Catford(1965:20) "translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)."

Hatim and Munday(2004: 6) define translation as "the process of transferring a written text from source language (SL) to target language (TL)". In this definition they do not explicitly express that the object being transferred is meaning or message. They emphasis on translation as a process.

One of the most notable definitions of translation is stated by Newmark(1988:5) who defines translation as "rendering the meaning of a text into another language in the way that the author intended the text".

Relying on the definitions above and many other definitions, the intention of translation process is finding meaning equivalence in the TT, and the focus is on the term meaning equivalence because meaning which is transmitted into TL, so translators deal with text as a whole unit which can be understood by communicators.

I.3 Pedagogical and Professional Translation in Algeria

Professional translation and the pedagogical one are two intertwined elements that complete each other in a way we could not find one without the other. Academic Translation is considered as a base for the professional but it can not stand alone or be chosen as a specialty of a study if it does not lead to a profession in labor market. otherwise professional translation can not be acquired only by practice i.e. it is a necessity to pass the theoretical stage .

Pedagogicall Translation is the theoretical framework of translation as a profession or a practice in which primary concepts and notions must be defined and clarified such as its meaning, history, its role and purpose and being superficially in touchwith its types, techniques and strategies that will be used in the real situation, also presenting the translator, his importance, role in this process and many other theoretical steps such as testing and improving some skills and abilities related to the mother language, foreign languages, terminology and this type is also called pedagogical translation.

"المرحلةالنظرية،ونقصدبذلكدراسةالاطارالنظريلموضوعالترجمةلهدفواضحوهوفهممحقيقةالترجمةأولاوأهم يةتودورالمترجمالمهنيثانياوالتوصلالنتعريفلنتسميهاالترجمةالمهنية.

وذلك من خلال الدراسة لتقنية الترجمة وما توصلت اليه التكنولوجيا الحديثة في هذا المجال. ولفهم حقيقة الترجمة وتعريف الترجمة المهنية " [1] الحسين بن محمد آل مهديه

*the theoretical phase, we mean by this the study of the theoretical framework of translation for an obvious purpose which is understanding, first the fact of translation, then the significance of translator and his role moreover having a definition for what we call professional translation .And this through a study for translation technique and what did modern technology achieve in this domain. also to understand the fact of translation and defining "professional Translation"

Logically, since education translation is the base, the graduation a professional translator necessarily needs having a theoretical well designed courses before training, or the real engagement in labor milieu.

In parallel with its being a specialty taught and studied in special institutions, translation is a profession practiced in business world.

It is preferable not to stick to the idea which sees translation as an acquired profession that can be mastered via practice and habituation and not through an academic systematic way of studying at institutions and universities, that because the necessity of founding a prior programs and schedules that are concerned with the theoretical part of this profession remains an important step beside underlining the clear bases for preparing a qualified translator.

عندما نتحدث عن سوق الترجمة يعني أن الترجمة عبارة عن مهنة تمارس كغيرها من المهن في سوق العمل. بالتالي يجب علينا التخلص من فكرة أن الترجمة لا تدرس وأن الترجمة يمكن أن تكتسب فقط بالممارسة ودون أي تأهيل مسبق من خلال الكليات ومدارس أو معاهد أو مراكز متخصصة.

الحسين بن محمد آل مهديه

*Speaking about translation it means that it is a practiced profession as others in labor market, so we should get rid of the idea that translation can not be taught

but only acquired by practice without any prior qualification through universities, schools, institutions or specialized centers.

It Is practicing translation as a profession in the milieu of busniess and work, and the chance through which the translator applies the knowledge he took during its theoretical training that was shaped the educational translation as he would meet the concepts in their real context.Professional translation is a real test to examine the translator's skills and abilities, mostly it is found in all sorts of life such as medecine, computer sciences, commerce, law, and tourism which will be one of the main parts of our study.

Algeria exerts considerable efforts for the progress of translation field where it apportions and supports institutions and universities to teach this specialty, one of them and may be the very known one " the Arab higher instituteof translation" ,which was established in 2003 in order to form and train professional translators and this is among a plan guarantees the advancement of translation reality in Algeria and the Arab world.

These institution and universities are based on training programs for a period of two years full of theoretical and practical lessons as they are under the supervision of the finest specialized teachers and experts in their domain of many nationalities.

في مقال لها على موقع جزايرس, الصحفية نيسة.ت تقول: " أثارت رئيسة المعهد العالي للترجمة إنعام بيوض مشكل تأخر حركة الترجمة في الجزائر, فيما أبدت تفاؤلها بمستوى المترجمين الجزائريين الذي وصفته بالمقبول مقارنة بالمستوى الذي وصلت إليه الترجمة في الدول العربية."

Nissa (2008) wrote an article saying *the director of The Arab Higher Institute of translation InaamBayoudh raised the problem of translation movement delay while she looks optimistic about the Algerian translators level which she described as acceptable compared to the one in the Arab countries.

I.4 Translation Reality in Algeria

Insignificant efforts, almost nihilistic, that are spent by Algeria to achieve a salient progress in the field of translation toward the optimum, and a reality as it should be. This what some experts in the field think.

The coming lines are cited from an online newspaper article was written by Zahia (2008) concerning this subject :

Algeria adopts the Higher Arab Institute of Translation as it contains several specialized institutions in the same field, in addition to its geographical location, that qualifies it to play a mediation role between east and west, and enriches its position in the field of translation. Although all what was mentioned, the currant translation reality does not reassure yet. Is our problem so related to money only?

In a discussion of some experts concerning the real reasons that stand behind the absence of translation movement and the available opportunities for this movement in Algeria, they agreed on the necessity of establishing a fundamental law for translators in addition regulating the field by rebuilding a special organization for translation toward planning a strategy or a national policy in this domain.

سعيد بوطاجين: ستلعننا الأجيال القادمة

يقول المترجم سعيد بوطاجين إن أزمة الترجمة في الجزائر تعود إلى غياب قانون أساسي للترجمة والمترجم الذي من شأنه أن ينظم محيط الترجمة في الجزائر. وأكد بوطاجين، أن »الجامعة الجزائرية ستنمحي بعد أعوام طالما أن الأعمال المترجمة تصلنا من الخارج، وأن الأجيال القادمة ستلعننا«. وشدد المتحدث على ضرورة إيجاد سياسة وطنية واضحة للترجمة والمترجمين تكرس الاحتراف، لأن »المترجم في الدول التي تحترم نفسها يمتلك حقوقا كاملة«، يقول بوطاجين، الذي يرى أنه من الضروري اليوم أن نحدد أولوياتنا حول ماذا، كيف ومتى نترجم، والأهم من ذلك أن نحدد من هو المترجم

*Said Boutadjine : "The future generations would curse us"

The translator SaidBoutadjine states that translation crisis in Algeria is caused by the absence of a fundamental law for translation and the translator that may regulate the milieu of translation in Algeria and he emphasized that the Algerian University will fade years later since the translated works are received from abroad, adding "the future generations would curse us" and he underlined the necessity of founding a clear national policy that supports professionalism because the translator in the developed countries has the full rights. Today it is a necessity to reorder our priorities concerning how and when we translate and the more important who is the translator ?

واسيني: خسرنا كثيرا بسبب "التغنانت السياسية"

بالنسبة لواسيني الأعرج، مشكلة الترجمة في الجزائر معقدة كثيرا، وتطرح عدة مشاكل مثل الحقوق الأدبية. ولحل هذه المشاكل، يرى أنه لابد من إيجاد بنك للمعلومات خاص بالمترجمين، وهو نظام يقول واسيني إنه موجود في كل دول العالم، مؤكدا أن القانون الأساسي للمترجم يمكن أن يفرضه واقع الحركة الترجمية في أي بلد، والجزائر لا تتوفر على هذا النوع من الحركة التي خسرناها بسبب »التغنانت السياسية« يوم أقمنا خطا وهميا بينها وبين دول حوض المتوسط، بدعوى الدفاع عن الثوابت، ووهم لا وجود له إلا في رؤوسنا. وبهذا خسرت الجزائر موقعها كدولة، حيث كان يمكن أن يكون لها

دور كبير كجسر ثقافي بين الشرق والغرب. ويرى واسيني أن حركة الترجمة لا يمكن بعثها إلا ببعث سياسة واضحة للترجمة تحدد وتخطط الأولويات على المديين القصير والمتوسط

*Wassini :we lost too much because of the political rigid way of thinking

For Wassini Al-Araaj the problem of translation in Algeria is very complicated and causes Many problems such as the literary rights, for solving these problems he thinks of the must of creating a bank of information for translators which is a found system in all over the world as Wassini said, ensuring that the main law of translation can be imposed by the reality of translational movement in any country. In Algeria we have missed this because of the political rigid way of thinking, when we drew an unreal line between Algerian and the Mediterranean countries arguing by protecting the constants and a fiction does not exist but in

our minds, because of this Algeria lost its value as an important country in a time it could play a great role as a mediator between east and west. From Wassini's perspective the translational movement cannot be restorated only by regenerating the clear policy for translation which sets and plans the priorities for both short and long term.

تليلاني، صاري وبورايو: هيئة الترجمة أولوية وطنية

غير بعيد عن هذه النظرة،دعا كل من عبد الحميد بورايو وأحسن تليلاني إلى ضرورة بعث هيئة وطنية تعنى بالترجمة وتسطر سياسة واستراتيجية تعيد الاعتبار للترجمة كأولوية وطنية، مثل ما هو موجود في باقي الدول الأخرى كمصر التي استحدثت المركز الوطني للترجمة، من أولوياته رسم سياسة على المديين المتوسط والبعيد، لأنه من الضروري أن نقول كيف ومن ولماذا نترجم ومن يترجم. وأضاف بورايو أنه »لا بد من التنسيق بين الهيئات الإقليمية والعربية حتى لا نكرر ما يترجمه الآخرون«، وإن كان واسيني لا يتفق تماما مع هذه الفكرة، حيث ركز على ضرورة توفير الروح الجزائرية في الترجمات الجزائرية »رغم كون أعمال ديب ترجمت من قبل المشارقة لكنها تبقى في حاجة إلى ترجمة جزائرية تحمل روح الثقافة الجزائرية

*Tlilani, Sari and Bouario :the organization is a national priority

Abd-Alhamidbouario and Lahcentlilani called for the necessity of creating a national organization concerned with translation and underlines a policy and a strategy regain the value of translation as a national priority. As what is done in the other countries such as Egypt that updated the National Centre for Translation, one of its priorities tracing a policy for both the short and long term because it is a must to indicate how and why do we translate and who does ? He added there should be a cooperation between the regional and Arab organizations in order to avoid repeating what others already translated. Even though Wassini does not support this Idea, He ensured the necessity of providing the Algerian spirit in the Algerian translations although Dib's works have been translated by easterns but it remain in need to an Algerian translation that carry the spirit of the Algerian culture .

<div dir="rtl">

ميلود حكيم: الخواص أيضا مسؤولون

يرى ميلود حكيم أن الوضع الثقافي العام من أهم الأسباب التي أثرت على عدم وجود حركة للترجمة في الجزائر، إضافة إلى عدم وجود استراتيجية وطنية تحدد أولويات الترجمة. ولم يَنفِ المتحدث دور الطبقة المثقفة ودور النشر الخاصة في الترجمة والترويج للكتاب الأدبي، لأن »مثل هذه الحركات في الدول العربية يقودها الخواص. وتبقى الترجمة في الجزائر فعلا فرديا، يحتكم إلى الهواة والصداقات أكثر مما يحتكم إلى الاحترافية وعمل المؤسسات«، ما يتطلب ـ حسب المتحدث ـ ضبط أولويات تتمثل في إيجاد هيئة رسمية تهتم برسم سياسة للترجمة والمترجمين.

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*Miloud Hakim: "properties are responsible too"

MiloudHakim sees that the general cultural situation is one of the main reasons that affected on the absence of a translational movement in Algeria, also the absence of a national strategy that point out translation priorities. And he did not neglect the role of the cultivated class and publication houses specially concerning translation and advertising the literary book, because such works in the Arab countries are led by properties. Translation remains an individual work done by nonprofessionals more than professionalism and institutional work which requires as the speaker said controlling priorities that appears in finding an official authority concerned with putting a policy for translation and translators.

I.5 Theories and Strategies serving Tourism

One of the main duties of translator is finding the appropriate method, theory or strategy in dealing with his ST and TT (the process of translating). Translators use different methods or strategies to transfer the core of the original text. In tourist guidebook, brochures, posters…etc. The hardest work is reaching an appropriate equivalence of some social and cultural specific terms, so special theories and strategies are employed. In the coming lines we would explore samples of these theories and strategies with illustration of some examples taken from tourist guide books and brochures for each theory or strategy.

I.5.1 Skopos Theory

Skopos theory which was developed by the German linguist Hans Vermeer, was a kind of a shift from linguistic and formal theories to functional and socio-cultural concept of translation. This theory is based on some principals, mainly it focuses on the aim or the purpose of translation, also on the TT reader or audience. In skopos theory ST has a lower importance than the TT.

As-Safi (2011:38)states that"*skopos theory stresses the interactional, pragmatic aspects of translation, arguing that the shape of the TT should be determined by the function or 'skopos' (the Greek word for 'aim' or 'purpose') that it is intended to fulfill in the target context' , and it may vary according to the recipient. The corollary is that the translator should use the translation strategies which are most appropriate to achieve the purpose for which TT is intended*".

One may ask how can skopos theory be applied in translating tourism documents. Translation of tourist brochures, guidebooks or materials in general is a kind of publicity, So the main aim of translator is to produce a TT that has the same purpose as in the ST, mostly attracting tourists to a certain scene or a place to visit and gaining their interests. Since this theory is concerned with the purpose and in it the translator must keep the same goal as the ST goal, it is the right theory that may be employed.

(ST)	(TT)
فيلا دار أزاد التي تقع في خليج أمليكس تطرح عالما من الهدوء الباعث على الحلم. غرفة نوم ذات الألوان الحمراء والقبة المزينة بالقرميد والأرضية ذات الزليج المغربي منفتحتان على المسبح مباشرة...	*The Villa DAR AZAD, RIGHT ONE THE AMLIKS GOLF COURES , OFFERS A PEACEFUL WORLD COMPLETELY CONDUCTIVE TO DREAMING. THE OCHRE-COLORED BEDROOM, WITH ITS*

	ARCHED BRICKS ALCOVE AND MOROCCAN ZELLIGE FLOOR, OPENS DIRECTLY ON THE SWIMMING POOL…

In this example the translator kept the same purpose of the ST which is creating an attraction on the reader a need to visit or to see the place and the scenes described in the text, so here both ST and TT had a common goal.

I.5.2 Text Type Theory

Another one of the functionalist approach theories is text type theory.It is based on the concept of equivalence, the text rather than the word or sentence, is the appropriate level at which communication is reached and achieved.

Reiss relates the functional characteristics of text type to translation methods and the main ones are:

Informative: in this type content is considered as focus, these texts plain communication of facts: information, knowledge, opinion, and what is involved is the logical or referential dimension of language.

Expressive: in this type the creative composition and aesthetic is a main focus.

Operative: behavioral responses are wanted, which means the purpose is to persuade the receiver to do a particular reaction.

Audio medial: which is visual and audio representations such as films and advertisements, and they supplement the three previously mentioned functions.

The TT of an informative text should keep the same conceptual or referential content of the ST .And the TT of an expressive text must contain an artistic and

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[2] Royal Air Maroc magazine N 127/2004

aesthetic form the same as the ST. Also the TT of an operative text should look for the same response as the one wanted to be reached in the ST. while Audio medial texts require supplement i.e. a mutual reinforcement between written words and visual images.

Before starting the process of translating, the translator must know the type of the ST in order to succeed in producing a similar TT in The TL. Tourist brochures, guidebooks are a genre of advertising materials, documents and their goal is to reach a particular purposes.

ST	TT	The main type
لهذه الحدائق التي تعود الى قرنين من الزمن والتي تعرف بالمتنزه عموما تاريخها الخاص. فقد كانت في ملكية الأمير مولاي المأمون	THESE TWO-CENTURY OLD GARDENS BELONGED TO PRINCE MOULAY MAMOUN, THE FOURTH SON OF THE SULTAN SIDI MOHAMED BEN ABDELLAH WHO REIGNED DURING THE 18TH CENTURY.	Informative type in both, ST and TT.
عش التجربة التاريخية في أرض أثرية	Delveinto antique land	Operative type

Table2: Examples of text types employment between ST and TT

I.5.3 Domestication and Foreignization

According to Venuti The Translator's Invisibility (1995), translation of text from a culture to another needs more than one procedure as a choice, but the use of tow procedures namely domestication and foreignization.

Domestication means making the TT text know for the reader or audience and breaking the cultural barriers by bringing the text to the level of the T receiver understanding via decoding some cultural terms or providing a simplified explanation.

While foreignization means the attempt of making the reader engaged in the target culture by keeping the same traditional or cultural terms .one of the basics of this strategy is supporting the translator to leave some cultural, religious, ideological or traditional properties in order to be transmitted to the TT reader as it is.

ST	TT	strategy
شمال المشور يتميز الجامع الكبير بطول **صومعته** ذات الطابع الهندسي الصحراوي.	TO THE NORTH OF MECHOUER, THE GREAT MOSQUE STANDS OUT BECAUSE OF ITS **MINARET** BUILT IN TYPICAL SAHARAN STYLE.	Foreignization (the aim here is simply the cultural or social term for the reader)
فيلا دار أزاد التي تقع في خليج أمليكس تطرح عالما من الهدوء الباعث على الحلم. غرفة نوم ذات الألوان الحمراء والقبة المزينة بالقرميد والأرضية ذات **الزليج** المغربي منفتحتان على المسبح مباشرة...	*The Villa DAR AZAD, RIGHT ONE THE AMLIKS GOLF COURES , OFFERS A PEACEFUL WORLD COMPLETELY CONDUCTIVE TO DREAMING. THE OCHRE-COLORED BEDROOM, WITH ITS ARCHED BRICKS ALCOVE AND MOROCCAN **ZELLIGE** FLOOR, OPENS DIRECTLY ON THE SWIMMING POOL...*	Domestication (while the aim here is to test curiosity in the reader)
تمتعوا بالاسترخاء في حمام يطبعه الصفاء...جميل رغم بساطنه بجدرانه المشيدة بالآجور الأبيض والمغاسل المطلية **بتادلاكت** في لونها الطبيعي	RELAX IN SPOTESS BATHROOM THAT IS IMPRESSIVE DESPITE ITS SIMPLICITY WITH WHITE BRICK WALLS AND A WASHBASIN AND BATHTUB DONE IN NATURAL-TONED **TADLAKT**	Domestication

Table3: Examples of strategies use between ST and TT

I.5 Conclusion:

This chapter attempted toelucidate and simplify various concepts we need in our research, such as : at first the meaning of translation in general as it was defined by some scholars and translators, secondly what are professional and educational translation? Translation reality in Algeria according to some experts who had different points of view between ones who say that translation in Algeria is still in need to improvement and attention like Said Boutadjine and Wassini Al-Araaj…ect. While others see that translation is already achieving progress toward a better reality, concluding with exposing some theories and strategies that are employed by the translator while translating tourist texts.

II. Introduction

After presenting one of the research's poles in the previous chapter, which is translation, this chapter shall move to the concept of Tourism and its reality in Algeria. Where it's supposed to see in the elements :the definition of tourism aiming at clarifying what the non-experts may ignore,passing to the relationship between tourism and economy in the world in general and in Algeria specifically,then what are the socio-cultural impacts that a country could be affected with fromTourism,in these two elements we will see to what extent tourism is a fundamental sector for a country-building, reviewing at the end tourism reality in Algeria and how it may be described and classified relying on and citing some statistics, concerning the domain, which may support what we are talking about.

II.1 Definition of Tourism

Tourism is a group of people or individual's traveling away from their homelands to another places or countries for different reasons and purposes such as: entertainment discoveries, learning new things about people's lives ,

languages , cultures or civilizations .Theobald (1998:13) says that tourism is"the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited."

Tourism creates chances of contact between the diverse races in addition this industry provides job opportunities in the countries that are considered as touristically vital and attractive to investments as an economical tool used by a system of countries to achieve development in parallel with other industries.

[3]Medlik (2003, VII) states that"Tourism has a connotation of leisure travel and tends to be synonymous with holidays (vacations). This is also reflected in dictionaries, which commonly refer to tourism as travel for pleasure…. business usage, the language of those who earn their living from serving tourists; most of them see tourism in terms of the products they sell and the markets they serve."

Tourism which has a huge rule in spreading cultures, traditions and languages of a society or a community, revives the spirit of society and the individual in a certain way it breaks the social and internal routine and gives a chance for an interference between people.

Many different definitions were set for defining this concept such as:

Holloway(1987: 2-3) says that " Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home."

in other hand, tourism may be defined according to the purpose of the action, for instance travelling for business differs for other of entertainment or for treatment so the above mentioned translation are not absolute.

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[3] Professor Medlik is an author, consultant and educator with close on half a century of involvement in travel, tourism and hospitality.

II.3 Tourism Serving Economy in Algeria

Tourism is an important industry that supports the economy of many countries. These countries adopted tourism as a reliable sector toward an economic flourishing.As they established and developed ministries to set and impose regulation and followed educational systems taught at universities, colleges and institutions provided with an accredited certificates, in addition authoring books and conducting researches and studies concerning this industry's progress.Various countries considered Tourism as a source for national income and succeeded in doing such as Spain, France ,Switzerland and even some Arab countries like Tunisia, Morocco and Egypt.

Xhiliola and Merita(2009) stated that "Tourism has become an important sector that has an impact on development of country economy. The main benefits of tourism are income creation and generation of jobs. For many regions and countries it is the most important source of welfare. The ability of the national economy to benefit from tourism depends on the availability of investment to develop the necessary infrastructure and on its ability to supply the needs of tourists."

Algeria has a special nature that makes it a geographical masterpiece would be exploited in tourism as a source of a local income, but the latter is not considered one of the countries that seize tourism for an economicgrowth.As tourism industry is very stagnant ,according to experts, which makes its revenues too stingy.

A National Tourism Development Plan was launched in February 2008, this plan aims at encouraging foreign investors, making tourism industry a key player in Algeria's economy and its development by 2025, also attracting 2.5 m tourists by2015 and 20 m by 2025.

II.4 Socio-cultural Impact of Tourism

We mean by socio-cultural impacts the effects of tourists existence and presence in a host community and this industry's development.

Tourism has a widespread, direct and indirect effects on the host communities caused by relationships with tourists and interaction with tourism industry.These effects are mostly hidden and cannot be identified in a short term.

Mansour and Mahin(2013.15) said "It also serves as a potent instrument for eliminating poverty, for ending unemployment, for promoting dialogue among civilizations and for providing channels in which streams of different culture could meet and mingle and create a new ethic-scope on which a fair, just, humane and enlightened order could he built for the entire human race."

Tourism may add changes in the local values and behaviors, also threatens indigenous identity, furthermore observing changes at the level of traditions, relationships, attitudes and judgments in society. In other hand tourism has a variety of positive impacts, such as being a peace supporter that overpasses the limits made by politics, governments and wars, providing job opportunities …etc

II.5 Tourism Reality in Algeria

Many experts see that tourism in Algeria does not bode well as it is confirmed by statistics. Although the availability of resources, natural scenes and the helping conditions, tourism sector is still in a state of deficiency and recession comparing to the movement in the neighboring countries .

Kamal (2013 :1)stated that "In both public and private sectors, the Algerian officials were slow to react to changes in tourism markets especially with the emergence of the Eastern Europe and transfers of technology. The involvement of professional bodies in the animation of this important economic niche is required to allow better coordination of actions at regional and local levels."

Different reasons stand behind that fallback such as : the terroristic attacks carried out by extremists from time to time which lead to the reluctance of tourists because of insecurity .Otherwise bureaucracy is a strong reason that impedes tourists from having the visa, as the low level of services and the absence of high quality facilities leads to the aversion of tourists.

واعترف مصدر رسمي في وزارة السياحة رفض كشف هويته، بضعف الخدمات والمرافق السياحية في الجزائر وتخلفها مقارنة بدول الجوار، مرجعا ذلك إلى عدة عوامل تبدأ من ظروف حصول السائح الأجنبي على تأشيرة الدخول، إلى البيروقراطية واللامبالاة والتسيّب وتدني الخدمات وضعف المرافق، إضافة إلى أسعار النقل الجوي والبحري الملتهبة.

من جهته قال مدير وكالة صحراء تور محمد عويدات لـ ''العرب'': إن ضعف المرافق وتدني الخدمات السياحية، إضافة إلى التأثيرات المترتبة على العمليات الإرهابية التي تحدث من وقت إلى آخر، وتفشي

Blidi (2015) in his article said : *an official source in the ministry of tourism, who chose to be anonymous, admitted the weakness of services,tourist facilities,and its underdevelopment in Algeria compared to the neighboring countries,and this due to many factors starting from the conditions of getting visa for foreign tourist, to beaurocracy ,irresponsibility, idleness, services poorness and facilities weakness, in addition to expensive cost of air and sea transport.

He stated also: "From his part,the administrator of Sahara Tour Agency MouhammedAouinatte said to Al-Arab :" facilities weakness and poorness of tourist services, in addition to the impacts of terroristic operations that are committed from time to other, and crime propagation in the major cities hamper convincing the foreign tourist of Algeria as a tourist destination.

On the other hand the government is seeking to advance the sector by examining options may revive the vitality of tourism and also encourage investors for their capital investment in the domain.

this sector has recently got a huge interest, obviously shaped in the plans of the government such as " configuration tourism scheme 2030".While tourism represents 2% currently, the government is seeking to advance it to 10 % via reinforcing the sector with 1800 project, this what was reported by the journalist at El-JazairnewspaperWissamAllawi after his meeting with the Minister of Transport Ammar Ghoul.

II.5.1 Statistics on Tourism in Algeria

Tourism movement in Algeria witnesses a fluctuation as the statistics confirms and this returns to many reasons as we have already mentioned, these are some statistics concerning Tourism in Algeria in the recent years.

"[4](Algerian Tourism Has a Great Potential,"2015) "The Algerian authorities have ambitious plans to launch the tourism sector, aiming to raise the accommodation capacity from 90,000 beds to 160,000 beds in three years," Tourism Minister SmailMimoune told Reuters during a regional tourism conference on the Tunisian island of Djerba. He continued, "We aim to receive 3.5 million tourists (per year) in three years and hope that income from the sector rises to $600 million in the same period." (*Tourism review)*

About 1,77 m tourists visited Algeria in 2008 which shows an increase of 1,6 % from 2007, Non-resident Algerians present the majority, numbering 1,22 m visitors ie 69 % from the whole.

2011	2002	1996	1990	السنة	عدد الأسرة
4948	6000	5158	2758	5 نجوم	

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[4] Retrieved fromhttp://m.tourism-review.com/travel-tourism-magazine-algeria-tourism-industry-fighting-challenges-article2590

3750	2975	5001	3535	4 نجوم
13180	11717	25914	21715	3 نجوم
8070	3338	6345	6151	2نجوم
3804	2033	2772	2534	1 نجمة
58985	47485	18379	17119	0 نجمة
92737	73548	64695	53812	المجموع

Table4:[5] عدد الأسرة في الفنادق حسب تصنيفها في الجزائر بين سنة 1990 و 2011

المصدر: الديوان الوطني للإحصاء للجزائر

Beds num	Year	1990	1996	2002	2011
5 star		2758	5158	6000	4948
4 stars		3535	5001	2975	3750
3 stars		21715	25914	11717	13180
2 stars		6151	6345	3338	8070
1 star		2534	2772	2033	3804
Not rated		17119	18379	47485	58985
Total		53812	64695	73548	92737

*Source: National Bureau of Statistics Algeria

This table shows statistics of beds numbers according to hotels classification in Algeria between 1990 and 2011.

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[5] Source: National Bureau of Statistics Algeria Retrieved from http://www.ons.dz/-Tourisme-.html
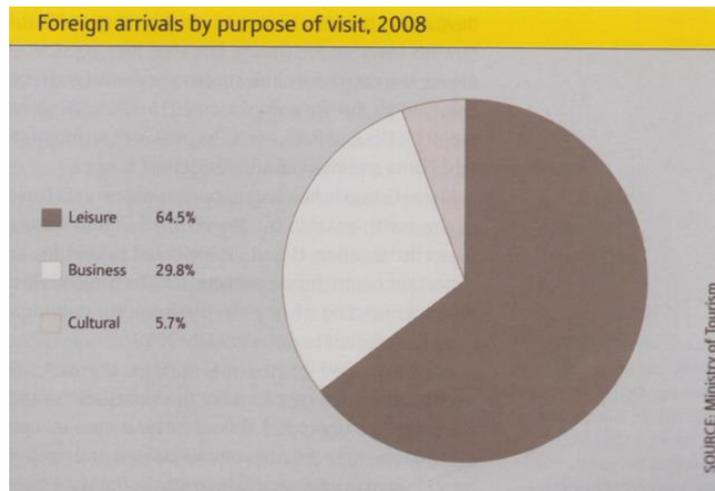
Figure1:arrivals by purpose of visit

This relative circle represents the classification of each domain contribution in tourism revenue according to the purpose Leisure tourism represents 64,5% then business tourism with 29,8% and cultural tourism 5,7%.

II.6 Conclusion

This chapter dealt with the meaning of tourism, citing definitions set by many experts in the domain, then we saw how can tourism be significant for a country's economy in general and in Algeria in particular, also we shed light on the effects of tourism on society and culture as well, from both sides the positive and the negative one.At the end of this chapter we exposed tourism reality on Algeria relying on some experts points of view and what are the efforts spent by government to repair the points of weakness then finally presenting some statistics concerning the so mentioned theme.

III.1 Introduction

The two previous chapters, discussed some points such as defining translation and its reality in Algeria, also showed examples of translation theories and strategies used in the field of tourism turning to the meaning of tourism and its reality in the second chapter, and presented the relationship between tourism and economy in addition to the socio-cultural impacts of tourism, ending with some statistics concerning tourism in Algeria.

this chapter aimsat explore how may translation serve tourism via listing advantages of using translation in tourism sector and taking the experience of some countries like Jordan, Morocco, succeeded in exploiting this, Then we move to set standards and conditions should be in translation to achieve tourism serving. finally we set factors may hamper translation serving tourism .

III.2 Advantages of Using Translation In Tourism: Some Countries Experiences

Translation became an integral part of many fields in the present day, such as marketing, medicine, computer science and tourism ... etc. Many countries that are interested in tourism and its development in the world have made strides in improving tourist services and still struggling through researches and experiences for what would improve this sector much more. Translation is one among the most important services that attract tourists due to the facilities of communication it provides.

Whereas tourism is based on the multiplicity of nationalities, so languages in the center of needs, The previously described countries devoted attention to this industry through researches, studies and experiences then applying the results for a significant progress in tourism sector.

Translation use in tourism sector has several advantages such as :

- Attracting tourists via contacting them in their mother language or the language they understand; Delivering a speech to tourists (written or oral) in their language or the closest one they prefer would make them feel at ease and probably they spend money to join a group in its tour only if they have a preview which scenes the group is going to see and which roads is planning to follow.Goui(2015 :45) said that "Translation is becoming a key communication facilitator in the world and in Algeria as well as nations around the globe naturally need to deal with each other."

-Gaining information; Cultural and historical information are at risk of being lost and wasted in vain if they were delivered ina language tourists do not understand or misunderstand the information provided if they picked it up from the context or superficially, but in the case of providing pieces of information with translation, whether written or oral Tourists will not miss them.

- Preserving tourists safety; a lot of tourist areas may be hazardous or need for caution, attention and a special deal, as the ignorance of the tourist nature of the place and the lack of understanding of the tips provided without translation may be liable to danger. In this case Translation may be a necessity for saving tourists lives.

On BBC News [6]website it is stated that "Local authorities have partnered with private companies which run the call centers, and staff can help people with everything from finding a doctor who speaks a particular language, to negotiating a deal in a souvenir shop. One company has 13 languages available, including Russian and Indonesian. "In the case of hotels, guests often ask simple questions such as what time is breakfast or dinner," says Toshiharu Kimura, a spokesman for Shiga Prefecture. They also often ask how to send baggage home, he says."("Japan: Translation hotlines set up to help tourists,28/10/2015" n.d.)

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[6] http://www.bbc.com/news/blogs-news-from-elsewhere-34656911

- Tourists enjoy transmitting their culture to the host community; Tour guide who plays the role of the translator and the mediator has an important role in giving tourists a chance to share their ideas, culture, and even their feelings on this experience through dual translation also ensures the tourists courage and their satisfaction to ask questions about the place or the country or the provided information.

III.2.1 Jordan

Jordan is an Arab kingdom in Western Asia, on the East Bank of the Jordan River, it is a space consists of places with a mixture of beauty and attraction such as sandy beaches, historic remains and Saharan lands. The country is well prepared to receive tourists. Tourist agencies, hotels, shops, historical places and public spaces are geared toward visitors.

As many countries in the world, Jordan has dived into an experience for expanding its national tourism industry. Tourist facilities in Jordan provides high-quality services and everyone in this field (government, people, private or public authority) seeks tourist's satisfaction, among the services that supports this field is translation. Those in charge of tourism in Jordan pay a great attention to the translation in the field of tourism, such as catalogues, posters, brochures and even electronic sites, the examples below are taken from a web site: In which we may find more than 10 translations, they are all made to satisfy tourists and enable their tours, vacations and relaxation.

Tourism is one of the most significant motors of economy in this countrywith contribution of 2 billion and 423 million Jordanian Dinar. This sector provides more than 42,000 direct job opportunity and 130,000 indirect ones which effect lives of more than 800,000 people. Also it helps in creating and developing thousands of small and medium- sized businesses.
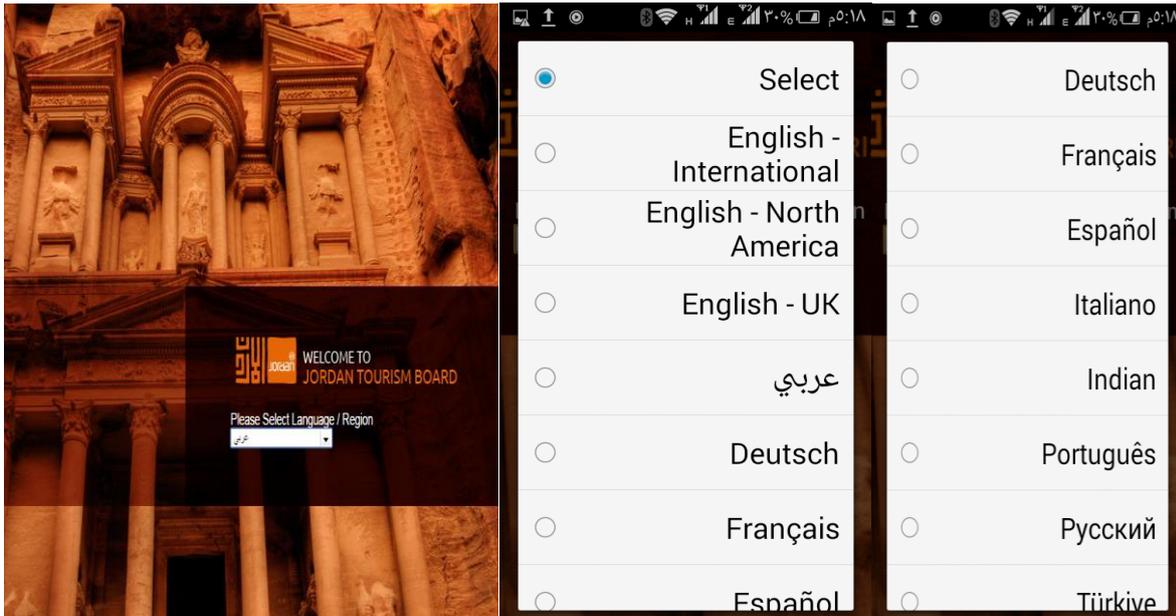
[7]Figure2:images from a Jordanian web site
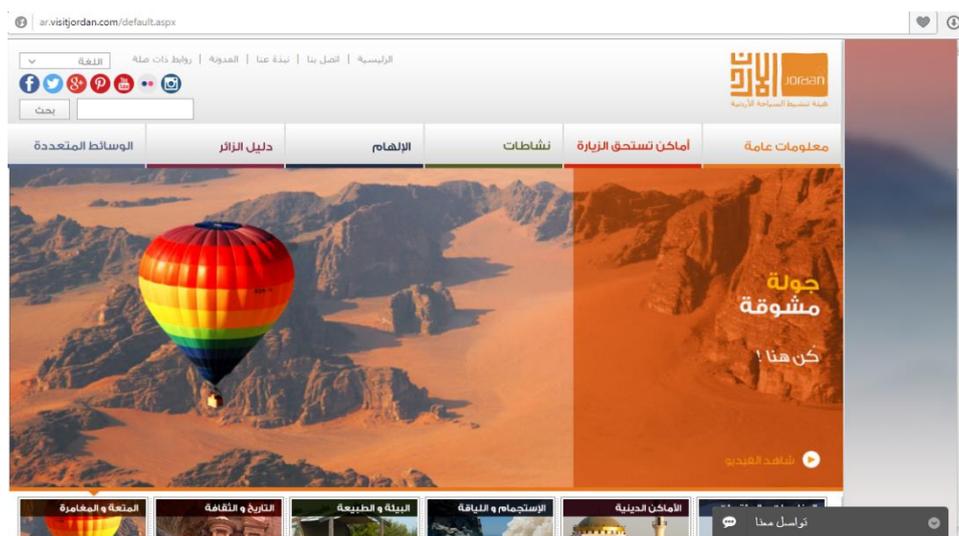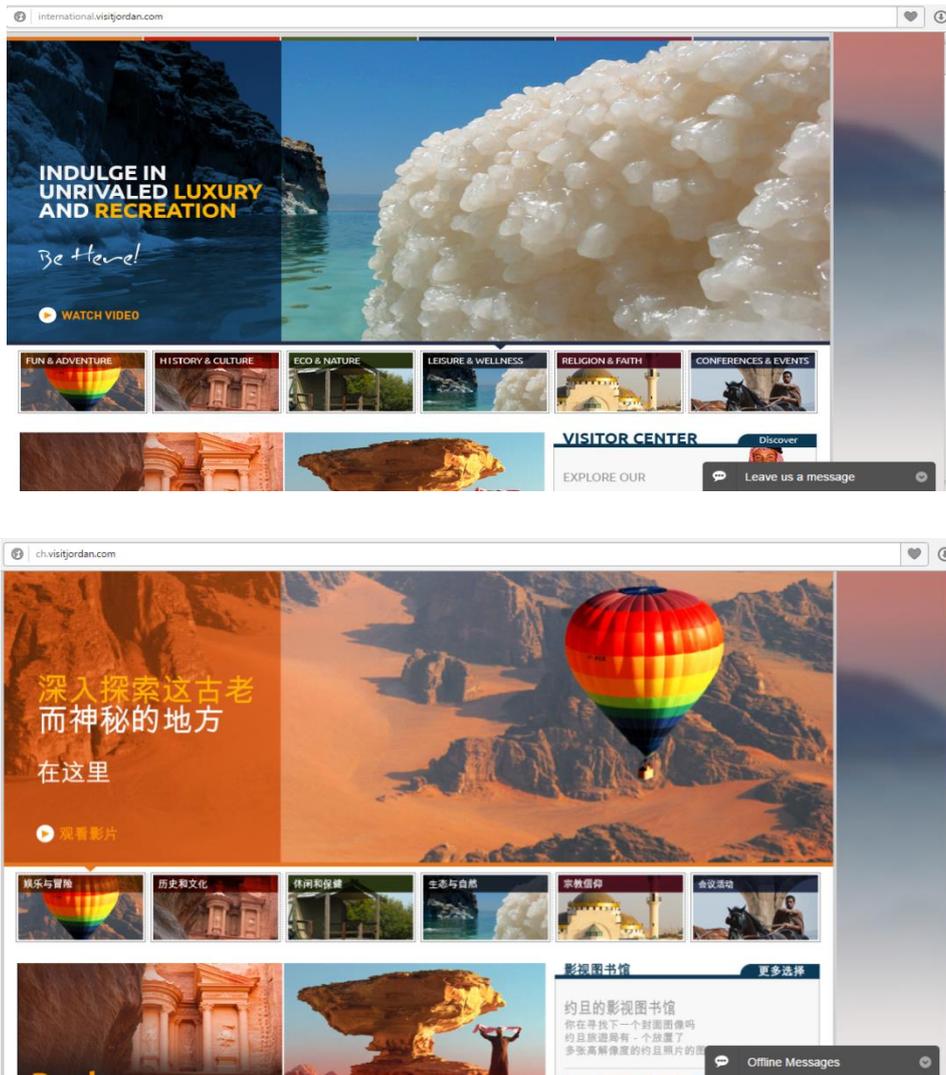
[8]Figure3:different translations for the same Jordanian website

III.2.2 Morocco

Morocco is located in the northwest of Africa, from the Mediterranean Sea and Atlantic Ocean on the north and the west respectively, what distinguishes it and provides it with geographical characteristics rarely found in one country. It is an painting that gathers mountains, beaches, deserts that makes it a tourist destination tourist would never regret to choose.

Tourism industry in Morocco is very developed, this country is rich with its natural scenes, history, culture and also a people that estimates the value of this

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[8] Retrieved from http://www.visitjordan.com

domain. The Availability of the high quality and advanced services makes visitors feel comfort and at ease, among them tourism translation that plays a significant role and gives the opportunity for the improvement of this sector. In morocco Tourists can benefit from translation service wherever; in restaurants, hotels and transport websites or tourism advertising materials.

Economically, tourism is a key sector in the Moroccan economy. It is classified the third sector after agriculture and industry. The world travel and tourism council predicts that this sector will face a growth of 5,6% between 2014-2024.

This sector is a real chance for young non-employed (20%). It has supported 814,000 direct and 1,798,000 Indirect jobs, in other hand the total employement is expected to grow by 2,4 during 2014-2024.
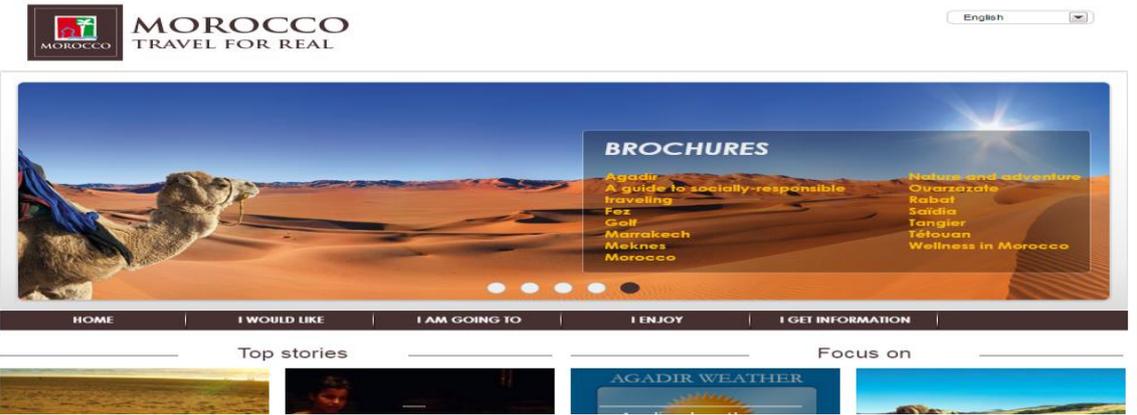
[9]Figure4: a Moroccan website providing several translations

III.4 Conditions should be in Translation to Serve Tourism

Translated materials may be available in tourist publicity, but probably not helpful for tourists due to the lack of required conditions, which inhibit reaching the required target. we will draw up a list of some conditions that must be available in translation to ensure its effectiveness and make it exploited by tourists.

-Multilingualism: You can not rely on one language as a target language, in the translation of tourism materials because it is impossible to be certain which language tourists may prefer so multilingualism may guarantee receiving information by all tourists as it should, as well as satisfying the tourists whatever the tongue they use

-Availability in every place and time: which means to make the translated materials available wherever we think that the tourist or visitor may be in need to such as in restaurants, means of transport, historical places, the market ... etc. in other words, the translation that exists, but does not reach the tourist and they do not benefit from the moment they need, has no sense.

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[9] Retrieved from http://www.visitmorocco.com/index.php/fre/

-Some texts has properties that carry a hidden purpose such as historical background or ideological messages to be transmitted, the translated text must keep the aesthetic features that has an impact such as attraction, those properties must be kept in the TT.

- Tour guide: tour guide, who plays a dual role, an interpreter and a guide as well must be competent of the languages and their cultures (SL and TL) at the same time, and acting as a link on the other hand requires familiarity with many of the details related to culture and ideology to make tourists reaching the wanted purpose.

III.5 Factors Hampering Translation Serving Tourism

Translation of tourism materials may be present between tourist hands but they do not benefit from it for many reasons, we would list some of them in the few coming lines with illustration of examples.

Literal Translation: which is one of the direct techniques, it means a word-for-word translation and it can be applied only in some languages rather than others. This technique does not work always so a bad formulated or a non-understood fragments may be produces due to its misuse.

Many think that tourism translation is quite different from translation in may other fields, that it does not need to be complex and does not contain may technical terms. So they use literal translation which may not be inadequate and may result confusing TT, while it was better to use idioms that tourists are familiar with for instance.

The use of machine translation: Translation machine is basing on software in translating sentences or texts and it is divided into 3 categories according to the human intervention in the process, either it is purely machine translation (MT)

or machine aided human translation (MATH) or machine aided translation (MAT).

Relying on computer in translating tourism texts may not give the desired output and waste its characteristics or aesthetic features and even meaning as well.

Tourists may face some meaningless and puzzling translations and this is due to the reluctance to the contact the specialized authorities ie translators in translating tourism materials. The example below is a comparison between human translation and MT: in which we observe Inconsistency at the grammatical and semantic level.

St	TT by machine	TT by human
قصر المهدي أحد النزل الأكثر جمالا في واحة النخيل بمسبحه **العامر**	Mahdi Palace one of the most beautiful in the pool is an oasis of palm **Amer** Pensions	The Mahdi Palace one of the more beautiful guest housesin the oasis, with its infinity swimming pool.

Table5: comparison between MT and HT

III.6 Conclusion

This chapter dealt with translation serving tourism industry in Algeria by mentioning advantages of using translation in tourism industry citing some successful countrie's experiences in this area such asJordan and Morocco, these Arab countries have witnessed a notable development in this sector. Also listing some conditions that must be in the translated tourism materials in order to achieve the desired objectives, and finally mentioning obstacles and factors hampering translation serving Tourism to avoid them.

Conclusion

translation is important in all domains or almost all sorts of life and plays a huge role in several domains development in a way or another. Tourism sector is one of the most important sectors that countries rely on for an economic flourishing nowadays. This study was conducted to investigate translation effectiveness in tourism industry in Algeria, and the relationship between these two notions, also exploring the different translation theories and strategies that may be used in transferring the touristic materials into the target languages. The research underlined one of the very recent solutions used by developed countries for the advancement of tourism sector, which may be applied also in Algeria to face the last economic crisis. A systematic selection for some successful countries experience in this concern, as samples, showed the interest they single this side with. The deductive method of this research revealed significant results; The properties that are proposed as conditions must be in the translated material to guarantee its effectiveness, also the factors that may hamper translation serving tourism. On the other hand it was proved that translation is a necessity in tourism material and tourism industry in general, for its flourishing, because it facilitates communication which is the basic concern. So the concerned authorities should give more importance to translation in this industry for achieving better results and reaching advanced strides.

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مراجع باللغة العربية

عشيصليحة,الاثارالتنمويةللسياحة _ دراسةمقارنةبينالجزائر,
تونسوالمغرب _ رسالةماجيستير,كليةالعلومالاقتصاديةوعلومالتسيير, قسمالعلومالإقتصادية, جامعةباتنة 2004 2005_2005

Summary in Arabic

ملخص الدراسة باللغة العربية

المقدمة:

الترجمة التي اصبحت تزاحم في كل المجالات العصرية كالطب, التكنولوجيات الحديثة, الصناعة...إلخ, حازت الأهمية في لعب دور هام إن لم نقل أساسي ودخلت عالم السياحة ايضا كضرورة ومن الأولويات.

رغم أن العديد من الدول قطعت أشواطا فيما يخص توظيف الترجمة في مجال السياحة واستخدامها كورقة رابحه للنهوض بهذا المجال. إلا أن الجزائر لا تزال في حاجة لنضال لبلوغ أطوار متقدمة في استعمال الترجمة في صناعه السياحة عن طريق توفيرها في وسائل الاشهار السياحي كالكتيبات و المنشورات إلى غير ذلك من الأدوات. بهذا الخصوص هذه الدراسة تقوم على تقصي حقيقة مدى فاعلية الترجمة في الوسط السياحي وكذا علاقة هاذين الاثنين, وذلك بالإجابة عن الكثير من الأسئلة.هل للترجمة تأثير على صناعه السياحة ؟ ما هي الشروط التي يجب ان تتوفر في الترجمة كي تحقق خدمة المجال السياحي؟ ما هي الاستراتيجيات والنظريات المطبقة في عملية ترجمة المواد السياحية؟ ما هي العوامل التي قد تحول دون خدمة الترجمة للسياحة في حال وجودها في المادة السياحية ؟

بالإجابة عن هذه الأسئلة وغيرها سيتم ازالة اللبس حول الترجمة وكونها أداة مفتاحية في مجال السياحة, اضافة الى التحقق من العلاقة بين هذين العنصرين ومدى تأثيرهما المتبادل, كذلك التعرف على مختلف النظريات والاستراتيجيات المتبعة مما قد يقدم حلولا للتقدم بهذا المجال .

هذه الدراسة تعتبر قاعدة نظرية لأبحاث مستقبليه أدق وأعمق قد تقدم حلولا يعتمد عليها لسد نقائص الوسط السياحي وكذا مواكبة الدول الرائدة في هذا المجال. كما أن النتائج المتحصل عليها قد تكون دافعا لإعادة النظر في التوظيف المحتشم للترجمة في المواد السياحية و محاولة دعمها.

تم تقسيم البحث بشكل يناسب الأهداف السابق ذكرها و المرجو الوصول إليها, حيث اعتمدنا ثلاث فصول يحمل كل منها ما يلي:

الفصل الأول:

مقدمة : تطرق الفصل الأول المعنون بالترجمة وواقعها في الجزائر إلى تعريف الترجمة استدلالا بتعاريف سابقة لمترجمين ومنظرين على غرار حاتم ومانداي,كاتفوردو لارسون ,ثم عرفت الترجمة الأكاديمية والتي تعتبر الإطار النظري لممارسة الترجمة أين توضح المفاهيم الأولية كمعنى الترجمة ,تاريخها واهدافها وكذا التعريف بالمترجم ودوره في العملية إضافة إلى صقل بعض المهارات الأساسية كالتحكم في اللغة الأم واساسيات اللغات عامة. ثم تم التطرق إلى الترجمةالمهنية والتي تعني ممارسة الترجمة كمهنة في سوق العمل حيث يطبق فيها ما تم أخذه في المرحلة النظرية و التطرق للمفاهيم تجريبيا

والتطبيق المباشر للنظريات والاستراتيجيات السابق التعرف عليها. كما تم التطرق إلى واقع الترجمة في الجزائر التي يرى الكثير من الخبراء والضالعين في المجال انه لا يبشر بالخير,كما تم التطرق إلى ماهية النقائص التي يجب تداركها وهذا ما ابداه ذوي الاختصاص مثل المترجم السعيد بوطاجين ,تليلاني وبوراريو.وفي نهاية الفصل تم التعريف ببعض استراتيجيات ونظريات ترجميه توظف في مجال السياحة واخذ امثلة لكل من نظرية الهدف و نظرية نمط النص ثم استراتيجيتي التعريب والتغريب.

الفصل الثاني :

تم عرض مفهوم السياحة و شرحه اعتمادا على تعاريف ذوي الاختصاص الذين اجتمعوا على كونها نشاط يتمثل في الانتقال من مكان إلى اخر بهدف الترفيه, الاستكشاف او حتى العمل لمدة مؤقتة. ثم التعرف على نوعية العلاقة بين السياحة و النشاط الاقتصادي في العالم ككل والجزائر على وجه الخصوص, والدور الذي تلعبه في نمو اقتصاد البلدان وتنمية مداخيلها وكذا مدى مساهمة هذا المجال في الاقتصاد الجزائري والجهود التي تبذلها الحكومة في سبيل النهوض بالسياحة و الاعتماد عليها كمصدر للدخل القومي. إضافة إلى التأثير الاجتماعي والثقافي للحركة السياحية على بلد ما او المجتمع المضيف ,ثم التحدث عن واقع السياحة في الجزائر والاسباب التي تقف وراء هذا التدهور مثل صعوبة الحصول على التأشيرة للسياح الأجانب والبيروقراطية التي تعرقل ذلك, المستوى المتدني للخدمات السياحية وكذا الهجمات الارهابية التي كانت تحصل في السابق من حين لآخر, وفي الأخير تم تقديم بعض الاحصائيات التي تخص السياحة في الجزائر.

الفصل الثالث:

عمد هذا الفصل إلى طرح بعض الحلول التي من شأنها تحسين حال الترجمة في مجال السياحة في الجزائر عن طريق عرض خبرة وتجارب دول اخرى مثل الأردن والمغرب اللذان تتميزان بسياحة مزدهرة و توظيف للترجمة في هذا المجال على درجة عالية من الاحترافية, حيث عرضت اولا محاسن توظيف الترجمة في الوسط السياحي وما ممكن أن تقدمه من راحة للسياح كخدمة محسنة و ما ممكن أن تعود به على البلد كإشهار, ثم عرضت تجربة الاردن بهذا الخصوص و انتقاء مثال على ترجمة موقع سياحي مزود بالترجمة لأكثر من 10 لغات بهدف التسهيل على الزوارو المغرب التي تعرف ايضا اهتمام بالغا بهذا المجال والتي توفر ايضا خدمة الترجمة للأدوات السياحية لنفس الهدف وفي الأخير تم اقتراح بعض الشروط التي وجب توفرها في ترجمة المواد السياحية حتى تؤدي الغرض الذي وضعت الترجمة لأجله وكذا ذكر بعض المعيقات التي قد تكون في ترجمة فتتسبب في عدم خدمة هذه الأخيرة للسياحة.

الخاتمة:

أجريت هذه الدراسة بهدف التحقق من مدى فاعلية الترجمة في خدمتها للمجال السياحي والبحث في العلاقة بين هذين المفهومين وكذا معرفة النظريات والاستراتيجيات الموظفة في ترجمة المواد السياحية, كما ان هذا البحث يقدم احد الحلول الحديثة التي تعتمد عليها الكثير من الدول المتقدمة لتطوير السياحة لديها والتي من الممكن ان تستخدمها الجزائر للنهوض بهذا المجال ومنه بالاقتصاد الوطني ومواجهة الأزمة الاقتصادية. الاختيار المنهجي لبعض البلدان كأمثلة وعينات لاقت نجاح بهذا الخصوص أظهر فائدة هذه الدراسة, كما ان الاسلوب الاستنتاجي المتبع في هذا البحث اثمر عن نتائج هامة و اقتراحات للشروط التي يجب توفرها في الترجمة كي تؤدي هدفها وايضا العوامل التي قد تحول دون ذلك. ومن ناحية اثبت ان خدمة الترجمة اصبحت ضرورة في المواد السياحية وحتى لدى المرشدين السياحيين لأن ذلك يسهل على الزوار والسائحين ويضمن لهم التواصل.

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جامعة قاصدي مرباح ورقلة

كلية الآداب واللغات

قسم اللغه الانجليزية

مذكرة:

ماستر أكاديمي

ميدان :الآداب واللغات الأجنبية

إختصاص: الترجمة وعلم الترجمة

بعنوان:

الترجمة وتطوير السياحة في الجزائر

مذكرة مقدمة لإستكمال متطلبات نيل شهادة الماستر في الترجمة

تمت مناقشتها علنيا بتاريخ:

22/05/2016

أمام اللجنة المكونة من :

الأستاذة بن زوخ حليمة رئيسة

الدكتور كوداد محمد مناقش

الدكتور قوي جمال مشرف

السنة الجامعية 2015- 2016

Abstract

Against the backdrop of the collapse of oil prices, which controls the Algerian Economy. most experts reactions and views focus on the necessity of containing the crisis by investigating a strategic solution and the investments of proposals in other domains away from the non-renewable energy (oil-gas). Among the fields seen as aspiring to as sources of national income and rescuing economy is Tourism Industry which witnesses a state of deterioration requires seeking ways may save and develop it. This research paper aims to link tourism with translation and studying the role of the last mentioned in reviving the tourist activity in Algeria which is characterized by many factors that qualify it to be an attractive tourist pole along the line with the neighboring countries.

keywords: *Tourism, Translation, Algeria, Development, Professional, Educational.*

ملخص

على خلفية انهيار أسعار النفط التي تتحكم بواقع الجزائر الاقتصادي، تذهب أغلب ردود أفعال الخبراء في هذا المجال وآرائهم إلى ضرورة مواجهة الأزمة عن طريق البحث عن حلول إستراتيجية واستثمار لاقتراحات في مجالات أخرى بعيدا عن مصادر الطاقة غيرالمتجددة (بترول-غاز)،من بين المصادر المتطلع إليها كمصدر لدخل وطني و إنقاذ الاقتصاد و النهوض به هو صناعة السياحة التي تمر هي الأخرى بحالة تدهور تستدعي البحث عن كل الطرق التي من شأنها إنقاذها ثم تطويرها . هذا البحث يسعى إلى ربط السياحة بالترجمة ودراسة دور هذه الأخيرة في إحياء النشاط السياحي في الجزائر التي   تتوفر على الكثير من المقومات التي تؤهلها لتكون قطبا سياحيا هاما على غرار دول الجوار.

الكلمات المفتاحية:المهنية,التطور, التعليمية, السياحة , الترجمة, الجزائر