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Strategies for Translating Tourism and Promotional Culture-Specific Expressions: The Case of Aseer Province of Saudi Arabia as a Tourist Destination

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Abstract

This research paper explores the translation strategies and mechanisms employed in translating tourism and promotional culture-specific expressions (TPCSEs) in Aseer province of Saudi Arabia. The paper delves into the intricacies of the translation of culture specific tourism and promotional expressions in this province specifically. The paper discusses the importance of tourism and promotional translation in the context of the province's tourism industry and analyzes the Kingdom's vision for tourism. It critically evaluates translations of tourist areas, commercial activities, popular dishes, and folklore in the province, and aims to analyze whether certain strategies are used more frequently than others and examine the challenges faced in translating such expressions. It was found that translation strategies that could be applied include transliteration, translation by addition, gloss translation, functional equivalence, and transcreation, among others. The study investigates how these strategies are employed and their effectiveness in conveying the intended meaning of TPCSEs. The study also identifies the challenges encountered in translating TPCSEs, including linguistic nuances, cultural differences, and the need for maintaining promotional impact and appeal in the target language. Consequently, the paper offers recommendations to enhance and support the tourism translation sector in Aseer, emphasizing the translator's role in creating compelling texts that inspire a strong desire to visit the destination.

Keywords: Translation strategies, tourism and promotion, culture specific, Aseer province, Saudi Arabia

1. Introduction

A key component of marketing and promoting travel destinations to draw tourists from around the world is tourism and promotional translation. This research paper aims to explore the strategies and mechanisms involved in tourism translation, with a specific focus on Aseer province in Saudi Arabia. The research is guided by Snell-Hornby's assertion that the task of the translator is not simply to find equivalent terms, but to create a text that ignites a strong desire in the target audience to visit the destination (1999, p. 100).

This specific area of translation has drawn a lot of attention recently because of the growing understanding of the value of translation in tourism and promotion. Tourism texts and promotional materials encompass a variety of written materials aimed at tourists or professionals in the tourism industry, such as brochures, leaflets, price lists, and catalogs.

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Promotion involves a series of actions and methods intended to inform potential visitors about the tourism product being offered, highlighting its most appealing and innovative features. This typically involves communication activities, including advertising, and is often integrated with distribution. More specifically, promotional materials for travel are among the marketing materials that are translated the most (Sulaiman, 2016, p. 53).

2. Literature Review

2.1 Tourism and Promotional Language

Because the desire to travel is an intangible thing, language, both spoken and written, is the primary motivator in swaying prospective travelers and converting them into actual travelers. One of the most widely used types of tourist marketing tactics is the use of language as a persuasive tool.

Tourism is often defined as the act of traveling for pleasure and experiencing new places and cultures. In the book "Tourism", Goeldner and Ritchie (2012), define tourism as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes". This definition highlights the temporary nature of tourism and the variety of reasons why people travel.

On the other hand, promotion is often defined in literature as the act of promoting or publicizing a product, service, or event in order to increase awareness and generate interest. Belch & Belch (2017) define promotion as "the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea". This definition emphasizes the strategic and coordinated nature of promotion in marketing and communication.

Tourism promotional materials are classified as advertising discourse and can be found in a variety of mediums, including brochures, leaflets, posters, flyers, postcards, websites, and more. In an effort to urge readers to go, these materials are created utilizing the "language of tourism promotion" (Dann, 1996) to create enticing word images and emotional excitement. The appropriate application of this language within the confines of culture is crucial to its efficiency (Sulaiman, 2016, p.54).

Many Scholars (Gotti, 2006; Trunfio, Petruzzellis, & Nigro 2006; Jalilifar & Moradi, 2019; Vashyst, 2021) have demonstrated that the language of tourism can be considered a specialized form of discourse. In the language of tourism, promotion refers to the activities and strategies used to attract tourists to a particular destination. This can include advertising campaigns, public relations efforts, and partnerships with travel agencies or tour operators. The goal of tourism promotion is to increase awareness of a destination, highlight its attractions and amenities, and ultimately persuade potential visitors to choose that destination for their travel plans.

Research on the language of tourism has recently shown promise in the areas of discourse analysis, cultural studies, and specialized discourse. Due to the interdisciplinarity of the tourism area, which draws from a number of fields including geography, economics, history, and sport, among others, the language of tourism is characterized by a particular variation that is articulated at all linguistic levels (Agorni, 2012).

2.2 An Overview of the Saudi Kingdom's Vision Regarding Tourism

The Kingdom of Saudi Arabia seeks to develop all its sectors through the programs of Vision 2030, and within these sectors comes the Tourism and Entertainment sector, as the Kingdom desires to be a global tourist destination. Therefore, the eyes of millions of tourists turn to the Kingdom as a global tourist destination dedicated to visiting and exploring. It was also facilitated by the fact of launching the tourist visa and opened the doors wide for visitors to be on the lands of the Kingdom and visit its tourist attractions (<https://www.vision2030.gov.sa/en/vision-2030/overview/>).

The name 'Aseer' appeared as a political and geographical term at the end of the twelfth century and the beginning of the thirteenth century for travellers, especially among Western writers, although it was limited in its geography to Abha and the mountains and hills that surrounded it. Some of them added other areas extending north to Al-Laith and Ghamid and Zahran and Bisha, and from the south to Dhahran al-Janoub, Najran and Jazan. This discrepancy resulted from the political and military events occurring in the province (<https://www.asda.gov.sa/en/asir-history/>).

Aseer province is located in the southwestern part of the Kingdom, on an area estimated at (81,000) square kilometers, and its highest height is (3015 m), which is the summit of Mount Tahlal (جبل تهلل) in Al-Soudah. It is linked by administrative borders with five provinces: Riyadh, Makkah, Jazan, and Najran and Al-Baha, and it consists of 17 governorates and 128 centers, of which 20 centers follow the emirate directly and the rest follow the governorates. According to the latest population statistics, its population is 2,354,320 people (<https://www.asda.gov.sa/en/views/>).

Aseer province has natural and human resources that have qualified it to be one of the most important tributaries of the diversified national economy on which the Kingdom's Vision 2030 was built. In this context, the strategy of Aseer province came to invest in the strengths and enhance the province's distinguished location on the global tourism map, to become a world-leading tourist destination and a destination for entertainment and culture, while achieving a balance between development, preservation and protection of the natural environment. The strategy focused on searching for the comparative advantage of Aseer province and its strengths, such as the beauty of the scenic landscapes, the diverse environment, the cultural heritage, the deep-rooted traditions, in addition to the strength and cohesion of the community (<https://www.asda.gov.sa/en/strategy/>).

2.3 Translating Tourism and Promotional Culture-Specific Expressions (TPCSEs)

In previous studies, researchers have explored the translation of tourism promotion materials, such as brochures, websites, and advertising slogans, in order to understand how the translation of different languages and cultural contexts may impact the effectiveness of these promotional efforts. Seo (2018) asserts that when translating an advertising slogan into another language, it is critical to convey the same meaning, feelings, and emotions in the target language as in the original. In this study, the value of transcreation is highlighted as a helpful tool for translating promotional materials. Seo (2018) argue that adverts and slogans can be translated more easily if transcreation is allowed in the translation frame when the seven translation strategies recommended by Binay and Darbelnet are put into practice.

Bakary (2020) indicates that a successful translator must be bi-cultural rather than bilingual. The study further highlighted that translation of advertisements is a cross-cultural

communication, and because of cultural differences and the cultural characteristics of advertising, translators must not only translate advertisements into other languages but also take these cultural aspects into account. Furthermore, SeungJae Lee (2012) affirms that translation variation as a translation method and target reader orientation are important for tourism translations. The translations' suitability for the intended communication goal should be evaluated rather than their static equivalency.

Despite being widely translated, translation studies have often criticized TPCSEs translations (Kelly, 1998, p. 33-36; Snell-Hornby, 1999, p. 95; Sumberg, 2004, pp. 329-350). Many studies have documented their findings about linguistic issues with translating texts intended for tourists. These issues include grammatical issues as found by Pierini (2007). Pierini explores how tourism promotional materials are initially written in the target language to attract tourists in the target culture. In this study, texts collected from three tourism websites are investigated to figure out how the TT performs among the US readers.

Some research takes cultural elements in tourist texts into consideration. According to Sulaiman (2016) understanding cultural differences and the challenges they can provide is essential to translate TPCSEs. Sulaiman (2016) contends that exposure to both native and target cultures is now completely available through authentic and quasi-authentic materials thanks to the expanding influence of contemporary information technology, such as the Internet. For this reason, translators provide the tourism industry a more practical way to encourage cross-cultural travel. Various cultures have distinct expectations, values, and tastes, so different persuasive themes and strategies are required to influence how the TT is performed and received.

Examining how the cultural component affects how meaning is rendered, Turzynski-Azimi (2020) employed quantitative corpus-based methods to assess a parallel corpus of texts that were acquired unidirectionally from websites in order to study the translation techniques used for culturally unique items in Japanese travel articles. The findings revealed a significant tendency towards domestication when translating culturally distinctive items from Japanese travel literature, which obscures the unique features of the source text for readers who do not speak the language. In this study, the translation techniques used to translate texts for visitors were divided into five groups: omission, substitution, lexicalized borrowing, explanation, and non-lexicalized borrowing. Sulaiman & Wilson (2018), however, investigated the difficulties in translating travel-related content and put forth a strategy known as cultural-conceptual translation (CCT) to help translators get over cultural snags and enhance translation results in the field of tourism promotion.

In the light of the significant economic role that translations of materials promoting tourist destinations play, scholars have come to recognize that the most important function of the genre for tourism promotional texts is to fulfill the communicative purpose of informing and persuading the target reader (Federici, 2007; Hickey, 2004; Sulaiman & Wilson, 2018).

When translating English and Arabic travel brochures, Al-Fahad (2012) investigated how culture and linguistic style distinctions affected the process of translation. Due to the substantial variations in the prose writing styles of the two languages, which are mostly influenced by context, the study has discovered notable disparities in the word distribution between Arabic and English. According to the results, texts written in Arabic typically employ more cohesive sentences than those written in English.

Despite being widely used in the travel and tourism sector, translations of travel-related texts have typically drawn criticism for their poor quality. This feature, which has been discussed in-depth in translation studies (Kelly 1998; Ma & Song, 2011; Sulaiman 2013, 2015), unavoidably reduces the capacity of tourism texts to fulfill their objective of drawing in readers (Napu, 2016). The translation of cultural elements in writings related to tourism has also been the subject of several studies. Mistranslations of cultural objects (proper nouns, historical place, and event names, etc.) are the most frequently cited issue in those (Valdeon, 2009; Ma & Song, 2011; Ai, 2013; Merkaj, 2013).

Quality in online tourist conversation translation was studied by Pierini (2007). This study identified instances where the message is not effectively conveyed to the target audience (TL readers) because of incomplete translations or summarization translations. Muñoz (2011) investigated the problems in translating texts intended for tourists, emphasizing the issues that come with translating language intended for tourists (such as cultural allusions and pragmatic elements). The most significant inference that should be made from this research is the necessity of professionalizing the translation of writings intended for tourists. In order to get the necessary qualifications to work in this type of specialized profession, tourist translation is suggested to be included in university training programs. This is important since badly translated texts cannot draw in readers as intended when they are used as tourism promotional materials. According to Al-Fahad (2012), it is essential for translators to be able to "capture" the writing style and tone of the source language and translate it into the target language while translating brochures. As stated by Al-Fahad (2012, p. 46), "the translation of any promoting material involves an adaptation of the source message to fit the target group's culture and linguistic system." When using idioms in newspaper articles, commercials, and promotional materials, English writers need a translator to act as a mediator between the target language (TL) and the source language (SL).

According to the literature review, linguistic and cultural differences between the source language (SL) and the target language (TL) are two crucial barriers in achieving a high-quality translation (Qassem et al., 2021). Overall, the reviewed studies emphasize the significance of translation in tourism promotion, as it plays a crucial role in ensuring that the promotional materials effectively communicate the appeal of a destination to potential visitors from different linguistic and cultural backgrounds.

2.4 Tourism Translation in Aseer as a Case Study

Tourist discourse can be considered as a specialized type of cross-cultural communication. The language of tourism has recently become a productive field of research, stimulating work in various fields, such as cultural studies, discourse analysis and specialized discourse, to name just a few. Hence, translators should know the degree of intervention they are asked to exercise to achieve successful communication. It is clear now how important and essential "tourism translation" is in Aseer. It is a skill that could be needed by many educators, tour guides even locals. In the upcoming years, we may witness unprecedented flourishing in tourism in Aseer especially in its main cities such as Abha, and therefore, the need for translation will be greater.

For a translator to succeed in any type of translation work, it is necessary for him/her to possess certain competencies. According to Pavlović (2016),

1. Linguistic competence, defined as a high degree of proficiency in one's mother tongue and at least one foreign language, necessitates mastery of a variety of functional styles and registers in addition to a solid understanding of the structural and genre conventions of various text types;
2. A thorough awareness of the cultures of both the source and target languages, which entails a general education curriculum that is wide-ranging, ongoing study, and staying up to date on developments in both the culture and language;
3. The ability to translate in a way that is appropriate for a particular translation scenario, or translation competence;
4. Comprehension of several professional domains, i.e., solid expertise in the topic the text addresses (in our example, tourism texts);
5. IT proficiency, which includes resources and tools for translation;
6. Professional competence, which includes knowledge of the language business and other fields in addition to adherence to ethical standards.

3.Methodology & Discussion

3.1 Research Questions

Based on the reviewed literature, this study attempts to study the translation strategies employed in translating tourism and promotional culture-specific expressions (TPCSEs) in Aseer province of Saudi Arabia which has not been given due attention in translation studies upon the researchers' knowledge. Accordingly, the study attempts to answer the following research questions:

1. What are the strategies that are employed for the translation of tourism and promotion Culture specific expressions (TPCSEs)?
2. Are certain strategies employed more than others? and
3. What are the challenges faced by the translators in translating such (TPCSEs)?

The researchers collected menus from restaurants and observed shop names and district and suburb names in the province. Consequently, the researchers analyzed existing translations of Aseer province signs and local dishes in official documents and online sources. The analysis of the data involved examining the translation choices made for district and suburb names, shop names, and local dishes, as well as the linguistic and cultural implications of these choices. The researchers then explored how these translations may impact the perception and understanding of Aseer province by non-Arabic speakers.

The translations in the following tables that are listed in the column labeled as “suggested translation” indicate that the researchers find them acceptable, but the translations that are listed in the column “translated as” are not. All the examples illustrated beneath are presented solely for the sake of translation discourse analysis purposes.

In Table 1 below, the researchers listed names of certain districts and tourist destinations in Aseer province with their translations.

Table 1. The Translation of districts and Tourist Destinations in Aseer province

Word	Translated as	Suggested Translation	Strategy
السودة	SawdaAl Souda	SoudaAssoudahSudat Aseer Assouda Mount	Transliteration
آل امسعلی	Al Umsealy	Al emselyAl msely	Transliteration
باحة ريبة	Baha Rabeaa	Bahat Rabe'a	Transliteration

In the first example “السودة”, which is a famous touristic area in Aseer, is used to be rendered as “Sawda” and “Al Souda”. As this is a name of a place apparently the strategy fitting here is transliteration, however, the two versions are transliterating the name inaccurately. They are not mimicking how the name is pronounced by locals. Therefore, we suggest alternative renderings for the word as shown in the table. We still use transliterating but in an accurate way that let not only foreign visitors but also Arab and Gulf visitors, say the word exactly as it should be. The same strategy is applied to the rest of examples where versions which are unacceptable are used quite commonly in road signs and so on unfortunately imprecisely while the suggestions are better transliterations.

In Table 2 below, the researchers listed names of shop signs in Aseer province with their translations.

Table 2. The translation of shop signs in Aseer province

Word	Translated as	Suggested Translation	Strategy
كنافة تجمل	Kunafa Beautify	Delicious kunafaYummy Kunafa	Translation +Transliteration
ذا برهة	The Burhah	—	Transliteration accompanied with explanation
وزاب	Wizzab	—	Transliteration accompanied with explanation
سذاب	Sathab	—	Transliteration good explanation available
القصابة القصاب	The Butcher	Al Gasabah	Transliteration accompanied with explanation

These businesses are trying to represent the local traditional culture of the region in different ways either through the names themselves or the themes and menus. The first example كنافة تجمل is combined of two words كنافة which is a type of desert and تجمل is a local expression means something of high quality that makes you proud of or gives you a credit. The first word can be straightforwardly transliterated into Kunafa while the second part can pose a problem as no identical equivalence for the word can be found in the TL. As a mere literal translation of the term, it was rendered as Beautify which is the denotative meaning of the word and considered as unacceptable choice only novice users of the language can make, perhaps.

Therefore, we suggest that it could be translated into 'delicious' or 'yummy' to compensate the meaning.

On the other hand, the latter three examples سذاب / وزاب / ذابره can be categorized as local terms which are then transliterated and accompanied with its explanation at the same time. These are good choices for deploying two strategies of rendition. بُرْهَة denotes two meanings in classical Arabic :

يُقال: أقيمت عنده بُرْهَة من الدهر .1. مُدَّة من الزَّمان طويلة

'Long period of time'

يُقال مَكَّتْ عندنا بُرْهَة . 2. فُترة، مُدَّة قصيرة

'Short period of time such as evening or afternoon'

In the local dialect of Aseer province, it means to "wake up early in the morning and start your day". That is way they named the breakfast shop after this word. The local word برهه is merged with the English article 'the', in Arabic transliterated as ذا to be ذابره in a way to show that the menu may include traditional breakfast dishes of the area and foreign dishes.

"وَرَّاب" is a tree known by this name among the southern people, and it has another name Bardagoush, and could be put with tea and mint. In the shop sign, it is transliterated as Wizzab and then given an explanation in the menu as:

شجرة الوزاب تعرف بهذا المسمى عند أهل الجنوب و لها مسمى آخر مثل #بردقوش وتوضع مع الشاي كالحبق و النعناع.

Sathab also follows the same strategy of transliteration and explanation as it is originally written as "سذاب" and explained in a gloss translation in their menu in Arabic and English as: The Rue plant (its scientific name is *Ruta graveolens*) is an evergreen shrub that is not long and blooms in summer with clustered yellow flowers and attracts butterflies.

نبات الشذاب او السذاب هو شجيرة مستديمة الخضرة وليست طويلة تزهر صيفاً بأزهار صفراء متجمعة، وهي جاذبة للفرشات.

The last example in this table is القصبه Al Gasabah which is a well-known word in Aseer means a circular or rectangular building made of mud, stone, or both, generally used in the old days for military observation or grain storage. This name is given to one of the businesses usually opens its doors in the summertime in the region. We found this word translated in an official website of the region as the butcher where we thought a lot about why they would translate it this way and what the connection is between the Arabic word and the English one. After that we reached an answer for this question: the word in Arabic plural is القصاب Al Gisab which the automatic-generated English translation of the website took it incorrectly as القصاب Al Gassab. This latter word in Arabic directly denotes the butcher and unfortunately it is used and posted on the website as a translation to the circular mud building, Al Gasabah. This is really a huge misleading mistake especially on a tourist website. These generated translations must be followed by human post-editing processes.



By Google

In Table 3 below, the researchers listed names of traditional local dishes in Aseer province with their translations.

Table 3. The translation of names of traditional local dishes in Aseer province

Word	Translated as	Suggested Translation	Strategy
قرص	Patty	Gurs	Transliteration Translation /Translation by explanation
	Tablet	Local Bread Traditional Bread	
رضيفة	Radifa	Radhifa(a mix of cooked butter and flour)	Transliteration accompanied with explanation
سمن	—	Margarine Ghee	Translation
تصابيع ميثوث عريكة مشغوثة	Arekah Mabthoutha Tasabi' Mashghoutha	Traditional dishes usually made of milk and different flower, then cooked with different techniques	Transliteration accompanied with explanation
عصيدة و مرق	Aseedah	Maraq broth Stock	Transliteration Translation Translation
حنيز	Haneeth	Hanneth (Roasted Calf)	Transliteration Translation

Stock vs. Broth



Stock

- Thick consistency
- Use bones, meat and cartilage
- Often uses vegetables and herbs
- Cooks for 3+ hours
- Used for adding extra texture to recipe



Broth

- Thin consistency
- Uses meat but no bones
- Often uses vegetables and herbs
- Cooks in 1–3 hours
- Used for adding extra flavor to recipe



الحلا Sweetness			مخبوزات وزاب Wzzab baked		
	Kal	SR		Kal	SR
Pineapple truffle	705	29	أناناس ترافل		
Cheese brownies	705	27	تشيز براونيز		
Honey cake	680	27	كعكة عسل		
Totah	690	29	توتة		
Crispy chocolate with thyme	620	9	كزسي تشوكلت بالزعتر		
Maamoul Dates	130	5	معمول تمر		
note : Products may contain eggNuts and wheat			ملاحظة : قد تحتوي المنتجات على البيض والمكسرات والقمح		
قهوة المختصة Specialty coffee					
	Kal	SR			
			Cheddar Plain	567	17
			Prepared with local dough, baked in the oven and served hot		
			Pizza Plain with hot pasta sauce	739	21
			Prepared with local dough, baked in the oven and served hot		
			Tamarah bakery	320	18
			Dates fingers are made with fresh dough and served hot		
			Cheese bakery	309	17
			cheese fingers are made with fresh dough and served hot		
			honeycomb Cheese	386	19
			Egg patty with cheese	419	18
			Prepared with local dough, baked in the oven and served hot		
			Radifa + honey+ bread	370	25
			Plain tablet	300	11
			Prepared with local dough, baked in the oven and served hot		
			note : Products may contain eggNuts and wheat		
			ملاحظة : قد تحتوي المنتجات على البيض والمكسرات والقمح		

All the examples mentioned in above are names of local dishes in Aseer province. The word *فُرص* Gurs, in this context means the local traditional bread made in Aseer but could also means pills of medicine in another context. It is translated literally in the menu shown above as Tablet which is a hugely mistaken choice as Tablet means pills of medicine only and cannot be taken out of its context as a translation to local bread. This is will be very misleading for foreign tourists reading this menu. However, in the same menu, the word is translated as Patty to mean a stuffed bread and this could be accepted. The rest of the examples are following the same strategies, demonstrated in the table above, in which we believe that local dishes are better be transliterated to give tourists a chance to know the names of the main dishes of the region and then accompany it with gloss translation or explanation.

3.2 The Challenges of Translating TPCSEs

Language subtleties, cultural disparities, and the requirement to preserve promotional impact and attractiveness in the target language are among the difficulties that are faced with translating TPCSEs. The challenges in translating tourism promotional materials are related to the cultural nuances and techniques required to effectively convey the message to the target audience. Translators need to be able to adapt the content to resonate with the cultural context of the destination to make it appealing and functional for the local market. The power of language, both verbal and visual, plays a crucial role in influencing potential tourists and converting them into actual visitors. Tourism promotional materials, such as brochures, posters, websites, and more, use language as a persuasive tool to create enticing images and evoke emotional excitement. The effective application of this language within the cultural context is essential for its success. In summary, the challenges in translating tourism promotional materials lie in the need to adapt the content to the cultural context of the target market, and the power of language plays a significant role in influencing potential tourists.

Many problems occur due to the cultural difference in concepts between tourism terms in different countries. The ideal of terminology 'one concept – one term' (Taylor, 1998, p.37) is sometimes not applicable and even misleading when dealing with tourism terms. The unwillingness or inability of translators to leave the "safe haven" of such direct "linguistic" translations or "semantic translation," according to Sumberg (2004, p. 344), is not a result of how they were trained. Instead, translators should develop an awareness of cultural issues and techniques for handling advertisements and promotional texts. Translators may need to make changes to the text so that it works in the intended market.

To face such challenges, Agorni (2012), Manca (2004), Muñoz (2012), & Sanning (2010), have carried out a number of investigations into different dimensions of translating tourism texts and the language of tourism. Sanning (2010) suggested a strategy for translation of tourism texts, the neutralizing strategy, as opposed to domesticating and foreignizing strategies.

As for the translation of abbreviations and acronyms, Newmark (1993) suggests the following procedures: transference, reconstitution of acronym, definition, combination of transference and definition, writing out in source language and translating in full (Newmark, 1993, p.138). However, it is significant to emphasize that the most adopted strategies for translation of tourism terms are different in different language pairs and depend mostly on the target language.

Sumberg (2004) examines whether the purpose of the target text production strategy is being fulfilled in terms of improving or decreasing the effectiveness of translated tourism brochures from French into English, and discusses the causes for the inadequacy of tourism promotional texts translations, claiming that the low standard of translated texts is due to the translation technique used (pp. 343-350). The use of a linguistic approach (i.e. focusing on the linguistic features of the source text) rather than a functional approach (i.e. focusing on the function and purpose of the translation) is the reason of poor-quality translation.

Hickey (2004) asserts that the problem stems from translators aiming for 'semantic parity' rather than 'perlocutionary equivalence' (p. 77). The ineffectiveness of the linguistic method may be explained by the fact that the idea of 'purpose', also known as 'skopos' by the functional school of translation, is crucial (Vermeer, 2000, p. 221). The ultimate goal of tourism promotion is to convert a potential tourist into a real visitor. As a result, more essential than fidelity to the linguistic qualities of the source text (ST) is the necessity that the target text (TT) work ideally in the target culture to fulfill the intended goal. Understanding cultural variances and the problems they could create is essential to meeting this need. The performance and reception of the TT must be influenced by a variety of persuasive themes and strategies since different cultures have different expectations, values, and preferences. Heltai (2014) stresses that advertising and promotional translators are not mere translators, but translators with copywriting skills. This combination of translation and creative writing is termed by some as 'transcreation. An important quality of this category of translation is the ability to be creative. 'Transcreators' must not allow their thinking to be imprisoned inside the box formed by the source text and culture. Pym (2004) describes this phenomenon by not just seeing translators as mediators but also as members of what he refers to as "professional intercultural" (p. 17). Baker (2008) clarifies this meaning as follows: "mediation would be the same as reporting what someone else has said or written, in the same or another language, in speech or in writing" (p.5).

3.3 Recommendations

The researchers propose both academic and non-academic recommendations for enhancing the translation quality of tourism and promotion culture specific expressions (TPCSEs). The researchers concur with Qassem et al. (2021) that translation textbooks frequently fail to offer tourist literature the attention it deserves, both in terms of content and methods. A broad range of texts, such as those pertaining to travel, religion, material culture, idioms, and everyday language, must be covered in the course materials and instructional strategies for translation courses. While some translation courses address these issues and provide sufficient content, others lack a clear and practical technique.

A standardized glossary of tourism terminology in Aseer is urgently needed, according to the researchers. It should contain the most commonly used terms related to culture, folklore, art, history, cuisine, and locations, to mention a few. The Translation Department, along with its staff, students, and translators, should prepare, supervise, review, and publish such a glossary. As a social responsibility to Aseer, it is encouraging to know that King Khalid University, through its English Department and the recently established Translation Department, is interested in supporting tourism-related issues and tourism translation in the province through courses, programs, research studies, education, training, competitions, and talks. Efforts should

be collaborated by students and translators to proliferate the Arabic- English content of Aseer and its attractions and iconic places on the web.

Historical areas and traditions, culture, touristic areas, and attractions should be posted with photos and videos showing information about such areas, routes, opening hours, best time visiting...etc. Moreover, providing diploma or training courses to students, tour guides, translators and assist them in issuing the touring certificate is a crucial step to take in the near future. Additionally, launching interdisciplinary programs of translation and other disciplines such as business administration and Marketing is recommended along with introducing the concept of localization industry to students of translation to widen their horizons of how such agencies work and how mandatory to translation to grasp it all together.

Encouraging local dialects to be used in the businesses which carry the identity of Aseer is also recommended. Most importantly, as Abha is the 2017 Arab world tourism capital, it is necessary to prepare a downloadable tourist map of the city that includes all its attractions in both Arabic and English. According to Pavlović (2016), "in order to harmonize and standardize linguistic practice in the tourism industry, cooperation between experts and professionals is invaluable in the process of finding terminological solutions continuously updating existing, and creating new, dictionaries and glossaries, as well as building a more comprehensive open and online terminological database of tourism". Collaboration between the academic community, linguists, and tourist experts is necessary for this effort. As for the non-academic recommendations, it is recommended to conduct market research to identify the specific needs and challenges faced by the translation and interpreting industry. Moreover, partnerships with industry associations and organizations should be established to promote best practices and standards within the field. By taking these urgent steps, we can work towards improving the quality of translation and interpreting education, as well as addressing the needs of the industry itself.

4.Conclusion

This study aims to contribute to the understanding of translation practices in Aseer province and provide valuable insights for translation and localization professionals working in similar linguistic and cultural contexts. The paper reviewed the translation strategies employed for the transition of TPCSEs and concluded with recommendations to support and improve the tourism translation sector in the province, guided by the assertion that the task of the translator is to create a text that ignites a strong desire in the target audience to visit the destination. This research helped better understand the challenges of translating TPCSEs and offered suggestions for efficient translation strategies tailored to this particular field.

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