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The use of translation in promoting tourism website

Case Study: Emirates Airlines website

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Dedication1

To my parents, my sister Abir and my brothers Habib, Zine and Ziad I dedicate this work for their love and support.

Tedjini Nadjat

Dedication2

I dedicate this dissertation to the people who have supported me throughout my education.

To my friend Nadjwa who wanted to study English but never get the chance. May her soul rest in peace.

Boutheyna Toubakh

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Contents	Page
Dedication	II
Acknowledgments	IV
Contents	V
List of abbreviations	VII
Abstract	VIII
Résumé	IX
مستخلص	X
Introduction	1
The purpose of the study	1
Research question	1
Hypothesis	1
Literature Review	2
Methodology	2
Structure of the study	2
Part One Theoretical part	
Chapter One Transfer and adaptation of cultural elements	
Introduction	6
1.1 Overview about adaptation.	6
1.1.1 Pragmatic adaptation.	7
1.1.2 Sociocultural adaptation.	8
1.2 Overview about transfer.	10
1.3 Transfer and translation	11
1.4 Specific transfer strategies.	11
1.4.1 Transfer strategies for specific languages.	11
1.4.2 Culture-specific transfer strategies.	11
1.4.3 Individual transfer strategies.	12
1.5 Direct translation procedures.	12
1.5.1 Borrowing.	12
1.5.2 Calque.	13
1.5.3 Literal translation.	13
1.6 Expansion/Enrichment.	13
1.7 Domestication strategy.	14
1.8 Foreignization strategy.	15
1.9 The relation between translation strategies and translation procedures.	16
1.10 Translation and culture.	16
1.11 The ideology of the target culture	17
Conclusion	18
Chapter two: Problems and difficulties in tourism translation.	
Introduction	20
2.1 At Linguistic Level	20

2.1.1	Structure of the language.	20
2.1.2	Compound word.	20
2.1.3	Verbs made up of two words.	21
2.1.4	Missing terms.	21
2.1.5	Multiple meaning.	21
2.1.6	Collocations.	22
2.1.7	Model auxiliaries.	22
2.1.8	Cultural differences.	22
2.1.9	Idioms.	23
2.1.10	Tenses.	24
2.1.11	Gender.	24
2.1.12	Voice.	24
2.1.13	Affixation.	25
2.1.14	Abbreviations.	26
2.2	Solution to deal with linguistic difficulties.	27
2.3	At cultural level.	27
2.3.1	Tourism and culture.	27
2.3.2	Tourism and language.	27
2.3.3	Tourism text translation.	28
2.3.4	Translation's cultural aspects.	28
2.3.5	Translation of tourism materials: strategies and challenges.	29
2.3.6	Religious problems.	29
2.3.6.1	Issues related to God.	30
2.3.6.2	Issues related to marriage.	30
2.3.6.3	Issues related to birth.	30
2.3.6.4	Issues related to food.	31
2.3.6.5	Issues related to alcohol.	31
2.3.6.6	Issues related to women.	32
2.4	Procedures and approaches for dealing with cultural elements in translation.	32
	Conclusion	33
Part Two Practical Part		
	Introduction.	35
1.	Adaptation.	35
1.1	Cultural adaptation.	35
1.2	Linguistic adaptation.	36
2.	Calque.	36
3.	Borrowing.	37
4.	Literal translation.	38
5.	Translation with enrichment due to specific cultural-bound.	40
	Conclusion.	41
	Conclusion	43
	المخلص	XI

Reference	XXIII
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List of abbreviation

TT= Target Text

ST= Source Text

TL= Target Language

CEs= Cultural Elements

Abstract

This study is about translation and its important role in promoting tourism. It addresses the difficulties that face the translator due to the linguistic and cultural distinction between source and target language. It includes a comparative analytic investigation by which we compare the cultural elements in the Arabic and English languages found in a promoting tourism website. In addition, this research investigates the strategies adopted while translating cultural elements from English into Arabic. The study implies that the translator must take into consideration the target culture, the aim of the target text and the message of the source text. As a result, the foreignization strategy was the most commonly employed while translating name of drinks which offered on the Emirates Airlines website from English to Arabic. In addition, we noticed that the literal translation procedure has been listed seven 7 times.

Key words: promoting tourism, tourism translation, cultural-specific elements, Emirates Airlines website, translation strategies.

Résumé

Cette étude porte sur la traduction et son rôle important dans la promotion du tourisme. Il aborde les difficultés auxquelles est confronté le traducteur en raison de la distinction linguistique et culturelle entre langue source et langue cible. Il comprend une enquête analytique comparative par laquelle nous comparons les éléments culturels en langues arabe et anglaise trouvés dans un site de promotion touristique. En outre, cette recherche examine les stratégies adoptées lors de la traduction d'éléments culturels de l'anglais vers l'arabe. L'étude implique que le traducteur doit prendre en considération la culture cible, le but du texte cible et le message du texte source. En conséquence, la stratégie d'étrangéisation était la plus couramment utilisée lors de la traduction du nom des boissons proposées sur le site d'Emirates Airlines de l'anglais vers l'arabe. De plus, nous avons remarqué que la procédure de traduction littérale a été répertoriée sept 7 fois.

Mot clés : Promotion touristique, traduction touristique, éléments culturelle, site web d'Emirates Airlines, stratégies de traduction.

المستخلص

تتناول هذه الدراسة أهمية الترجمة و دورها الفعال في عملية الترويج السياحي؛ كما تتضمن العقبات التي تواجه المترجم نظرا لوجود اختلافات لغوية و ثقافية بين اللغة الأصل و اللغة الهدف. تطرقنا في هذا البحث إلى تحليل مقارن حيث تمت المقارنة بين العناصر الثقافية الموجودة في موقع الترويج السياحي الخاص بشركة الطيران باللغة الإنجليزية و العربية، مع ذكر الإستراتيجيات المعتمد عليها أثناء ترجمة هذه العناصر من اللغة الأصل إلى اللغة الهدف. يشير هذا البحث أيضا إلى أنه يجب على المترجم أن يحدد إختياراته بناء على أسس معينة من بينها خلفية السائح، هدف النص المترجم إليه و كذلك رسالة النص الأصلي. بينت نتائج الدراسة أن المترجم إعتد على تقنية التغريب بشكل كبير أثناء ترجمة أسماء المشروعات الخاصة بموقع شركة طيران الإمارات من اللغة الإنجليزية إلى العربية، كما أننا لاحظنا أنه استعمل إستراتيجية الترجمة الحرفية سبع مرات

الكلمات الدلالية: الترويج السياحي، الترجمة السياحية، العناصر الثقافية، موقع شركة طيران الإمارات، إستراتيجيات الترجمة.

Introduction

Introduction

Translation is a tool that makes communication possible across cultures and languages. It is clear that it conveys different contents to people all over the world; this indicates that tourism translation may fulfill the promoting tourism aim. Therefore, tourism provides many advantages to foreigners and locals as well. Also, it is important for the growth of many economies throughout the world. In addition, promotion of tourism is significant because it is an important way to attract tourists in order to visit a destination, and the use of technology is one of the most effective promotional activities to reach online people and to promote a certain country.

Purpose of the study

Each topic is chosen for study has a purpose, so the purpose of this research is to investigate the translation of cultural elements in tourism promoting sites in the two languages English and Arabic.

Research question

Through our study we set out the research question which is: to what extent reliable translation that takes CEs into account facilitates the promotion of tourism? And what strategy is most adopted to make this promotion more reliable?

Hypothesis

- We hypothesize that both foreignization and domestication strategies along with their related procedures are both mostly adopted in such kind of texts when dealing with cultural elements, in translating promoting tourism websites.
- We hypothesize that cultural element should be dealt with cautiously when translated in such kind of promoting tourism texts.

Literature review

This study highlights the need for translation in order to fulfill the promoting tourism aim which is attracting local and international travelers. According to Peter Newmark (2001) the sort of translation text which contain tourism content are poor because translators do not have a background about the target culture. This indicates that the translator has to make his or her decision on the basis of specific factors like the background of the tourists, the goal of the target text and the message of the source text. Also, the translator has to use his creativity while dealing

with cultural elements in translating such kind of texts. Moreover, Gutt (1998) stated that the aim of tourism texts is to write new text in a new language which must be relevant to the original text. Baker (1992) distinguishes eight different approaches to the translation of culturally specific concepts as well, which is a very popular approach that is especially useful in translator training

Venuti (1998) stated in his book *The Scandals of Translation: Towards an Ethics of Difference* that domestication is the approach of tightly conforming text to the culture of the language being translated into. However, foreignization entails retaining the original-language text's foreignness. So the role of translator in this case is to determine how the target audience will receive and view the ST.

In addition, there is a research which was conducted by Alaa Fayez from Faculty Of Graduate Studies, An-Najah National University, Nablus-Palestine in 2015, tackled the translation of a tourism content. The title is *Translating Promotional Tourist Websites: Balancing the Informative and the Appellative Functions*. She explained in her work the main functional strategies used to translate the tourism texts which contain cultural-specific terms. Also, she stated the importance of culture while translating tourism content.

Methodology

We will opt for a comparative analytic investigation, by which we compare the cultural elements in the two languages found in the website chosen as corpus. We have chosen for this purpose “*The Emirates Airlines English Arabic versions*”, and we focused on the list of drinks in the Menu abroad. This website is full of names of coffee, tea and other drinks provided in Emirates Airlines for passengers from all over the world, which makes it the best corpus for this study.

Moreover, the first version of the website is for international tourists; however, the second version is for Arab passengers. In addition, we selected 14 samples in order to discover the differences and similarities in the concepts of each cultural item used in the two versions of the website. By the end, we try to check what strategy is mostly used upon the analysis of the data we collected from the above-mentioned website.

Structure of the study

This dissertation is divided into two parts: theoretical and practical. The theoretical part is composed of 2 chapters; the first one is about adaptation and transfer of cultural elements. We started this chapter with an overview about adaptation and its types: pragmatic and sociocultural, then we move to an overview about transfer and its specific strategies. After that we mentioned 3

direct translation procedures which are borrowing, calque, literal translation and one indirect translation procedures which is expansion. Also, this chapter addressed 2 main translation strategies which are domestication and foreignization. In addition we clarified the relation between translation procedures and strategies. We conclude this chapter by identified the relation between translation and culture, followed by the concept of the ideology of the target culture. The second chapter investigates the linguistic and cultural problems existing while translating cultural-specific elements in promoting tourism website.

In the practical part we will opt for a comparative analytic investigation, by which we compare the cultural elements in the two languages found in tourism promoting website in order to discover the differences and similarities in the concepts of each cultural item used in the two versions of the website and to check what strategy is mostly used upon the analysis of the data we collected from Emirates Airlines website.

Part One

Theoretical part

Chapter One

**Transfer and adaptation of cultural
elements**

Introduction

Translation has become increasingly important in communication as trade exchanges between different language areas increased, and translators continue to focus to meet the enormous demand. In the late 1970s, some linguists and translation theorists began to take translation studies seriously in order to provide a guide for a proper and suitable translation. Then there was a new science—translation studies. Moreover, adaptation and transfer are two of the most important strategies in translation cultural elements.

This chapter provides a brief introduction of adaptation, transfer and other translation procedures, also, what lead to ‘Domesticating translation’ and ‘foreignizing translation’ which are coined by Lawrence Venuti. Moreover, clarifying the cultural role and its impact on translation and how ideology of the target is important to decide the translation process.

1.1. Overview about adaptation

Adaptation, like any other type of translation operation, is a network of social, cultural, pragmatic, and linguistic links between source and target realities. To understand what adaptation is, perhaps we should first define translation. If translation is viewed as providing sameness or striving for equivalence, adaptation must be defined as distinct from that. Rather than attempting to achieve equivalence, or equality in value and status, Julie Sanders proposes in her influential work *Adaptation and Appropriation* (2006) that adaptations are reinterpretations of established texts in new generic contexts or with relocations of a source text's cultural and/or temporal setting, which may or may not involve a generic shift. Raw,L(2012) “Translation ,adaptation and Transformation; Bloomsbury Publishing”

When the translator substitutes cultural realities or scenarios for which there is no reference in the target language, this is referred to as adaptation (Alex, 2015). If the phenomenon of adaptation is interpreted in this way, it is likely to "embrace various vague notions such as rewriting, appropriation, or transediting. Appropriation, rewriting, and transediting, on the other hand, seek to produce a product that is less dependent on the source text. This product necessitates less equivalence than that created through adaptation.(Tatiana&Maria,2015)

The following statement emphasizes the significance of adaptation: If a translator consistently refuses to adapt, the target text will eventually be weakened. This viewpoint provides a clear understanding of adaptation as an unavoidable part of the translation process, with the goal of strengthening the connection between source and target texts, as well as between source and target audience. (ibid)

Julie Sanders (Sanders 2006) agrees with Vinay and Darbelnet, defining adaptation as an attempt to make a text "easily comprehensible to target audience via the process of approximation and updating". Sanders also claims that adaptation aims to reduce the 'cultural and temporal distance' between source and target texts. This statement demonstrates the communicative nature of adaptation as well as the motivation that drives translators to use it. (ibid)

As can be seen, Vinay and Darbelnet, along with Sanders, consider adaptation to be an essential part of the translation process. This is also supported by Yves Gambier and Henrik Gottlieb. They claim that there is almost "no such border which translation can cross to become adaptation," highlighting the ambiguity of separating these two concepts. (ibid)

According to Gambier and Gottlieb, "labeling any text produced by a translator as an adaptation is frequently a hasty personal judgment". They, like Vinay, Darbelnet, and Sanders, believe that distinguishing adaptation from translation is pointless because adaptation is an essential component of translation. (ibid)

The statement that adaptation will occur even if a translator is not allowed to work with a source text with some degree of 'freedom' emphasizes the importance of adaptation. Furthermore, 'asking a translator to produce a text that is easily understandable with no cultural, pragmatic, or other type of adaptation appears unrealistic'. (Tatiana&maria, 2015)

Laurence Raw stated the goal of adaptation as follows: Whether done consciously or unconsciously by the translator, successful adaptation allows (or even forces) the target readers to discover the text in a way that suits its purpose, ensures the best reception experience, or simply promotes understanding of a specific message. Based on the foregoing, we can conclude that adaptation is now regarded as an essential part of the translation process.

We intend to summarize various perspectives on the different types of adaptation in translation in the following sections (Tatiana & maria, 2015):

1.1.1 Pragmatic adaptation

The process of adapting a translated work "to the needs of the target language audience" is known as pragmatic adaptation. Another definition proposed by a Finnish scholar, Inkeri Vehmas-Lehto (2002), is that pragmatic adaptation is used to modify source text elements that 'would not work properly in the target language' if translated as it is. According to Panu Kosonen, pragmatic adaptation is the "modification of the source text in order to produce the text that conforms to the needs of a new language environment". (ibid)

Now that the concept of pragmatic adaptation has been defined, we must determine which source text criteria imply the use of pragmatic adaptation. In his classification (1968), Albrecht Neubert proposes the following criteria:

- Stylistic characteristics of a source text (stylistic devices used in the source text, i.e. metaphors, epithets, personifications, similes, etc.)(ibid)
- Expressive elements of a source text, which are various parameters of a source text register. Michael Halliday defined the text register as "linguistic features that are typically associated with a configuration of situational features of formality and informality – with particular values of the field (total event of communication), mode (the function of a text), and tenor (the type of interaction"
- Syntactic construction, which emphasizes a specific section of a source text (e.g., inversion).
- Extratextual factors of a source text (time, functions, communication location where a source text is created).

Let us now take a closer look at the various pragmatic adaptation techniques and strategies. When pragmatic adaptation is applied to a specific section of a text, a translator employs one (or more) of the following pragmatic adaptation translation techniques:

- Omission.
 - Expansion (explanation of source information).
 - Exoticism (substitution by rough equivalents).
 - Updating (substitution by modern equivalents).
 - Creation (a target text retains only the most essential information from a source text).
- (Tatiana & maria, 2015)

1.1.2 Sociocultural adaptation

Moving on to sociocultural adaptation in translation, Eugene Nida asserts that "for a truly successful translation, biculturalism is even more important than bilingualism, because words only have meanings in terms of the cultures in which they function". This viewpoint is shared by Christiane Nord, who asserts that "translating means comparing cultures. People of different cultures naturally differ in how they create messages and construct utterances, and the sociocultural situations in which those utterances are applied vary as well.) (Chang, 2009)

The essence of sociocultural adaptation is that a translator should consider both the source and target cultures, be aware of the differences, and decide which culture the translation should fit into as a mediator between the source and target cultures. Chang distinguishes between various types of sociocultural peculiarities of a source text that may trigger sociocultural adaptation:

- Different temporal and spatial perceptions of reality.
- Difference in the way a notion is conceptualized (e.g., a tendency to generalize notions, or a tendency to use abstract notions).
- Differences in syntactic and discourse organization of two languages (for example, English syntax is based on connectives and conjunctions between sentences to show their logical sequence .Chinese, on the other hand, tends to use parallel short sentences because the connection between them is implied by context)
- Difference in lexical meaning selection'. As with pragmatic adaptation, we will now list the source text criteria that may obstruct the translation process and cause sociocultural adaptation.

Maya Birdwood-Hedger classified the following aspects:

- Cultural lacunas and realia that are culturally specific to a specific nation.
- Words denoting measurements
- Names that may sound strange to the target reader (or, on the contrary, names that have traditional translations in the target language that a translator should stick to).
- Pronoun translation, which can be difficult when translating, for example, from Russian into English, because different personal pronouns express varying degrees of formality and intimacy between communication participants.
- Idioms,' the comprehension of which, in most cases, necessitates some cultural background.
- Play with words.
- Translation of culturally specific gestures described in the source text.

Sociocultural adaptation is a translation technique as well as a translation strategy. If adaptation is applied to a single section of a source text, it can be revealed using various sociocultural adaptation translation techniques.

Olga Kostrova¹ proposed the following techniques:

- The original concept's transcription or transliteration.
- Translation by a more general word to compensate for a lack of specificity, and vice versa.

- Translation via a less expressive equivalent. 'Cultural substitution translation.'
- Translation with or without explanation of a loan word.
- Paraphrase translation.
- Omission or addition translation.
- Illustrational translation to express the source notion Following M. Harveys classification, proposes several additional translation techniques used in culture-specific translation:
 - 'Functional equivalence,' which allows the source language functions to be reconstructed.
 - Formal equivalence, which is also known as word-for-word translation.
 - Descriptive translation,' which is also known as 'self-explanatory translation.

Andrew Chesterman considers sociocultural adaptation to be a translation strategy and defines it as a type of 'cultural filtering' that can be revealed by the following processes:

- Domestication, which aids in the translation of specific cultural concepts from a source language so that they conform to target language norms.
- Foreignization as the inverse process, in which those specific concepts are simply 'borrowed or transferred directly' rather than adapted at all. (Tatiana&maria, 2015)

1.2. Overview about transfer

In Translation Studies, there is no unified concept of transfer. Transfer concepts differ from translation concepts in that 'translation' is frequently, but not always, regarded as a more restricted mode of transfer associated with equivalence or invariance requirements. Transfer concepts, on the other hand, include transformations of texts and other media produced with a functionalist goal in mind, i.e., the intention of obtaining a target text or medium that fulfills specific functions for its audience in the target culture, rather than the criterion of invariance in relation to the source material .(Susanne ,2016)

Target texts or media with functions that differ from those of their source material are also included in transfer results. Adaptations or versions are frequently used to describe transfers in which a variance requirement leads the hierarchy of target-text requirements. However, the degree to which the concepts of translation and transfer overlap is determined by the paradigm of translation theory from which one begins. The scope of Translation Studies has steadily expanded over the last 60 years, bringing the concept of translation closer to the more general concept of transfer. (Susanne, 2016)

1.3. Transfer and translation

We have no knowledge of any closed cultures. This may appear merely religious, but if we accept that we do not live within closed cultures—that our own culture is open and engaged in exchange with other open cultures—we can also accept that everything we know about cultures other than our own has come to us, has been appropriated or assimilated, through processes of transfer and translation.

Similarly, and as a necessary consequence, everything we believe or suspect we don't know about other cultures has been foreshadowed by transfer and translation processes. It is possible to conclude that transfer and translation work on the semiotic distance between known and unknown signs. This could be one of their general activities. But understanding what they are or should be as historical practices, and how they relate semiotic and material distances, is a little more difficult. (Translation and text transfer, 2014)

1.4. Specific transfer strategies

1.4.1. Transfer strategies for specific languages

It is part of the translator's professional competence that he or she has developed his or her own individual strategies to overcome difficulties caused by language differences. It is part of his/her professional competence to be able to "move freely" between the two languages, to be able to move from the thought to the linguistic form and back again in two different ways. As a result, he or she employs not only general translation strategies, but also language pair-specific transfer strategies. (Kinga, 2003)

The ease with which these transfer strategies are applied distinguishes translators from simple monolingual speakers or bilingual speakers who are not professional mediators. Despite the fact that the ability to use transfer strategies is an inseparable part of the translator's competence, the skill of being able to use transfer strategies is frequently referred to as a translating routine and is negatively evaluated. The routine-like use of transfer is the foundation of language-specific transfer strategies operations devised to overcome difficulties caused by linguistic differences between languages. (ibid)

1.4.2. Culture-specific transfer strategies

Translators are often "cultural mediators" in the broadest sense of the term, as well as linguists. Knowing two cultures and being able to compare and assess the geographical, historical, social, and cultural aspects of two language communities is also part of a translator's

professional competence. As a result, they have not only developed language pair specific transfer strategies, but they have also developed strategies to bridge cultural gaps. The translator's routine-like use of transfer operations to bridge cultural gaps serves as the foundation for culture-specific transfer strategies .(Kinga, 2003)

1.4.3. Individual transfer strategies

Translators develop their own unique strategies as part of their translation practice. Some translators, for example, "chop up" sentences, whereas others would never do so because they value the principle of respecting the source language text over the principle of respecting the target language reader . Certain translators "enhance" lexical elements, such as reporting verbs, while others find it unacceptable because the principle of respecting the source language text is more important to them than the principle of following the translation norm . Some translators continue to "verbalize" structures, whereas others only do so depending on the genre, because adhering to the "genre norm" is more important than following. the "translation standard" . In other words, we must consider individual transfer strategies in addition to general transfer strategies. (ibid)

1.5. Direct translation procedures

We stated three direct translation procedures that translator can deal with while facing some translation difficulties. These procedures are:

1.5.1. Borrowing

Involves the use of foreign words in the target text, which is the simplest of all translation procedures. Typically, the reason for the gap in the target language is metalinguistic. It is frequently caused nowadays by new technologies rapidly entering the surrounding reality. According to Vinay and Darbelnet (1958/2000), the most intriguing aspect of using borrowings is the ability to create specific stylistic effects, such as introducing the flavor of a foreign culture into a translation. Certain French phrases, for example, are sometimes used to create an aura of nostalgia for a time when French was the lingua franca, as exemplified by the Beatles' famous Michelle ballad. In such cases, the translator may choose to retain the foreign elements. (Jacek, 2015)

1.5.2. Calque

This is a literal translation of a phrase from one language into another, which results in the creation of a new term in the target language. In other words, this is a literal translation of a borrowed word. (What are the main, 2021)

It is a type of borrowing in which the translator borrows an expression from the source text by literally translating every part of the original elements. It could be in the target text's lexical or structural system. Calques work sometimes and don't work other times. (Sidi mohammed el habib,n,d)

1.5.3. Literal translation

Each word is translated directly when using literal translation. The target text must be idiomatic and use the same wording, meaning, and style as the source material. This technique can miss nuances in the original text and is only possible with extremely close languages and cultures. (What are the main, 2021)

Literal translation, according to Newmark (1988), is a translation procedure in which "the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are translated singly, out of context". For instance, the English proverb "tell me who you go with and I'll tell you who you are" is literally translated into Arabic as "قل لي من تذهب معه وسأقول لك من أنت". (Rawan, 2019)

1.6. Expansion /Enrichment

Text lengths frequently expand or contract during the translation process because other languages may use more or fewer words—or, in the case of languages like Japanese and Chinese characters, characters—to express the same idea. Text expansion occurs when the translated language takes up more space within a design than the source language. Differences in phrasing, grammar, sentence structure, or terminology can all cause this. Text expansion is frequently used in services such as Spanish Translation, French Translation, German Translation, and Portuguese Translation. Text expansion is critical when designing multilingual websites, marketing campaigns, presentations, desktop publications, and any other form of translated communication. (Victoria,n,d)

1.7. Domestication strategy

According to Venuti domestication is the approach of tightly conforming text to the culture of the language being translated into, which may result in information loss from the source text. (Domestication and foreignization2022)

To some extent, this process is also known as adaptation or localization. A potential issue in the translation process is translating culturally specific concepts in general and allusions in particular. This is due to the fact that allusions have specific connotations and implications in the source language, but not always in the domestic culture. (Veronica, 2014)

Translation has enormous power in the construction of representations of other cultures. The selection of foreign texts and the development of translation strategies can result in the establishment of peculiarly domestic canons for foreign literatures, canons that conform to domestic aesthetic values and thus reveal exclusions and admissions, centers and peripheries that differ from those currently in use in the foreign language. Foreign literary traditions are dehistoricized by the selection of texts for translation, and foreign texts are frequently rewritten to conform to styles and themes that currently prevail in domestic literatures, much to the detriment of more historicizing translation discourses that recover styles and themes from earlier moments in domestic traditions. (Agra, 2017)

Domesticating strategies, according to Venuti, have been used at least since ancient Rome, when translation was a form of conquest, and translators into Latin not only deleted culturally specific markers but also added allusions to Roman culture and replaced the names of Greek poets with their own, passing the translation off as a text originally written in Latin. Friedrich Schleiermacher developed the first foreignizing strategy in translation in German culture in the early nineteenth century. Baker It has recently been resurrected in the French cultural scene, which has been characterized by postmodern developments in philosophy, literary criticism, and psych. Furthermore, according to Venuti, translation strategies "involve the fundamental tasks of selecting the foreign text to be translated and developing a method to translate it. (ibid)

He uses the terms "domesticating" and "foreignizing" to refer to translation strategies. Furthermore, domestication implies that the translator's goal here is to give readers of the Target Text (TT) the impression that it was originally written in the Target Language (TL). Domestication necessitates a closeness of the translation to the target or reader's language, according to that statement. A domestication translation appears to be written in the original language, analysis, and social theory known as 'post structuralism.' (ibid)

Furthermore, according to Venuti, translation strategies "involve the fundamental tasks of selecting the foreign text to be translated and developing a method to translate it." He uses the terms "domesticating" and "foreignizing" to refer to translation strategies. Furthermore, domestication implies that the translator's goal here is to give readers of the Target Text (TT) the impression that it was originally written in the Target Language (TL). Domestication necessitates a closeness of the translation to the target or reader's language, according to that statement. A domestication translation appears to be written in the original language. (ibid)

Furthermore, domesticating method is an ethnocentric reduction of the foreign text to target language cultural values, bringing the author back home, according to Venuti (1995:20). It is synonymous with fluent translation, which is written in current, widely used, and Standard English. It is instantly recognizable and understandable, familiarized and domesticated. In short, standard target language is used rather than a variation. Based on the definitions of domestication provided above, it is possible to conclude that in domestication, a translator is oriented toward the target text readers and believes that the target text should be culturally appropriate. (ibid)

1.8. Foreignization strategy

This procedure, on the other hand, entails retaining the original-language text's foreignness. According to Venuti, the translator should emphasize the foreign elements in order to register the linguistic and cultural differences of the foreign text ("cultural differences between domestication and foreignization".) In summary, the foreignization advocated by Venuti and his followers is a non-fluent or estranged translation style designed to highlight the translator's presence by emphasizing the ST's foreign identity and protecting it from the target culture's ideological dominance (Wenfen, 2010). The author benefits from foreignization, the translator's visibility, or resistance. It is a translation theory that opposes dominant target-language cultural values in order to represent the linguistic and cultural difference of the foreign text. As a result, the reader is aware that he is reading a translation of a work from a different culture. (Mohammad, 2014)

Venuti is a leading proponent of globalization. He openly stated that the goal of foreignization is to develop a type of translation theory and practice to counter the trend of target language dominance, in order to emphasize the differences between the original and the version in terms of language and culture. Foreignization is a term coined by Venuti to describe the type of translation in which a TT deliberately deviates from target conventions while retaining some of the original's foreignness. (Agra, 2017)

In other words, for Venuti, foreignization means choosing a foreign text that is marginal in the target culture but fluently translated, or choosing a foreign text that is canonical in the target culture but translated with marginal discourse. Adherence to source language form and retention of source cultural elements, as well as the use of non-standard target language, are examples of marginal discourse. Domestication is the inverse of this. Furthermore, foreignizing translation practices entail the selection of a foreign text as well as the creation of translation discourses. (Agra, 2017)

Adherence to source language form and retention of source cultural elements, as well as the use of non-standard target language, are examples of marginal discourse. Domestication is the inverse of this. A foreignizing translator can employ a discursive strategy that deviates from the dominant discourse hierarchy, as well as choose to translate a text that challenges the contemporary canon of foreign literature in the target language. (ibid)

1.9. The Relation between Translation Strategies and Translation procedures

The use of direct strategies of translation implies that foreignization procedure is the most adopted while dealing with the cultural elements. However, when the translator opted for the indirect strategies means that domestication is the most adopted in translating the cultural elements. This table explains more the relation between translation strategies and procedures:

Translation strategies	Translation procedures
Domestication (indirect translation)	Adaptation Expansion
Foreignization (direct translation)	Literal translation Borrowing Calque

1.10. Translation and culture

The process of translating involves two different languages that are carriers of their respective cultures; as a result, it is not only a process of language transfer but also a process of communication between diverse cultures. According to Nida, "the larger cultural context is of utmost importance in understanding the meaning of any message; for words have meanings only in terms of the total cultural setting." (Ebrahim, 2013)

Cultural differences between the source and target languages have always been a significant issue for translators to be aware of when rendering literal and/or figurative meanings of words because those meanings have different connotations and implications in their respective cultural settings. To translate is to compare cultures, and language as a tool for translation is an inherent part of culture. As a result, in order to improve intercultural communication, the translator's role as a medium of cultural exchange must be better fulfilled. (ibid)

Cultural issues in the translation of English news headlines, such as the unique and deep connotations of figurative expressions that are frequently used in headlines; i.e. culture-loaded words, should be carefully considered by the translator in order to make target readers appreciate exotic cultures and recognize the differences among the world's distinct cultures. (ibid)

It is important to note that the need for translation stems from the desire to communicate. As a result, without cultural differences, translation as a social exchange process and communication tool would not have emerged and developed. Last but not least, "the openness and permeability of culture has provided translatability for translation" as Li and Xia put it. (ibid)

1.11. The ideology of the target culture

There has been a lot of work done recently to investigate a contentious issue in translation known as "ideology." The focus of translation studies scholars has shifted from studying translation strategies and techniques to a more complex issue, namely ideology in translation. Translation is defined as a method used by translators to communicate with others using specific guidelines that are sometimes influenced by their culture, beliefs, institution policy, and religion. (Ismail, 2013)

Translation is viewed as a form of cross-cultural communication, and as such, it can be ideologically manipulated, particularly when translators encounter source texts (ST) that attempt to defame what they believe in.(ibid) .While it is common in translation, translators typically communicate to general and targeted audiences using certain permissible principles, which are subject to the translator's culture, norms, belief systems, institution policy, political alignment, and religious affinity.(Nabil,2022)

Conclusion

In conclusion, when attempting to translate cultural elements, the translator's basic goal is to have a similar effect on the TL readers by using different translation procedures, essentially domesticating or foreignizing the cultural elements. But When there are cultural differences between the two languages, it is extremely difficult, if not impossible, to achieve a successful transfer.

Chapter two

**Problems and difficulties in tourism
translation**

Introduction

This chapter addresses some of the difficulties that can face the translator while translating tourism texts that are full of culture-specific terms. These issues belong to the linguistic and cultural differences between both the source and target languages, which translator must be familiar and aware with them in order to give an accurate translation by conveying the exact meaning of the source text in a natural manner.

2.1 At Linguistic Level

2.1.1 Structure of the language

Every language, including English, has a unique structure that follows a set of principles and might differ significantly from one another. The cultures of each language's speakers may also differ greatly. In English, the adjective comes before the noun, whereas subject pronouns in Arabic become part of the verb (Top 10 translation, 2018).

Because of these distinctions, translators are frequently needed to add, rearrange, or remove words in order to convey in a more natural manner. The translator must be familiar with each language's unique structure and be able to apply it effectively, as well as ensure that the translation is done accurately and without changing the meaning (Common challenges of translation, 2022). For instance, 'she studied' درست.

2.1.2 Compound words

Two or three nouns and adjectives are combined to form compound words (top 10 translation, 2018). There are three distinct groups to think about. The first is when the compound term implies the same thing as each individual word. A crosswalk, an afternoon, an airport or the beach are all examples (Common challenges of translation, 2022).

The second category denotes only half of the literal meaning of the two terms, such as the compound word "bookworm," which combines the phrases book and worm to denote someone who enjoys reading and the word bellboy. This is extremely perplexing for a machine translation tool, and it may cause problems in the translation process for the translator, who must establish equivalent in another language to ensure that the translation is accurate (ibid).

The third group of compound words has meanings that have very little in common with the meanings of the individual words. The English compound word "deadline," for example, refers to the last date for receiving or delivering anything. It has nothing to do with the terms "line" or "dead." A "butterfly," on the other hand, is neither butter nor a fly. As a result, a translator may struggle to find corresponding words in the original language. (ibid)

2.1.3 Verbs made up of two words

There are a number of verbs in English that are made up of two components - usually a verb and a preposition - that are known as phrasal verbs. The difficulty arises from the fact that adding the preposition or adverb changes the meaning of the phrasal verb completely (Top 5 Challenges, 2019).

Despite the fact that break is the most common verb, the verbs break up, break down, break into, break in, break off, break apart, and break away all mean something different. In this situation, the preposition that follows it has a completely different meaning. When translated into the target language, the two words are unlikely to have the same meaning (top 10 translation, 2018). Furthermore, when a phrasal verb has multiple meanings, such as "to put down.", in this case, the translator requires context in order to correctly understand the exact meaning and provide an accurate translation (Top 5 Challenges, 2019).

2.1.4 Missing terms

There are words in every language that are extremely difficult to translate. They may not have equivalents in other languages or have multiple meanings. Because the items may not be used by the target audience or those actions are not commonly conducted in the target language's country.

This could be a difficult situation for the translator, and it indicates another structural issue that has to be addressed. Let's imagine that the term "child adoption" doesn't exist in any other language because it doesn't occur in that place (top 10 translation, 2018). Loan words like تلفون it is sometimes accepted because they are well-known and widely used. In some circumstances, such as Gaza Genuine Arabic sounds more formal or belongs to a higher register, such as هاتف (Reem, 2011).

2.1.5 Multiple meanings

Some English words sound the same but are spelled differently (what are the problems, 2018), such as break a plate and take a coffee break, although they have different meanings. Also, terms with different spellings but the same pronunciation, such as break and brake. Hundreds of such words, as well as idioms and metaphors, exist in English. However, those words may be different in other languages (top 10 translation, 2018). Depending on their placement in the sentence, several words may have two or more meanings. Translators may find it difficult to make proper use of both sorts of language.

2.1.6 Collocations

Collocation is defined as "semantically arbitrary limits that do not flow logically from the propositional meaning of a word" by Baker. When it comes to English collocations, there aren't always Arabic analogues. Some English collocations have a distinct pattern that does not exist in Arabic, while others lack traditional Arabic equivalents (Bunayya, 2009).

For example, the sentence "You are a heavy smoker" signifies that you smoke a lot in English when the adjective "heavy" collocates with the noun "smoker." As a result, if we translate such a line literally into another language, such as Arabic, the produced translation will appear humorous and odd to the native speaker of the target language text, which in this case is Arabic. Also, translator must control the translation and convey the intended intent behind stating something like that (the problem of collocation, 2016).

The generated or translated version of the statement "Catch cold" in Arabic, for example, would be quite amusing and unpleasant. So, when it comes to translating such lexical collocations, the translator must be cautious and wise in order to avoid generating amusing or inappropriate and difficult translations (ibid).

2.1.7 Modal auxiliaries

In English, whole verbs like "play" and auxiliary verbs like "be" are both utilized. Primary auxiliaries include "be," "do," and "have," while modal auxiliaries include "can," "must," and so on. In English, there are various modal auxiliaries. However, there is no such thing as a modal auxiliary in Arabic. Modal meanings are expressed via particles, prepositional phrases, and a few verbs and participles such as سوف. It's also worth noting that Arabic lacks the fine semantic distinctions that English models such as "must," "have to," "should," and "ought to" represent. (Reem, 2011)

The most prevalent Arabic equivalents are these modal verbs يجب، يلزم. There are some differences between these Arabic words, but they are not as obvious as those in English. Some modal verbs in English also have a past form. The use of the past form denotes a lower level of possibility, a distinction that Arabic lacks. (ibid)

2.1.8 Cultural differences

The structure of a language is heavily influenced by culture. While regional spoken dialects may be woven into some languages, making the translator's task extremely difficult. Others may be influenced by a community's ideas, customs, values, and so forth. As a result, the

greater the territory where the language is spoken, the more dialects are likely to exist, and the more colloquial words are likely to be found (top 10 translation, 2018).

The translator must discover who the original speaker was, where he or she came from culturally, and repeat the process for the target language's speaker to ensure the material is translated accurately, all of these components result in cultural variances that affect translation. Culture is sometimes considered to be a structural translation difficulty.

Furthermore, without context, language cannot be accurately comprehended or translated. Culture has an impact on translation. Some concepts are common in one language but require a great deal of work to locate an equivalent in another. Intercultural variations and perspectives should be familiar to translators. Colors, for example, might have distinct meanings in different languages. "Everything is blue" in Brazil signifies "it is fine," although blue in English normally connotes sadness. Knowing two languages does not guarantee that you can translate effectively. False cognates are common in languages. Take, for example, the word "translation" implies broadcasting in Russian (as in TV). As a result, translators must be cautious while rendering phrases. (Joshua, 2019)

2.1.9 Idioms

Idioms are culturally or linguistically distinctive verbal expressions. They're important parts of the language, but they're tough to explain if you don't understand the cultural distinctions between the source and target languages. It's raining cats and dogs, for example, which indicates it's pouring heavily. Linguists must first determine the correct meaning of the phrase before searching for alternate versions in the target language that express the same concept. (Top 5 challenges, 2019)

Idioms, for instance: Explain anything using a unique grouping of words that have the same meaning only when used together. Because idioms cannot be translated word for word, machine translation technologies are unable to handle them According to the latest predictions; machine translation technologies will never be able to correctly interpret idioms. Anyone attempting to localize a product by translating its features into other languages should avoid using idioms, as the message may be misconstrued and even objectionable to other cultures when translated (what are the problems, 2018), for example, the expression "beat about the bush" cannot be understood literally because it is illogical.

2.1.10 Tenses

Multiple semantic distinctions such as tense and aspect are frequently reflected in a language's verb system. The aspect expresses the speaker's impression of the act as an event or a continual state of activity, while the tense expresses the speaker's perspective of the act as an event. According to Al Hour (1997, 98), the level of time indicated by tenses is related to key semantic challenges in Arabic-English translation. Per formative verbs in English are always in the simple present tense, whereas they can be in the imperfect or perfect tense in Arabic. (Reem, 2011)

Furthermore, the English equivalents of the Arabic imperfect tense يكتب "write" are simple present "I write" and present progressive "I am writing". Moreover, the Arabic plus imperfect كتبت has three common English equivalents: "he wrote," "he was writing," and "he used to write." The particle "قد" plus the perfect "He has written" قد كتب is sometimes used to translate the English present perfect into Arabic. (ibid)

2.1.11 Gender

Gender issues should not be ignored while translating because they can lead to serious misunderstandings. Arabic contains grammatical gender; nouns, pronouns, adjectives, and verbs all have gender concord (agreement). English, on the other hand, does not have grammatical gender; instead, it has natural gender. In English, animated nouns are either masculine or feminine depending on the gender of the noun's referent. Furthermore, the majority of inanimate nouns in English are of the neuter gender. There are certain exceptions, such as when describing vehicles with "she," as in "She is a wonderful ship." (Reem, 2011)

However, there are minor differences. Also, English is one of the few languages in this family that does not make gender distinctions. There's no need to be hesitant when using you as an example because it can refer to anyone. Or, if you're using an article, it doesn't matter who you're talking to (the girl, a hairdresser, etc). Russian, on the other hand, indicates gender virtually in every word of a phrase until the end of specific verb forms. (How do gender, 2018)

2.1.12 Voice

Examples of weakness in grammar can be noticed in their obvious confusion between the active and the passive. For instance, English passive voice is usually used when the actor does not need to be mentioned or if there is no way of knowing the actor, because of politeness, and even for textual convenience (cohesion), whereas in Indonesian the passive is used to express

politeness and to reduce the sense of deliberation (Mohammad, 2016). Translators should be encouraged to pay close attention to English passive sentences when translating them.

Some of them prefer to use the Arabic passive with *من قبل, بواسطة* to express the agent instead of the English passive. If the action's doer is unknown or not specified in the text, the passive is usually appropriate. Although the use of *من قبل, بواسطة* in media language and informal writing is becoming more accepted, translators should generally avoid using words that contribute to a lack of Arabic style. (Reem, 2011)

2.1.13 Affixation

In both English and Arabic, it is a constructive morphological process. Prefixes and suffixes are both used as derivational affixes in English. Prefixes and suffixes are bound morphemes that are appended at the beginning and end of a word, respectively. Class maintaining prefixes include "dis-", "un-", "pre-", "de-", "mini-", and so on. Because it turns the verb "sleep" to an adjective, the prefix "a-" in the adjective "asleep" is an example of a class-changing prefix. In English, suffixes are frequently used. Some of them, such as the "s" morphemic suffix, which is used to indicate the third person singular in English and the "s" suffix, which is used for the normal plural in English, work consistently and predictably. Verb, adverb, adjective, and noun suffixes are examples of suffixes that affect the grammatical function of the base. (ibid)

In Arabic, in addition to suffixes and prefixes, there are also infixes that are added into the word. A number of infixes are used to change the meaning of the stem or its grammatical category through derivation. Derivation in Arabic entails organizing the root, which carries main lexical meaning, in several patterns, each with its own set of meanings. Affixation is also used to create derived nouns in Arabic. Derivation's purpose is to generate new lexical objects. In English, affixation is quite useful; in Arabic, it is very limited. There are few derivational suffixes and prefixes in Arabic, and there are no one-to-one analogues for English prefixes. In English, prefixes and suffixes add diversity. They can also change nouns into adjectives or verbs into nouns, which is useful when the target language isn't very kind when it comes to developing new terms. (ibid)

When the other language does not have as many layers to represent the same concept, these clusters of letters that English speakers frequently utilize to lend deeper meaning to words are difficult to translate. Most languages employ prefixes and suffixes to form new words, but when it comes to retaining meanings and empowering words, each has its own set of rules.

Slang, for example, uses a lot of compound words and suffixes to give existing terms new meanings, making it difficult for translators to convey the proper idea in a foreign language. (Top 5 challenges, 2019)

2.1.14 Abbreviation

The translation of abbreviations is one of the most common issues that translators deal with. An abbreviation is formed by combining the first letters of each of the words that make up the phrase (Scott, 2012). To translate them correctly, successful translators should be conversant with any language abbreviations.

The process of reformulating abbreviations from one language to another is known as abbreviation translation. There are various steps in the reformulation process. First and foremost, each word that makes up an abbreviation must be interpreted. After translation, the order of the words might be modified. With the next stage, a new abbreviation is created from the new name. New initials can be wholly distinct, and abbreviations in different languages can have nothing in common. It's also important to keep in mind that not all terms are abbreviated in every language. (Daryna)

There are several word combinations that form an abbreviation in one language but are translated as multiple words in another. These three simple techniques will assist you in dealing with abbreviations of any complexity level. These are some of the most essential abbreviation translation guidelines (Scott, 2012):

- a. In most languages, abbreviations for well-known international organizations have their own translation (WFP = PMA, NATO = OTAN). In this situation, use brackets to write the full name and abbreviation. For instance, the United Nations (UN). Acronyms related to medicine (those that refer to diseases, compound names of body parts, etc.) also have a default translation: TC = CT (computed tomography), SIDA = AIDS (acquired immunodeficiency syndrome). (ibid)
- b. When it refers to a firm or agency that isn't well-known (DEA, UBA, and LAPD), put the name in parentheses and then put the acronym followed by "for its acronym in [language of origin]" or the abbreviation followed by an English explanation. For instance, Buenos Aires University (abbreviated as UBA) or Buenos Aires University (UBA, Universidad de Buenos Aires). (ibid).

2.2 Solutions to overcome the linguistic problems

Translators should opt for some solutions to avoid linguistic problems while translating tourism texts. For instance, they have to immerse themselves in the culture as much as possible by watching movies, TV shows, and reading books in that language. Movies and television shows will be extremely useful in learning about local culture and dialects. Also, they have to enrich their knowledge especially about grammar rules (Top 10 translating). Translators must avoid using literal translation everytime. (ibid)

2.3 At cultural level

2.3.1 Tourism and culture

Tourism is an activity that involves direct contact between cultures and everything that this concept entails, such as folklore, customs, gastronomy, dancing, rules, and so on. This leads us to regard tourism language as an inestimable asset between tourists and the places they visit, and, more importantly, as a joint element between the local and foreign cultures involved. (Isabel, 2012)

As a result, this situation necessitates high-quality tourist texts, particularly translations, to ensure effective and clear communication between local people and culture and actual or potential tourists. Unfortunately, this level of quality is not always achieved, as these texts frequently contain numerous errors and ambiguous information, such as spelling or conceptual errors, a lack of information, reiteration, and misadaptations, among other things. (ibid)

Translators are cultural mediators, as you are aware, and this is where we can determine whether a translation was completed by a coworker (i.e. another translator) or by your mate. To create texts that read like original pieces in their mother tongue, translators use a variety of tools, including metaphors, adaptations, explaining concepts that do not exist in the target country, adding other items that are necessary in the target language, and using proper punctuation. (Alicia, 2021)

2.3.2 Tourism and language

Tourism manipulates reality by transforming an anonymous location into a tourist destination; thus, language is the most powerful driving force in the field of tourism. Its goal is to "persuade, entice, woo, and seduce millions of people, converting them from potential to actual clients". As a result, the demand for language experts in this field is increasing steadily, because

writing effective promotional materials necessitates a high level of language competence and is critical to success in a field characterized by fierce competition. (daneila,n,d)

2.3.3 Tourism text translation

Tourism texts cover a country's historical and cultural background, as well as people's ways of living and thinking. In general, tourism texts are written for visitors who come from the same or a similar cultural background. Tourism texts are ways to preserve and spread a nation's or community's culture, which is always unique to that nation or community. The goal of tourism text is often to pique the reader's interest and then make a sale, while also preserving the unique culture. Relevance theory plays an important role in making the translated text relevant to the cognitive environment of the foreign readers when translating tourism texts with some original culture-loaded terms. (Yining, 2013)

The translators are expected to generate relevance presumptions in the target language that are similar to those generated by the source message. It is critical to achieve the communicative goals between the author of the source text and the readers of the target text. As a result, there must be an adaptation process that aids in the comprehension of similar cognitive effects and inferences. The translator's role is to assist target tourism text readers in adjusting to a new cultural environment. As a result, readers of the target tourism text can construct new assumptions in light of the contextual effects and comprehend the implicit information in the source tourism text. (ibid)

2.3.4 Translation's Cultural Aspects

When cultural aspects are included in translation, it becomes more complex because these are thought to be the most difficult problem for translators. "The translator can use a variety of devices to solve the problem of bridging the cultural gap, provided that s/he is culturally aware of those differences" . Understanding the precise semantic content necessitates extensive cultural knowledge and understanding. Due to the influence of customs, values, and lifestyle, socio-cultural differences may prevent foreign readers from grasping the true essence of the ST. (Mirna, 2020)

Translation is the process of transferring a source text into a target text within the context of a different culture. With such socio-cultural diversity, it is difficult for the translator to bridge the language gap. "These TT-oriented norms encompass not only translation strategy but also how, if at all, a TT fits into the literary and social culture of the target system. (ibid)

The translator's challenge is to deliver a TT that is as fluent, natural, relevant, creative, catchy, and persuasive as the ST, if not more, while taking into account the various linguistic and cultural aspects. The intended audience anticipates fluent, easily understandable text. As a result, the final product or TT should be coherent, natural, and fluent, and it should meet what do Beaugrande and Dressler (2016) refer to as the seven textuality standards: cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality.(ibid)

To overcome the natural discrepancies of languages, translators struggle with lexical and cultural gaps. The transfer of the intended message while retaining the TT's readability and acceptability becomes difficult, especially when it comes to preserving the translated text's functionality within its new cultural environment. In the case of tourist-related materials and websites, the challenge is heightened because the recipients are international readers with diverse backgrounds, interests, cultures, and values. (Mirna, 2020)

2.3.5 Translation of Tourist Materials: strategies and challenges

Domestication and foreignization are two major strategies used in tourist text translation to convey cultural elements. The translator, as an intercultural mediator, must decide whether to disseminate the original culture to the TT receivers by retaining the ST features and adjusting them as little as possible, or to adapt the text to better fit the addressees' cultural background and facilitate how they understand and accept it, as well as the extent to which they are affected by it. According to Pym (2014), "either the translator leaves the author in peace, as much as possible, and moves the reader toward that author, or the translator leaves the reader in peace, and moves the author toward that reader." (Mirna, 2020)

Translators must be clear about the goal they want to achieve: disseminating the foreign culture to the target audience and forcing the reader to deal with unfamiliar concepts, or adapting this culture as much as possible to fit the reference system of the TT receivers while maintaining fluency and naturalness. It is worth noting that the use of various approaches and strategies is heavily influenced by factors such as text type and text function. (ibid)

2.3.6 Religious problems

Religion has a significant impact on a society's life . It has a significant impact on the language of the majority of believers in society. Religious beliefs influence and condition culture in different ways and to varying degrees across cultures.

2.3.6.1 Issues related to God

Muslims and Christians both believe in one God, paradise, and hell, but they disagree on fundamental concepts like original sin and redemption. As a result, the Arab translator will have difficulty lexically translating the meaning of these concepts. Furthermore, in Arabic culture, the name "الله" "God" appears in a variety of unexpected contexts other than prayers. For example, on the occasion of death, Muslims say "الله يرحمو", which means "May God have mercy on him." Furthermore, if you haven't seen someone in a long time, you say "والله زمان" which means "What a long time ago that was by God." These translations will have a different effect on the Western reader than they did on the Arabic reader. It is expected that the Western reader will not understand why the name of God is mentioned if you have not seen someone in a long time. As a result, it's probably best to leave it out of the translation. Additional lexical issues in religious translation arise from the concept of the Trinity in Arabic translation. (Reem,2011)

2.3.6.2 Issues related to marriage

Polygamy is one of the characteristics that differentiate Arab Muslim culture from Western Christian culture. Polygamy is a common practice among Muslims and has an impact on Muslim society's thoughts and perceptions. It is difficult to find an equivalent in English for the Arabic word, "تعدد الزوجات". Because having two wives is forbidden in Western culture, the English word "polygamy" may not be connotationally appropriate in some contexts. The Western reader may be left with a negative impression that was not intended in Arabic. Marriage between cousins is also permitted in Islam, but it is uncommon and generally frowned upon in the West. Arabs may refer to their spouses using kinship terms such as "بنت العم وابن العم". This can cause confusion in English-Arabic translation. In some cases, a footnote explaining this matter may be required to clarify the ambiguity. (ibid)

Finally, in Arabic culture, there is only one type of marriage: religious marriage. However, in some Western countries, there are two kinds of marriage: religious and civil marriage. In the United Kingdom, civil marriage requires registration at a registry office. An Arabic reader may not fully comprehend this type of marriage. (ibid)

2.3.6.3 Issues related to birth

Baptism, defined as "a Christian religious ceremony in which a person is covered with water to make him/her pure," does not exist in the Islamic religion and may cause difficulties in English/Arabic translation . Furthermore, some English prefixes used to describe kinship, such as

"foster-, god-," may be problematic. The Arabic reader may be confused by the terms "fosterson," "godfather," "godmother," and "godparent." (ibid)

Baptism, for example, is associated with godfather, godmother, and godparents. As a result, without a good understanding of Christianity or at least appropriate explanations, it is difficult for the Arabic Muslim reader to understand such terms. Students encountered numerous challenges when translating religious texts; for example, Two students translated "baptism" in "In those Christian communities that practice baptism, this is the first rite of life" in Text "Baptism" as *المذهب -المعمودية , التعميد (النصرانية) والمعمودية - التعميد (المذهب المعمداني)* . Although 'المذهب -المعمودية' is acceptable, it is less common than. *التعميد النصرانية* is not a suitable equivalent for "baptism." The student thought it was important for the reader to associate "baptism" with "Christianity". (ibid)

2.3.6.4 Issues related to food

Each culture has its own cuisine. It is the translator's responsibility to find the most appropriate equivalent in a given context of food types in the target culture. Pudding is one of many sweets that does not have an Arabic equivalent. Because the importance of a certain element in a particular community encourages the development of distinct lexical items to describe that element in its various forms, Western culture has many words to describe pig meat, such as "bacon" and "ham". (ibid)

Pigs provide many meals, including cracknel (a small piece of pork fried crisply), daisy ham (a smoked piece of a pig's shoulder on the bone), and gammon (cured or smoked leg of pig), Muslims, on the other hand, have only one expression for pig meat "الخنزير لحم" because it is forbidden in Islam. As a result, Arab translators will struggle to translate English terms for different types of pig meat. Arabs have a negative perception of foods containing pig meat. The source text does not intend to create such negative impressions. There are also several types of sweets that have no equivalent in Arabic culture, such as Christmas cake. (ibid)

2.3.6.5 Issues related to alcohol

Alcohol consumption is prohibited in Islam. In Arabic, the general terms for all types of alcoholic beverages are *الخمر المسكرات*. Certain more specific terms for alcoholic beverages exist in Arabic, such as "beer" *بيرة*, "wine," *نبيد*, and "عرق", "an aniseed-flavored spirit," and so on. There are, however, many English names for alcoholic beverages that do not have Arabic equivalents. In English, for example, alcoholic beverages are frequently referred to by brand

names such as "John Barleycorn." These are untranslatable. The translator should also have enough knowledge of Western culture to be able to identify various types of drinks, which include alcohol and deal with these in his/her translations if necessary. (ibid)

2.3.6.6 Issues related to woman

Almost every culture has the concept of wearing headgear. However, the motivation for wearing it varies according to religious beliefs. Muslim women are expected to wear "حجاب" which has no equivalent in Christian culture. This word could be translated as "veil" or "scarf," but this does not convey the intended impression. Furthermore, as part of their Arabic tradition, men in some Arab countries cover their heads with a white broad scarf that is wrapped around the head to form a small turban. This is also difficult to properly translate. (ibid)

Furthermore, there are many words in Western culture related to the semantic field of headgear that are difficult to translate into Arabic. In Western culture, for example, there are numerous names for various types of hats. Their exact meanings are difficult to convey in Arabic. طاقية- قبعة are the only Standard Arabic equivalents for all types of ladies hats. (ibid)

2.4 Procedures and approaches to deal with cultural specific elements in translation

The following are different translation procedures that Newmark (1988) proposes which are:

- **Word-for-word translation:** Out of context, the SL word order is preserved and the words are translated singly by their most common meanings.
- **Literal translation:** the SL grammatical constructions are converted to their nearest TL equivalents, but the lexical words are translated separately, out of context.
- **Faithful translation:** it tries to produce the exact contextual meaning of the original within the constraints of the TL grammatical structures.
- **Semantic translation:** differs from faithful translation only in that it must consider the aesthetic value of the SL text.
- **Adaptation:** the most liberated form of translation, used primarily for plays (comedies) and poetry; themes, characters, and plots are usually preserved, the SL culture is converted to the TL culture, and the text is rewritten.
- **Free translation:** It produces the TL text without retaining the original's style, form, or content.

- **Idiomatic translation:** it reproduces the original's 'message' but tends to distort nuances of meaning by preferring colloquialisms and idioms that do not exist in the original.
- **Communicative translation:** attempts to render the original's exact contextual meaning in such a way that both content and language are readily acceptable and understandable to the readership (Mahmoud, 2007)

In addition, Baker (1992) distinguishes eight different approaches to the translation of culturally specific concepts, which is a very popular approach that is especially useful in translator training:

- Translation by a more general word
- Translation by a more neutral/less expressive word
- Cultural substitution
- Use of a loan word or loan word plus explanation
- Paraphrase using related words
- Paraphrase using unrelated words
- Omission
- Illustration. (Hanieh&Razieh, 2020)

Conclusion

In the end, language translation problems difficulties have existed for decades, due to cultural and linguistic distinctions between the source and target languages. These problems can face the translator especially while translating tourism texts. He/she must be aware with them and choose an appropriate procedure because the use of the right one will give the exact meaning of the source language.

Part Two

Practical part

This part is about a comparative analytic investigation in which we examine the cultural features in the two languages identified in the corpora chosen as "*The Emirates Airlines Drink Menu*." It lists some of the names of drinks provided on Emirates Airlines for people from all over the world who visit the UAE for a variety of purposes, most notably tourism. The first version of the site is for international travelers; however, the second version is for Arab passengers.

We chose comparative analysis in this study to discover the differences and similarities in the concepts of each cultural element used in the two versions of the site. Also, based on the data we gathered from the abovementioned site, we were able to determine what strategy is most commonly utilized. This study looks at 14 different drinks that are available on the Emirates Airlines website for travelers from various nations. These samples are translated from English (source language) into Arabic (target one). The purpose of this research is to identify the translation procedures employed to convert the chosen samples from English to Arabic.

Translators use different strategies such as adding or eliminating phrases to explain a cultural element to the target audience and translating with more suitable terms to other culture, in order to make the target text understandable and in order to convey the exact message of the source text. Therefore, the translator of tourist texts must ensure that the target reader knows all the unique things of the source culture and differ from those of target cultures, as well as be aware of the target visitor's ideology. All of these distinctions must be known and understood by the translator to provide an accurate translation that conveys the exact meaning of the source text in a natural manner.

We stated 14 samples in order to show what strategies are used while translating the cultural-specific elements found in Emirates Airlines site which are:

1- Adaptation

According to Vinay and Darbelnet adaptation is an attempt to make a text easily comprehensible to target audience via the process of approximation and updating. In the site we noticed two types of adaptation which are:

1.1- Cultural Adaptation

Sample ONE

Source text	Target text
Spirits	مشروب منعش

The source text opted for the word “spirits” that it is about Alcohol. This drink is widely served in the Emirates Airlines for a lot of passengers all around the world come to the U.E.A for many reasons and mainly for touristic motives. However, the counter part in the target text was made مشروب منعش that does not denote at all or reflect to Alcohol. The reason behind this is that most of the travelers are Arab Muslims. The translator opted for the cultural adaptation to avoid hurt the passengers aboard for their religion prohibits this drink. He or she believes that this is a fundamental aspect of Christian culture, but this is not the case in Islamic culture. Furthermore, understanding the distinctions between the English and Arabic cultures is essential for producing accurate translation.

1.2- Linguistic Adaptation

Sample TWO

Source text	Target text
Freshly brewed coffee	قهوة طازجة

The source text uses “Freshly brewed coffee” which is about a coffee. This drink is served in the Emirates Airlines for all travelers from different countries come to the U.E.A for many reasons especially for tourism. However, the target text opted for "قهوة طازجة". In this example the target text has a broader meaning than the source text, which has a more particular meaning. The primary reason is because the majority of the tourists are Arabs; in addition, the translator's responsibility is to select terms and concepts that are appropriate to Arab culture. In this case, it is regarded as a shift in the cultural context. He or she chooses linguistic adaptation for linguistic reasons. Also, translators use this procedure to avoid the misconceptions and numerous linguistic mistakes.

2- Calque

This is a literal translation of a phrase from one language into another, which results in the creation of a new term in the target language. In other words, this is a literal translation of a borrowed word (What are the main, 2021). We have an example of this type of procedure which is:

Sample THREE

Source text	Target text
Black peper	فلفل أسود

The source text chooses "black pepper," which is about a component of premium blends. This component used by Emirates Airlines for travelers traveling to the United Arab Emirates from all over the world, whereas, the translator opted for «فلفل أسود» in the target one because most of travelers are Arabs. In this example, the translator translates the phrase literally to avoid the use of foreign words that are inappropriate for Arab culture and it can be seen as corresponding to the new ideal reader.

3- Borrowing

This procedure involves the use of foreign words in the target text, which is the simplest of all translation procedures. In the site we found two examples of borrowing procedure which are:

Sample FOUR

Source text	Target text
Moktails	موكتيلات

The source text chose "Moktails," which is about a juice. This drink is supplied on Emirates Airlines to passengers from several countries that come to UAE. However, the target text opted for موكتيلات which is something new for Arab visitors of Emirates Airlines. As an Arabic reader would not necessarily know the name of this drink, and since the majority of passengers in this case are Arab, so this word is considered as a loanword. The translator uses this procedure in order to preserve the cultural context of the source text and there is no target language equivalent for this type of drink. The translation موكتيلات seems to correspond to the idea of the original signification. Therefore, it is more appropriate concerning its function in the target text than a translation of formal equivalence.

Sample FIVE

Source text	Target text
Cocoa	ككاو

The source text opted for “cocoa” which is about a component of meals. This component is served widely in Emirates Airlines and most of travelers are from all around the world. However, in the target text the translator used the word «ككاو» which is considered as a loanword. As mentioned in the past example, the reason behind this is that most of tourists are from Arab countries. So, the translator takes the word straight into another language because the source language word sounds better and at the same time to preserve the original aim of the source text. The translation “ككاو” seems to correspond to the idea of the original signification and it is therefore more appropriate concerning its function in the TT than a translation of formal equivalence.

4- Literal translation

According to Newmark (1988), literal translation is a translation technique in which "the SL grammatical constructs are converted to their nearest TL equivalents, while the lexical terms are translated single, out of context." We selected seven cases of literal translation from the Emirates Airlines site which are:

Sample SIX

Source text	Target text
Orange fizz	مذاق البرتقال

The source text opted for Orange Fizz which is about a juice. This drink is offered by Emirates Airlines to a large number of tourists from many cultures. However, in the target text the translator opted for مذاق البرتقال which is more popular in Arab culture. The reason behind this is that most of passengers are from Arab countries. In this situation, the translator employed literal translation to preserve the cultural context of the source text and to use language appropriate to Arab culture. Also, he or she used literal translation to ensure that the original text's message was delivered exactly.

Sample SEVEN

Source text	Target text
Appel spritzer	التفاح الطبيعي

The source text opted for “Appel spritzer” which is about a juice. This drink is widely served in the Emirates Airlines for a lot of tourists from different cultures come to UAE for tourism. However, in the target text the translator opted for “التفاح الطبيعي”. Because the majority

of the tourists are Arabs, the translator utilized literal translation to preserve the cultural context of the source material and to make the translation accurate and appropriate to the target culture.

Sample EIGHT

Source text	Target text
Classic iced American	الأمريكاني المثلج الكلاسيكي

The source text opted for Classic iced American which is about a juice. This drink is widely served in the Emirates Airlines for a lot of tourists from different cultures come to UAE for tourism. However, in the target text the translator opted for الأمريكي المثلج الكلاسيكي. The translator used literal translation because most of the travelers are Arabs. In this case, the translator understands how important it is to translate the text from the reader's perspective. The translator must convey the meaning in a way which makes sense not only in the target language but also in the context of the target culture. He or she opted for this procedure in order to preserve the cultural context of the source text.

Sample NINE

Source text	Target text
Notes of walnut	نفحات الجوز

The source text opted for Notes of walnut which is about a coffee. This drink is widely served in the Emirates Airlines for a lot of tourists from different cultures come to UAE for tourism. However, in the target text the translator translates the statement literally “نفحات الجوز” because most of the travelers are Arabs. He or she must convey the same meaning of the text for target people that’s why he or she opted for literal translation.

Sample TEN

Source text	Target text
Affogato al café	حلوى أفوجاتو أل كافيه

The source text opted for Affogato al café which is about a coffee. This drink is served in the Emirates Airlines for a lot of tourists from different countries come to UAE for touristic reason. However, in the target text the translator opted for حلوى أفوجاتو أل كافيه. He/she used the literal translation because most of the travelers are Arabs. In this case the translator has to preserve the cultural context of the source text and take into consideration the target culture.

Sample ELEVEN

Source text	Target text
Cup of brilliant breakfast	شاي بريليانت بريكفاست

The source text opted for Cup of brilliant breakfast which is about a tea that served in the Emirates Airlines for a lot of tourists from different cultures come to UAE for tourism. However, in the target text the translator opted for شاي بريليانت بريكفاست because most of the travelers are Arabs. According to the translator this statement can be translated literally. He or she opted for literal translation in order to use an appropriate terms to Arab culture and to keep the aim of the original text.

Sample TWELVE

Source text	Target text
Dilmah tea	شاي ديما

The source text opted for Dilmah tea which is about a tea. This drink is supplied in Emirates Airlines for travelers from different countries. However, in the target text the translator opted for شاي ديما. We noticed that the translator used literal translation because most of the travelers are Arabs. He or she opted for this procedure in order to keep the aim of the original context and to use an appropriate language to the target culture.

5- Translation with enrichment due to specific cultural-bound

Text enrichment occurs when the translated language takes up more space within a design than the source language. This site addresses two examples of translation with enrichment which are:

Sample THIRTEEN

Source text	Target text
Dallah	الدلة العربية

The source text opted for Dallah, which is about tea. This drink is regularly supplied on Emirates Airlines to all tourists from various nations who travel to the UAE for tourism. On the other hand, the target text opted for "الدلة العربية" because most of travelers are Arabs. As a result, the use of the term العربية is a cultural issue that implies that this drink is unique to Arab culture. This procedure was utilized by the translator to enrich the meaning for Arab Emirates Airlines passengers.

Sample FOURTEEN

Source text	Target text
Sip Moroccan Mint	شاي بنكهة النعناع المغربي

The source text opted for Sip Moroccan Mint which is about a tea. This drink is widely served in Emirates Airlines for all tourists from different countries come to UAE for tourism. However, the target text opted for شاي بنكهة النعناع المغربي because most of travelers are Arabs. This case shows that many Arabic expressions in the Arab culture are derived from religion. The translator used this procedure to enrich the meaning for Arab tourists of Emirates Airlines. The phrase النعناع المغربي is a cultural issue, which implies that this drink is specific to Moroccan culture.

Conclusion

To summarize, the study suggests that the translator examine the text type, the target culture, and the aim of the translation. According to the findings of this study, the foreignization method was the most commonly employed strategy for translating culturally specific elements (names of drinks available on Emirates Airlines' site) from English into Arabic. In terms of utilizing direct procedures for the translation of cultural aspects, we found that the literal translation procedure was mentioned seven times.

Conclusion

Conclusion

In conclusion, it is clearly evident that translating tourism texts should necessarily reflect not only the linguistic context, but also the cultural aspects, which is defined as religion and culture, values and rules of behavior, the environment and spiritual world that each society of visitors acquires, as well as knowledge of its literature and culture. This study examines 14 examples of drinks offered in Emirates airline site in English translated into Arabic for Arab visitors, using Venuti's domestication and foreignization strategies, as well as different procedures for the translation of cultural elements.

Its goal is to determine the translation strategies used to convert the selected samples from English to Arabic. The following method conclusions reached from the dissertation: foreignization strategy has been the most used strategy in dealing with cultural expressions in translating drinks offered in emirates airline site from English into Arabic specifically. The literal translation procedure has listed first (7 times) in terms of applying direct procedures for the translation of cultural elements.

However, the results show that the translator was able to understand the difference between the two cultures in some examples, so he/she has chosen indirect translation procedures such as adaptation, the translator opted for this procedure because adaptation is the most suitable method for avoiding misunderstanding. He/she has succeeded in rendering the intended meaning promoted by the original text. In other words, He was able to fully comprehend the ST before transferring it to the target text. Finally, the translator of tourist texts is responsible for ensuring that the target reader understands the customs, food, drinks, ideas, and objects that are unique to the source culture and differ from those of target cultures and be highly aware of the target visitor's ideology.

الملخص

مقدمة

تعتبر الترجمة أداة وصل بين الثقافات واللغات، فمن الواضح أنها تسهل نقل مختلف الثقافات بين الناس في جميع أنحاء العالم؛ يشير هذا إلى أن الترجمة السياحية قد تحقق هدف الترويج السياحي لبلد معين. حيث أن هذه الأخيرة توفر العديد من المزايا للأجانب والمواطنين أيضاً، كما أنها تساهم في نمو الاقتصاد العالمي. بالإضافة إلى ذلك يعد الترويج للسياحة أمراً مهماً لجذب السياح لغرض زيارة وجهة ما، كما يعتبر استخدام التكنولوجيا أحد أكثر الأنشطة الترويجية فعالية للوصول إلى الأشخاص عبر الإنترنت.

اشكالية البحث

سنتطرق في هذه الدراسة إلى تحديد إجراءات الترجمة التي استخدمها المترجم أثناء ترجمة العناصر ذات الخصوصية الثقافية في المشروبات المقدمة في الموقع الإلكتروني لشركة طيران الإمارات وكيفية تعامله مع الصعوبات التي واجهته خلال عملية الترجمة.

السؤال الرئيسي

من خلال دراستنا وضعنا سؤال البحث وهو: إلى أي مدى تسهل الترجمة الترويج للسياحة؟ وما هي الإستراتيجية الأكثر اعتماداً في هذا الشأن؟

الفرضيات

- نفترض أن كلا من التغريب والتوطين هما في غالب الأمر أكثر المقاربات تبنياً في مثل هذا النوع من النصوص عند التعامل مع العناصر الثقافية، في ترجمة المواقع السياحية الترويجية.
- نفترض أن الترجمة تساعد كثيراً في الترويج للسياحة حيث أنها تتناول لغة السائح المستهدف و ثقافته.

أهداف الدراسة

كل موضوع يتم اختياره للدراسة له غرض معين، و الغرض من هذا البحث هو مناقشة ترجمة العناصر الثقافية في مواقع الترويج السياحي باللغتين الإنجليزية والعربية.

خطة البحث

تنقسم هذه الدراسة الى جزئين النظري و التطبيقي، الأول يتضمن 3 فصول. تطرقنا في الفصل الأول إلى لمحة عامة عن استراتيجيات التكيف و النقل و انواعهما و كذا إستراتيجيات اخرى مباشرة و غير مباشرة بالإضافة الى كلا من إستراتيجية التوطين و التغريب ،و في الاخير أشرنا إلى علاقة الترجمة بالثقافة وإلى ايدولوجية الثقافة الهدف. أما الفصل الثاني فهو يتضمن تعريف السياحة و أنواعها، كذلك التعريف بموقع الترويج السياحي و دوره الفعال. و بالنسبة للفصل الثالث فهو يتحدث عن المشاكل اللغوية و الثقافية التي تواجه المترجم أثناء ترجمته للعناصر الثقافية.

كما يضم الجزء التطبيقي تحليل بياني مقارن لترجمة أسماء مجموعة من أنواع الشراب المقدم في شركة طيران الإمارات، بحيث تمت المقارنة بين النص الأصلي و المترجم و من خلالها تم تحديد النتائج المتحصل عليها.

الجزء النظري

الفصل الاول

1.1 التكافؤ

يحاول المترجم إنتاج نص مقارب أو شبيه بالنص الأصل لتحقيق التكافؤ على جميع المستويات الممكنة، فالتكافؤ نتيجة لمقارنة النص الأصل والنص الهدف على مستوى الخطاب.

2.1 النقل

في دراسات الترجمة لا يوجد مفهوم موحد للنقل، حيث تختلف مفاهيم النقل عن مفاهيم الترجمة. فهي تعتبر في كثير من الأحيان ولكن ليس دائماً، أسلوباً أكثر تقييداً للنقل المرتبط بمتطلبات التكافؤ. و من ناحية أخرى، تتضمن مفاهيم النقل تحويلات النصوص والوسائط الأخرى التي يتم إنتاجها بهدف وظيفي ، أي النية في الحصول على نص أو وسيط مستهدف يحقق وظائف محددة لجمهوره في الثقافة الهدف

3.1 الترجمة الحرفية

الترجمة الحرفية ، وفقاً لنيومارك (1988) ، هي إجراء يتم فيه "تحويل التراكيب النحوية للغة المصدر إلى أقرب معادلاتها في اللغة الهدف ، لكن الكلمات المعجمية تُترجم منفردة خارج سياقها".

4.1 الاقتراض

يعتبر الاقتراض نوع من أنواع استراتيجيات الترجمة المباشرة حيث يتضمن استخدام الكلمات الأجنبية في النص الهدف ، وهو أبسط إجراءات الترجمة.

5.1 الاستنساخ

إنه نوع من الاقتراض يستعير فيه المترجم تعبيراً من النص المصدر عن طريق الترجمة الحرفية لكل جزء من العناصر الأصلية، كما يمكن أن يكون في النظام المعجمي أو الهيكلية للنص الهدف.

6.1 التوسع

تتوسع أطوال النص بشكل متكرر أو تتقلص أثناء عملية الترجمة لأن اللغات الأخرى قد تستخدم كلمات أكثر أو أقل ، كما يمكن أن تؤدي الاختلافات في الصياغة أو القواعد أو بنية الجملة أو المصطلحات إلى حدوث ذلك. يتم استخدام توسيع النص بشكل متكرر في خدمات مثل الترجمة الإسبانية والترجمة الفرنسية والترجمة الألمانية والترجمة البرتغالية ، ويعد توسيع النص أمراً بالغ الأهمية عند تصميم مواقع الويب متعددة اللغات والحملات التسويقية والعروض التقديمية والمنشورات المكتبية وأي شكل آخر من أشكال الاتصال المترجم.

7.1 التوطين

يقصد به ترجمة النص المصدر مع التخلص من الغربة في النص الهدف بحيث تكون ثقافة اللغة الهدف في السيطرة في النص المترجم إليه.

8.1 التفریب

يقصد به ترجمة النص المصدر مع الاحتفاظ بشيء من الغربة في النص الهدف بحيث تكون ثقافة اللغة المصدر هي المسيطرة في النص الهدف.

9.1 الترجمة و الثقافة

تتضمن عملية الترجمة لغتين مختلفتين تحملان ثقافتهما؛ نتيجة لذلك، فهي ليست عملية نقل لغة فحسب بل هي أيضاً عملية تواصل بين الثقافات المتنوعة. وفقاً لنداء، "السياق الثقافي الأكبر له أهمية قصوى في فهم معنى أي رسالة؛ فالكلمات لها معاني فقط من حيث البيئة الثقافية الكلية."

10.1 أيديولوجية المتلقي

تحول تركيز الباحثين في دراسات الترجمة من دراسة استراتيجيات وتقنيات الترجمة إلى قضية أكثر تعقيداً، ألا وهي الأيديولوجية في الترجمة. تُعرّف الترجمة بأنها طريقة يستخدمها المترجمون للتواصل مع الآخرين باستخدام إرشادات محددة تتأثر أحياناً بثقافتهم ومعتقداتهم وسياسة المؤسسة والدين.

الفصل الثاني

1.2 تعريف السياحة

حسب منظمة السياحة العالمية فإن السياحة هي عبارة عن السفر لأهداف عديدة و تشمل كذلك توفير الخدمات المتعلقة بالسفر.

2.2 أنواع السياحة

1.2.2 السياحة المحلية

تمثل السياحة في شتى ربوع الوطن الأصلي، على سبيل المثال، الجزائري الذي يزور أجزاء أخرى في الجزائر، حيث تعتبر أعمال السياحة الداخلية.

2.2.2 السياحة الدولية

و هي عبارة عن السياحة خارج إطار الوطن الأصلي والإقامة في أماكن خارج المحيط النموذجي للفرد، وهذا لمدة تقل عن عام واحد للترفيه أو العمل أو لأغراض أخرى..

3.2.2 مقارنة بين السياحة المحلية والدولية

ليس من السهل المقارنة بين السياحة المحلية و الدولية نظرا لإختلافات كبيرة بينهما من حيث موقع الوجهة ، والنقل ، والإجراءات الشكلية ، والاختلافات اللغوية ، واستخدام العملة ، والاختلافات الثقافية ، وتكلفة السياحة ، والقدرة على تحمل التكاليف . كما أنه من الواضح أن السياحة الدولية لا يستطيع تحملها سوى الأثرياء.

4.2.2 فوائد السياحة المحلية والدولية

تساعد السياحة الداخلية السكان المحليين على معرفة المزيد عن تاريخ وثقافة وشعب بلدهم ، كما تولد فرص عمل جديدة وتعزز الأعمال التجارية المحلية. ومع ذلك، فإن السياحة الدولية تساعد السائحين على اكتشاف تاريخ و ثقافة بلد جديد، و أيضا ويسهل التبادل الثقافي.

3.2 موقع الترويج السياحي

تعتبر المواقع تقنية حيوية لجذب السائحين لما لها من دور هام في الترويج للسياحة لبلد ما؛ و التي بإمكانها أن تظهر الحقائق والأفكار حول المنطقة المطلوبة للزوار. تهدف هذه المواقع لجعل السياحة أكثر جاذبية وتعزيز صورة البلد، بحيث إذا تم القيام بالترويج السياحي بشكل مناسب ، يمكن أن يؤثر على قرارات الناس عند اختيار بلد أو وجهة سياحية.

4.2 أهمية موقع الترويج السياحي

أصبح العديد من البلدان يعتمدون على التكنولوجيا أثناء الترويج للسياحة و هذا لدورها الفعال في تطور سياحة البلد و إستقطاب السياح من مختلف أنحاء العالم. حيث تساهم عملية الترويج في نمو العديد من البلدان، فمن المعلوم أن السياحة أصبحت داعم أساسي للإقتصاد . كما تمكن الناس من إكتساب ثقافات جديدة، زيارات مختلف البلدان و تشكيل صداقات من مختلف الأوطان.

الفصل الثالث

1.3 عراقيل لغوية

1.1.3 هيكل اللغة

تتمتع كل لغة ببنية فريدة تتبع مجموعة من المبادئ وقد تختلف اختلافاً كبيراً عن بعضها البعض و ففي اللغة الإنجليزية تأتي الصفة قبل الاسم، بينما تصبح ضمائر الفاعل في اللغة العربية جزءاً من الفعل.

2.1.3 الكلمات المركبة

و هي عبارة عن جمع لاسمين أو ثلاث لتكوين كلمة و تنقسم إلى 3 مجموعات، بحيث يواجه المترجم صعوبة أثناء ترجمة الكلمات المركبة نظراً لعدم إيجاد المقابل المناسب.

3.1.3 الأفعال المركبة

هناك عدد من الأفعال في اللغة الإنجليزية تتكون من - فعل وحرف جر - و هذا ما يشكل صعوبة للمترجم أثناء قيامه بمهامه نظراً لعدم وجود مقابل لهته الأفعال.

4.1.3 مصطلحات دون مقابل

بعض الكلمات يصعب ترجمتها نظراً لعدم وجود مقابل لها في اللغة الأخرى أو لها معاني متعددة ، بحيث من الممكن أنه لا يتم استخدامها من قبل الجمهور المستهدف أو لا يتم تنفيذ هذه الإجراءات بشكل شائع في بلد اللغة الهدف.

5.1.3 كلمات ذات معاني متعددة

بعض الكلمات يصعب ترجمتها نظراً لتعدد معناها، حيث هنالك كلمات تشترك في النطق و لكن لكل واحدة معنى معين و هذا ما قد يخلق للمترجم مشاكل أثناء الترجمة.

6.1.3 المترابطات اللفظية

يصعب على المترجم ترجمة المعنى الافتراضي للكلمة فأحياناً لا تكون لها مقابل في اللغة الهدف.

7.1.3 الأفعال الناقصة

لا تحتوي كل اللغات على الأفعال الناقصة أو على الأقل لا يوجد لها مقابلات، فكل لغة لها طابعها الخاص و هذا ما يشكل مشكلة للمترجم أثناء قيامه بعملية الترجمة.

8.1.3 الاختلافات الثقافية

لكل إقليم لهجات و ثقافات معينة مما قد يؤثر هذا التباين سلبيا على عملية الترجمة.

9.1.3 التعبيرات الاصطلاحية

هي تعبيرات لفظية مميزة ثقافياً أو لغوياً يصعب شرحها إذا لم يتم فهم الفوارق الثقافية بين لغة المصدر واللغة الهدف فعلى سبيل المثال إنها تمطر قططاً وكلاباً تعني أنها تتساقط بغزارة.

10.1.3 الأزمنة

يختلف تقسيم الأزمنة من لغة إلى أخرى بين أزمنة مركبة و بسيطة، و مما يصعب على المترجم أن يحدد الزمن المناسب لكل لغة، أو أن ينقل الأفعال من اللغة الأصل إلى اللغة الهدف بإختيار الزمن الصحيح وفق كل لغة،

11.1.3 الجنس

أثناء عملية الترجمة يجب على المترجم أخذ الإحتياط في ما يخص تحديد الجنس لأنها من الأخطاء الشائعة التي تؤدي إلى ترجمة غير دقيقة، فمثلا اللغة العربية لها دلائل تحدد نوع الجنس عكس الإنجليزية.

12.1.3 المبني للمجهول و المبني للمعلوم

تتغير الصيغة العامة للجملة أثناء تحويل المبني للمجهول إلى المبني للمعلوم أو العكس، كذلك الترجمة لهذا يجب على المترجم أن يكون واعي للقواعد اللغوية و إتباع الطريقة الصحيحة لتوظيفها.

13.1.3 السوابق

أي إضافة لكلمة قد تؤدي إلى إختلال في المعنى و قد تعطي معنى عكسي للكلمة، و هذا ما قد يؤدي بالمترجم إلى الوقوع في الأخطاء و أحيانا لا يستطيع إيجاد مقابل للكلمة.

14.1.3 الاختصار

تعتبر ترجمة الاختصارات من أكثر الأمور شيوعاً التي يتعامل معها المترجمون ، و يكون من خلال الجمع بين الأحرف الأولى من كل كلمة من الكلمات التي تتكون منها العبارة (سكوت، 2012). لترجمتها بشكل صحيح، يجب أن يكون المترجمون الناجحون على دراية بأي اختصارات لغوية.

2.3 حلول للتغلب على المشاكل اللغوية

يجب على المترجمين اختيار بعض الحلول لتجنب المشاكل اللغوية في ترجمة النصوص السياحية. على سبيل المثال ، يتعين عليهم الانغماس في الثقافة قدر الإمكان من خلال مشاهدة الأفلام والبرامج التلفزيونية وقراءة الكتب بتلك اللغة حيث تلعب الأفلام والبرامج التلفزيونية دور فعال و مفيد للغاية في التعرف على الثقافة واللهجات المحلية. أيضاً، يجب عليهم إثراء معرفتهم خاصة حول قواعد اللغة، كما يجب على المترجمين تجنب استخدام الترجمة الحرفية في كل مرة.

3.3 مشاكل على المستوى الثقافي

1.3.3 مشاكل تتعلق بالدين

1.1.3.3 اختلافات متعلقة بالله

يؤمن كل من المسلمين والمسيحيين بإله واحد وجنة ونار ، لكنهم يختلفون في المفاهيم الأساسية مثل الخطيئة الأصلية والفداء. نتيجة لذلك ، سيواجه المترجم العربي صعوبة في ترجمة معنى هذه المفاهيم من الناحية اللغوية، كما أنه في الثقافة العربية يظهر اسم "الله" في مجموعة متنوعة من السياقات غير المتوقعة بخلاف الصلاة، على سبيل المثال ، بمناسبة الوفاة ، يقول المسلمون " رحمه الله ". سيكون لهذه الترجمات تأثير مختلف على القارئ الغربي عن تأثيرها على القارئ العربي ومن المتوقع ألا يفهم القارئ الغربي سبب ذكر اسم الله.

2.1.3.3 اختلافات متعلقة بالزواج

تعدد الزوجات هو أحد الخصائص التي تميز الثقافة العربية الإسلامية عن الثقافة الغربية المسيحية ، حيث يعتبر ممارسة شائعة بين المسلمين وله تأثير على أفكار وتصورات المجتمع الإسلامي. من الصعب إيجاد معادل في اللغة الإنجليزية للكلمة العربية تعدد الزوجات ، نظرًا لأن وجود زوجتين محظور في الثقافة الغربية، فقد لا تكون الكلمة الإنجليزية "تعدد الزوجات" مناسبة من الناحية المعنوية في بعض السياقات،

3.1.3.3 اختلافات متعلقة بالولادة

تُعرّف المعمودية بأنها "احتفال ديني مسيحي يغطي فيه الشخص بالماء ليطهره"، وهي غير موجودة في الدين الإسلامي وقد تسبب صعوبات في الترجمة من الإنجليزية إلى العربية. علاوة على ذلك، قد تكون بعض المصطلحات الإنجليزية المستخدمة لوصف القرابة ، مثل " -god, foster- " مشكلة مما قد يربك القارئ العربي بمصطلحات "الراعي" و "الأب الروحي" و "العراية" و "العرايب".

4.1.3.3 الاختلافات المتعلقة بالطعام

كل ثقافة لها مطبخها الخاص. تقع على عاتق المترجم مسؤولية العثور على أنسب مكافئ في سياق معين لأنواع الطعام في الثقافة المستهدفة. البودنج هو واحد من العديد من الحلويات التي ليس لها مثيل عربي و نظرًا لأن أهمية عنصر معين في مجتمع معين تشجع على تطوير عناصر معجمية متميزة لوصف هذا العنصر بأشكاله المختلفة ، فإن الثقافة الغربية لديها العديد من الكلمات لوصف لحم الخنزير ، مثل "لحم الخنزير المقدد".

5.1.3.3 الاختلافات المتعلقة بالكحول

المصطلحات العامة لجميع أنواع المشروبات الكحولية هي الخمر ، المسكرات، كما توجد مصطلحات معينة أكثر تحديدًا للمشروبات الكحولية باللغة العربية ، مثل "نبيذ" و "نبيذ" و "عرق" و "شراب بنكهة اليانسون" وما إلى ذلك. أيضا، هناك العديد من الأسماء الإنجليزية للمشروبات الكحولية التي ليس لها ما يقابلها في اللغة العربية ، على سبيل المثال ، غالبًا ما يشار إلى المشروبات الكحولية بأسماء تجارية مثل "John Barleycorn".

6.1.3.3 القضايا المتعلقة بالمرأة

تقريباً كل ثقافة لديها مفهوم ارتداء غطاء الرأس ، ومع ذلك فإن الدافع لارتدائه يختلف باختلاف المعتقدات الدينية. من المتوقع أن ترتدي المرأة المسلمة "حجاب" الذي لا مثيل له في الثقافة المسيحية حيث يمكن ترجمته إلى "حجاب" أو "وشاح"، لكن هذا لا ينقل الانطباع المقصود. علاوة على ذلك ، وكجزء من التقاليد العربية ، يقوم الرجال في بعض البلدان العربية بتغطية رؤوسهم بغطاء أبيض عريض ملفوف حول الرأس لتشكيل عمامة صغيرة و هذا أيضاً من الصعب ترجمته بشكل صحيح.

الجزء التطبيقي

يتضمن هذا الجزء تحليل مقارن، حيث تمت مقارنة العناصر الثقافية الخاصة بموقع تجارب مشروبات شركة طيران الإمارات باللغتين الإنجليزية والعربية. يحتوي هذا الموقع على بعض أسماء المشروبات المقدمة على متن طيران الإمارات للسياح من جميع أنحاء العالم الذين يزورون الإمارات من أجل السياحة. نلاحظ أن النسخة الأولى من الموقع مخصصة للمسافرين الدوليين ؛ أما النسخة الثانية فهي خاصة بالمسافرين العرب.

تطرقنا من خلال هذه الدراسة إلى تحليل مقارن لغرض إكتشاف الاختلافات والتشابهات في مفاهيم كل عنصر ثقافي مستخدم في النسختين من الموقع، حيث تم إختيار 14 مشروباً مختلفاً متوفر على موقع طيران الإمارات للمسافرين من دول مختلفة. كان الهدف الأساسي من هذا البحث هو التعرف على إجراءات الترجمة المستخدمة أثناء ترجمة العناصر الثقافية الإنجليزية إلى العربية و استناداً على البيانات التي جمعناها من الموقع المذكور أعلاه، تمكنا من تحديد الإستراتيجية الأكثر استخداماً .

يستخدم المترجمون استراتيجيات مختلفة مثل إضافة أو إزالة بعض العبارات ، الترجمة بمفردات خالية من الثقافة وعالمية من أجل تقديم ترجمة دقيقة تنقل معنى النص المصدر كما هو. لذلك، يجب على مترجم النصوص السياحية التأكد من أن القارئ المستهدف يعرف العادات و المفاهيم التي تنفرد بها كل ثقافة، وكذلك أن يكون على دراية بأيدولوجية.

ذكرنا 14 عينة من أجل إظهار الاستراتيجيات المستخدمة أثناء ترجمة العناصر الثقافية المحددة

الموجودة في موقع طيران الإمارات من اللغة الإنجليزية إلى العربية.

خلاصة البحث

في الختام، ترجمة النصوص السياحية يجب أن تعكس ليس فقط السياق اللغوي ولكن أيضًا الجوانب الثقافية، والتي يتم تعريفها على أنها الدين، الثقافة، القيم، قواعد السلوك، البيئة والعالم الروحي الذي يعيشه كل مجتمع. تتناول هذه الدراسة 14 مثالاً للمشروبات المقدمة في موقع طيران الإمارات باللغة الإنجليزية مترجمة إلى العربية للزوار العرب، وذلك باستخدام استراتيجيات التوطين والتغريب، فضلاً عن الإجراءات المختلفة لترجمة العناصر الثقافية.

هدف الدراسة هو تحديد استراتيجيات الترجمة المستخدمة أثناء ترجمة العينات المختارة من الإنجليزية إلى العربية. من خلال هذا البحث تم التوصل إلى أن استراتيجية التغريب هي الاستراتيجية الأكثر استخداماً في التعامل مع العناصر الثقافية، وقد تم إدراج إجراءات الترجمة الحرفية سبع 7 مرات من. مع ذلك، تظهر النتائج أن المترجم كان قادراً على فهم الاختلاف بين الثقافتين في بعض الأمثلة، لذلك اختار (ة) إجراءات الترجمة غير المباشرة مثل التكيف لأنه الطريقة الأنسب لنقل المعنى الأصلي.

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الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي و البحث العلمي

كلية الآداب و اللغات الأجنبية جامعة قاصدي مرباح - ورقلة -

قسم اللغة الإنجليزية و آدابها

تم تقديم أطروحة في استيفاء جزئي لمتطلبات درجة الماجستير في مجال اللغة الإنجليزية و آدابها

المؤهل: ترجمة إنجليزي-عربي-إنجليزي و دراسات الترجمة

الإعتماد على الترجمة في موقع الترويج السياحي

حالة الدراسة: موقع شركة طيران الإمارات

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