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**LSP and the Tlemcenian Tourism Job Market,
Towards a Translation Scenario: The Case of the
Directorate of Tourism and Handicraft of
Tlemcen.**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Abstract

In Algeria, as well as in all regions of the globe, there is a continuous socio-economic market transformation that necessitates a re-evaluation of the interactions among various nations. This contemporary circumstance incites us to fundamentally reassess the analytical frameworks and contemplate the new obstacles faced in language services in Algeria, particularly in the field of specialised translation services as a part from the LSP field. The enthusiasm for multilingual communication is an undeniable actuality; the notion that proficiency in languages serves as a job market advantage for societies such as the ones in the tourism industry. In this respect, the idea of this thesis came to examine translation services shortcomings in the tourism industry and their impact on its development in Algeria, specifically in the city of Tlemcen. As the world continues to move in a direction that is both “connected” and “disconnected”, tourism businesses face the enormous challenge of connecting with their target audience. As well as this semiotic role, language also has huge importance as a more practical tool in tourism situations. As in any service industry, language is essential for conducting most of the business that is undertaken in tourism contexts. Communication between hosts, guests, service providers, locals, businesses and all the other stakeholders involved in tourism requires language use. This is something that only can be achieved by tourism specialists that are able to expand their language abilities. The aim of this research is to identify and propose solutions to communication challenges in various languages, through special interviews and questionnaires for the staff of the directorate of tourism and handicraft of Tlemcen, as to check the reality of the translation services in an Algerian official establishment that represents a sample for an on field study about the topic. In light of the opportunities it provides for drawing tourists and the advancement of the industry, the findings obtained have highlighted the significance of multilingual communication and translation services for the development of the tourism sector. The study ends with some recommendations and pedagogical implications that aim to improve translation services in the city of Tlemcen's tourism sector. It also offers ideas for how instructions could be varied and interesting to the majority of the sector's staff.

Keys words: LSP, specialised translation, tourism sector, job market, multilingual communication.

TABLE OF CONTENTS

TABLE OF CONTENTS

Acknowledgements	I
Abstract	II
Table of contents	IV
List of acronym and abbreviations	XII
List of tables	XIV
List of pie charts.....	XVI
List of figures.....	XVIII
List of bar-graphs	XIX
List of diagrams	XX
General introduction	1
I- Research questions.....	6
II- Importance of the study	6
III- Reasons and objectives of the study.....	7
VI-Hypotheses	8
V- Study's limitations	9
VI-Methodology, participants and tools of the study	9
VII-Previous studies	11
VIII-Study divisions	11
IX-Study difficulties	12

Chapter one:

Language for specific purposes and specialised translation.

1-Introduction	15
2-The nature of language	18
2-1- Language from different scholars view	19
3- Language components.....	20
3-1- Form (Rules of Language).....	20

3-2-Content (Meaning of Language).....	20
3-3-Use (Pragmatics).....	20
4-About translation	21
4-1-Why translation should be studied?	22
4-2- The role of translation.....	23
4-2-1 -The role of touristic translation	24
5-Pragmatic translation paradigms and translation studies	25
6- Specialised languages vs. specialised translation.....	28
6-1- Specialised languages	28
6-1-1-Denomination problem.....	28
6-1-2- The nature of specialised languages	29
6-2- Specialised translation	31
6-2-1- Specialised translation and applied linguistics	31
7-The translation of specialised contexts	33
8-Language for specific purposes (LSP)	34
8-1- Definition	34
8-2- LSP genetic and formative reality.....	35
8-3-LSP agenda	37
8-4-LSP vs. common language.....	37
8-4-1- Pragmatic characteristics	40
8-4-2-Functional characteristics	40
8-4-3-Linguistic characteristics	40
9-LSP and the applied linguistics	42
10- LSP and specialised translation.....	43
11-Learning/ Teaching LSP.....	46
11-1-Teachehr or practitioner?	48
11-2-Approaches of teaching LSP.....	49

12-LSP in the work workplace	50
13-English for specific purposes ESP	51
13-1-ESP beginnings	52
13-1-1-Focus on the Learner	53
13-2- ESP didactics	53
13-3-Need analysis	55
14-ESP and FOS.....	59
15-ESP and ASP	60
16-Major divisions in ESP.....	62
16-1-Carter’s ESP divisions.....	62
17- English for tourism purposes ETP	65
17-1- English as a lingua franca “ELF”.....	67
17-2-Dimension of the tourism and hospitality curriculum	68
18-Conclusion	68

Chapter two:

The tourism job market: The case of Tlemcen.

1-Introduction.....	72
2-Some basic contents	73
2-1-The etymology of the word “tourism”	73
3- Tourism field.....	74
3-1- Definitions	74
3-2-Tourism as a science: Tourismology!.....	76
3-3- Tourism through history	78
3-4- Sustainable tourism.....	79
3-5- The tourist.....	80
4-The fields of tourism	81

4-1- Tourism becomes business	82
4-2- The tourism industry products	83
4-2-1- Transportation.....	83
4-2-1-1-Airline Industry	84
4-2-1-2- Road Transport.....	85
4-2-1-3- Rail Transport.....	86
4-2-1-4- Water Transport.....	87
4-2-2- Accommodations	88
4-2-3- Food & Beverage.....	90
4-2-4- Attractions	91
4-2-5-Travel agencies and tour operators.....	91
4-2-6-Guiding services	92
5-The tourism pyramid	93
6- Forms and types of tourism.....	95
6-1- Forms	95
6-2- Types.....	95
7- Tourism in the era of technology	96
7-1- E-tourism	97
8-Tourism as an engine for job opportunities.....	98
9-Tourism in Algeria	103
9-1-Tourism types in Algeria	105
9-1-1-Saharian Tourism.....	105
9-1-2-Coastal Tourism.....	105
9-1-3- Mountain and wildlife tourism	105
9-1-4- Cultural Tourism	105
9-1-5-Religious Tourism	106
10- Tourism in Tlemcen	106

10-1- Most attractive sites in Tlemcen	107
11-Tourism from a linguistic perspective.....	107
11-1-The touristic text	110
11-2- The touristic terminology.....	111
12-Translation and the tourism industry.....	112
12-1-Localisation services	113
12-2- Other strategies for touristic translation.....	114
12-3-The contribution of the translator in the tourism prosperity	115
12-3-1- The interpreter	116
12-3-2- The abilities of a good tourist translator	117
13- Tourism and LSP.....	118
13-1- The touristic discourse	119
14- The role of the translator in the Algerian tourist literature	120
15-ESP and the tourism job market.....	121
15-1- ESP in the Algerian context.....	122
16- Translation, tourism and the Covid 19	125
17-What languages are used for tourists in Tlemcen?	126
18-Conclusion.....	127

Chapter three:

The Translation Scenario /Data analysis and discussion

1-Introduction	130
2-The directorate of tourism and handicrafts of Tlemcen (DTA)	132
2-1- The organization chart of the “DTA” Tlemcen	133
2 -2- The directorate’s mission.....	133
3-Multilingualism and tourism language in Tlemcen.....	134
3-1-Tourism Language need analysis.....	134

4-Data collection methods and techniques	135
4-1- Questionnaire	135
4-1-1-The nature of the questionnaire	137
4-1-1-1-Questionnaire on facts	137
4-1-1-2- Opinion questionnaire	138
4-1-2- Questionnaire purposes.....	138
4-2- Interviews.....	139
4-3- Observations	140
4-4-Recommendations.....	140
5- Research proceeding	141
5-1-Mixed method	141
5-2- Triangulation.....	142
5-3-Participants.....	143
5-4-Instruments.....	143
6-Questionnaire polls.....	144
6-1- The use of methodological tools	145
6-1-1-Respect the editorial principles.....	145
6-1-2- The determination of the nature of the questionnaire.....	145
6-1-3-Motives of the questionnaires	145
6-2- The preparation of the form for gathering information	145
6-3-Presentation of the questionnaires	148
6-4- The presentation of the interview	148
7- The applied study	149
7-1- The questionnaires form	149
7-1-1-The heads of staff's questionnaire	149
7-1-2-The employees' questionnaire	152
8-Unpacking the first questionnaire (heads of staff)	154

9-Unpacking the second questionnaire	156
10- The first questionnaire (heads of staff) data analysis	158
10-1- The first questionnaire (head of staff) data findings' inference.....	174
11-The second questionnaire (employees) data analysis.....	176
11-1- The second questionnaire (employees) data findings' inference.....	192
12-The DTA director interview	194
12-1-The director's interview findings' analysis.....	198
12-2- The director's interview findings discussion	199
13-The DTA adverts language analysis.....	201
13-1-The adverts components	202
13-2-The linguistic study of the published adverts	202
13-3- The DTA linguistic study discussion	203
14- The DTA web site language analysis	203
14-1- The DTA web site language discussion.....	204
15-The general analytical reading	205

General Conclusion

I-The results of the study	209
II-Results of hypotheses selection	211
III- Recommendations	214
IV-Future directions for research	217

Bibliography

Appendices	244
Appendix A: Empty questionnaires.....	244
Appendix B: Sample of completed heads of staff's questionnaires	248
Appendix C: Sample of completed employees questionnaires	253
Appendix D : DTA adverts samples.....	259
Appendix E : Supervisor autorisation for questionnaires and interview	271

Summary.....	274
Résumé	275
ملخص	276

List of acronyms and abbreviations

ASP: Arabic for Specific Purposes.

CL: Common Language.

DTA: Direction du Tourisme et d'Artisanat.

EAP: English for Academic Purposes.

ELF: English as a lingua franca

ELT: English language teaching.

ESP: English for Specific Purpose.

ETP: English for Touristic Purpose.

FLT: Foreign Language Training.

FOS : Français sur Objectifs Spécifiques.

GPD: Gross Domestic Product.

ILO: International Labour Organization.

ISO: The International Organization for Standardization.

LANSAD: Langues pour Spécialités d'autre Disciplines.

LGP: Language for General Purpose.

LTP: Language for Touristic Purpose.

LSP: Language for Specific Purpose.

SL: Specialised Language.

TS: Translation Studies.

UNWTO: United Nations World Tourism Organization.

WTO: World Tourism Organization.

TAO: Traduction Assisté par Ordinateur.

**Lists of: tables, pie-charts, figures,
bar-graphs and diagrams.**

List of tables

Table 10. 1. Age	159
Table 10. 2. Gender	160
Table 10. 3. Native language	160
Table 10. 4. Second language	160
Table 10. 5. Professional or academic rank.....	161
Table 10. 6. Field of speciality	161
Table 10. 7. Original city.....	162
Table 10. 8 . Certificate	162
Table 10. 9. Work language	163
Table 10. 10. The use of the work language.....	164
Table 10. 11. Other language training	164
Table 10. 12. Language training	165
Table 10. 13. Reason	165
Table 10. 14. Foreign language formation	165
Table 10. 15. The direct contact with tourists	166
Table 10. 16. The resort to translation in work	166
Table 10. 17. Translation type	167
Table 10. 18. The use of translation technology	167
Table 10. 19. The importance of translation in the work	168
Table 10. 20. The need for training in translation	169
Table 10. 21. The reason for the need for training in translation	169
Table 10. 22. The assessment for the translation and linguistic service in Tlemcen's Tourism sector	170
Table10. 23. Workers number	170
Table10. 24. Multilingual training.....	171
Table 10. 25. Specialised translators' employment.....	171

Table 10. 26. National program or official course that provides a training of workers in the field of languages and tourism	172
Table 10. 27. The effective role of translation in the field of tourism	172
Table 10. 28. The Covid-19 period	173
Table 10. 29. The authority to integrate specialised translators into tourist agencies in Tlemcen	173
Table 10.30. Expectations for translation services at the agency in the future	174
Table 11. 1. Age	176
Table 11. 2. Gender	177
Table 11. 3. Second language	177
Table 11. 4. Professional or academic rank.....	178
Table 11. 5. Speciality	179
Table 11. 6. Degree.....	181
Table 11. 7. Original city.....	181
Table 11. 8. Work language	182
Table 11. 9. Work language type.....	182
Table11. 10. Language training.....	183
Table 11. 11. Language training type	183
Table 11. 12. The reasons for the second language studying	184
Table 11. 13. Reasons for not following language training.....	185
Table 11. 14. The resort of translation in the work	185
Table 11. 15. The use of translation technology.....	186
Table 11. 16. Translation importance in the work.....	187
Table 11. 17. The necessity of training in translation	187
Table 11. 18. The reasons for need of training.....	189
Table 11. 19. The reasons for not having training in translation.....	189
Table 11. 20. The assessment of translation services in Tlemcen tourism sector	190
Table 11. 21. The belief in hiring specialised translators in tourism.....	190
Table 11. 22. Additions	192

List of pie-charts

Pie-Chart 10. 1. World's language teaching.....	110
Pie-Chart 10. 1. Age	159
Pie-Chart 10. 2. Gender	160
Pie-Chart.10.3. Professional or academic rank.....	161
Pie-Chart 10. 4. Speciality.....	162
Pie-Chart 10. 5. Certificate	163
Pie-Chart 10. 6. Work language	163
Pie-Chart 10. 7. Use of work language.....	164
Pie-Chart 10. 8. Other languages training	165
Pie-Chart 10. 9. Direct contact with tourists	166
Pie-Chart.10. 10. The resort to translation in the work	167
Pie-Chart 10. 11. The use of translation technology	168
Pie-Chart 10.12. The importance of translation in the work	168
Pie-Chart 10.13. The reasons for the need of training in translation.....	169
Pie-Chart 10. 14. The translation services assessment	170
Pie-Chart 10.15. Workers number in the directorate.....	171
Pie-Chart 10.16. The employment of specialised translators in tourism speciality	171
Pie-Chart 10.17. The existence of any national program or official course for training workers of the field of tourism in foreign languages.....	172
Pie-Chart 10.18. The dealing with translation services during the covid-19 period	173
Pie-Chart 10.19. Heads of staff expectations for translation services in the directorate	174
Pie-Chart 11. 1. Participants' gender	177
Pie-Chart 11. 2. Second language	178
Pie-Chart 11. 3. Original city.....	182
Pie-Chart 11. 4. Work language	182

Pie-Chart 11. 5. Work language type	182
Pie-Chart 11.6. Following language training	183
Pie-Chart 11.8. Which language?.....	184
Pie-Chart 11.9. The reasons for the second language studying.....	184
Pie-Chart 11.10. The reasons for not following foreign language training.....	185
Pie-Chart 11.11. Translation resort.....	186
Pie-Chart 11.12. The use of translation technology	186
Pie-Chart 11. 13. The importance of translation in the work	187
Pie-Chart 11. 14. The necessity of training in translation	187
Pie-Chart 11. 15. The reasons for not having training in translation.....	189
Pie-Chart 11 .16. The assessment of translation services in Tlemcen tourism sector ..	190
Pie-Chart 11. 17. The belief in hiring specialised translators in tourism	191

List of figures

Figure 2. 1. UNWTO Tourism towards 2030.....	76
Figure 4.1. Buhalis' Tourism Pyramid	94
Figure 7.1. The total contribution of tourism to world GDP and to employment.....	100
Figure 10.1. Needs pyramid based on psychologist Abraham Maslow's theory of Motivation	109
Figure 2.1.1. The organisation chart of the "DTA" Tlemcen.....	133

List of Bar –Graphs

Bar-Graph 11.1.	Participants’ Age	176
Bar-Graph 11.2.	Professional or academic rank.....	179
Bar-Graph 11.3.	Specialty	180
Bar-Graph 11.4.	Degree.....	181
Bar-Graph 11.5.	The reason for the need for the training	188
Bar-Graph 11.6.	Additions	191

List of diagrams

Diagram 8.1. Specialised languages characteristics	39
Diagram 14.1. Language for Specific Purposes (LSP/ESP).....	63
Diagram 5.2.1. Methodological Triangulation of the study	143

GENERAL INTRODUCTION

Owing to the complex interconnection with the multifaceted occurrence of globalization, the acquisition of linguistic proficiency has metamorphosed into an indispensable requisite in the field of profession and, increasingly, coveted more than ever before. In fact, expertise in languages, and particularly in polyglot communication, will reveal the intellectual faculties of the applicants, will ensure the facilitation of commercial and technological transactions, and will provide the prospect of augmenting the probability of securing employment. In addition, mastering languages helps to promote the international influence of companies and ensures a better understanding of foreign partners.

Speaking several languages has become essential in sectors and areas such as: tourism, hospitality, translation, interpretation, industry, catering, accommodation, international trade, construction, law, marketing, administrative management, teaching and research. The domain of translation studies constitutes the major feature of multilingualism aspects, which has been influenced by both disproportion and harmony, which has played a key role in strengthening the infrastructural facilities that necessitate translation services. These circumstances have prompted intellectual inspections, which has been integral in the progression of the field of translation. As a result, the translation process has acquired a certain degree of autonomy and adaptability in terms of comprehension.

Today, the concept of translational thinking has undergone significant development, which sets it apart from its initial postulates. Nevertheless, it is crucial to acknowledge its instrumental role in laying the foundation for this discipline's pillars. These pillars are represented by various schools that have produced numerous theories and techniques aimed at enhancing translators' competences and facilitating their rendering of multilingual communication, especially in the domain of LSP which is the study of language for specific purposes and it constitutes a domain that is of significant interest to academics and language specialists.

This phenomenon is the focal point of scholarly investigation as it pertains to educational instruction, and its primary aim is to set up familiarity among learners with the specific linguistic demands of a given field, profession, or trade.

Learning a specialised language necessitates the development of numerous skills that are inextricably linked to one another, the most notable of which is the discursive competence, which transforms linguistic knowledge into know-how at the level of professional communication and raising awareness is an important part of developing these skills.

The pragmatic basis of specialised aspect, their coexistence with general language, and the systemic nature of communication practices distinguishing various professional contexts that form a discursive polysystem specific to a given culture because any specialised language exists only through the statements that are its products, the manifestation of the subject matter must occur within the confines of the general principles upon which it is founded. This gives rise to the field of specialised translation, which concerns itself with a specific domain or sector, such as legal, technical, or marketing translation. Such a form of translation may pose difficulties for those who are not well-versed in the field.

As such, it demands the expertise of translation professionals who possess a comprehensive comprehension of the terminology, jargon, and linguistic conventions relevant to their respective field.

Non-linguistic graduates must improve their opportunities not only to enter the labour market but also to acquire life-long learning skills in their professional lives in a LSP learning environment because the practice-based specialised translation has become a prominent social activity owing to its role in facilitating communication among diverse linguistic and cultural communities. This, coupled with the linguistic and cultural diversity it offers, has established it as one of the largest industries globally.

The tourism industry, in particular, presents vast opportunities for translation, both for promotional purposes and commercial gains, especially in terms of reaching out to foreign audiences through advertising and promotional materials, and targeting all the communities they visit it. As the largest industry in the world, the tourism sector does an immense amount of translation work every year.

Despite its economic importance, the tourist discourse remains until presents an almost untapped field in translation studies. Indeed, translation is a major socio-economic fact that has long served to strengthen the ties that unite men, helped them to understand each other, to communicate with each other and has allowed a better connection between their different cultures. Travellers were historically explorers and merchants seeking to learn about regions, potential markets, goods and resources. The risks and exoticism associated with curiosity drew the elite who could afford the high costs and time required to travel to other remote locations.

Even though traveling has always been an important feature, its function has changed significantly; it became a more banal activity taking place in an organised environment as

time passed and transportation became more reliable. In the contemporary era of heightened mobility and travel, the tourism industry has been identified as a significant catalyst for socio-economic advancement across numerous regions of the globe. Several economies have allocated substantial resources towards tourism marketing and promotional efforts in order to entice a greater number of visitors.

Given the intangible character of the tourism impulse, language, both verbal and visual, serves as the most powerful mechanism for motivating potential tourists and converting them into actual ones. This sector relies on other domains which cannot exist without each other and among the most widely employed forms of tourism marketing tools, wherein language functions as a persuasive instrument, are tourism promotional materials and translation services.

The tourism and hotel industry employs tourism translation as a mechanism to gather recognition. This specialised translation procedure is expanded in the tourism sector, where translators must remain current with the frequent updates and advancements in the field, since the tourism translation is becoming widely acknowledged as a central form of translation. Given the crucial significance of tourism in the economic systems of various nations across the world, tourism agencies and establishments persistently attempt to augment their tourism offerings and seduce new tourists, employing an assortment of advertising and marketing tactics that frequently necessitate a multilingual existence. Consequently, the significance of tourism translation lies predominantly in eliminating all the diverse linguistic obstacles among populations worldwide.

The acquisition of language for touristic purposes as a specialised language is undeniably advantageous to those who take the initiative to learn it, for it endows them with an excess of specialised domains of language skills and knowledge. The acquisition of these specific skills in language ultimately serves to equip employees with the necessary tools for their successful and judicious employment within the borders of their respective professions, workplaces, and disciplines. As a fundamental component of the instructional process within the domain of Language for Specific Purposes (LSP), the acquisition of specialised discourse is a critical instrument of communication that holds significant import for individuals operating within any occupational domain. Such a skillset is indispensable in

the quest to cultivate a professional climate and to augment economic gain within a given sector.

Language studies are frequently neglected in the modern world, with a greater emphasis on professional subjects and science at universities. Due to an array of factors and complex nuances, it is noteworthy that, despite the potential for the tourism service industry to obtain extensive benefits from it, along with its capacity to reignite and refresh curiosity in language acquisition, the employment of translation as the primary tool for multilingual communication may persist.

Proficiency in translation, a crucial aspect that affects the employment opportunities in the tourism and hospitality industries, cannot be overlooked. The lack of competence in various languages could lead to challenges in captivating and satisfying tourists. Therefore, it is of utmost importance to recognize the significance of translation science as a fundamental subject that should be incorporated in the curricula of tourism higher education institutions and universities worldwide.

Algeria, endowed with its bastioned settlements, historic Roman cities, and unrestrained admission to the Sahara, is full of prodigious marvels that remain unexplored and await discovery. Algeria has been a member of the World Tourism Organization since 1976, but unfortunately tourism is still in its infancy. The influx from tourism does not exceed 10% of gross domestic product. Many experts say the government's lack of interest in tourism is due to the country's economic dominance in hydrocarbons.

The touristic predisposition of Algeria is inadequate to elevate it to the status of a tourist destination. Algeria has encountered numerous obstacles in its pursuit of tourist activity, starting with French colonisation and concluding with the black decade, which may have given Algeria the image of an insecure country. It is well known that security is the primary factor in the development of tourism in a given region. Algeria was further charged by a significant problem that could not be disregarded, namely, its infrastructure. Nevertheless, in recent years, Algeria has made estimable steps in improving its touristic infrastructure. However, the state of our cities does not favour this tourism because , not only the state suffered terribly from the boycott of strange tourists because of the events that marked the country, but also the lack of communication abroad or the lack of professionalism among host organisations ,and above all the potential of cities is not highlighted.

Thus, this is insufficient, as Algeria still does not feature on the list of preferred destinations for foreign tourists. Of course, we believe that the extreme urgency of reviving tourism goes beyond the knowledge of languages, for example, how Algeria could make itself an international tourist destination. Nevertheless, multilingual communication and in particular translation services are of ultimate importance in the development of tourism in Algeria. Discussing the comprehension of various languages and their impact on the progression of tourism is not an unfamiliar notion. However, in the context of Algeria, this topic holds significant importance. The everyday use of two languages, namely Arabic and French, is prevalent in this country. Furthermore, the English language has gradually gained significance in Algeria due to its status as an international language and its position as the most extensively studied foreign language in Algerian educational institutions, across all levels.

Tlemcen, as one from the 58 cities of Algeria, suffers the same fate. It is worth noting that the city of Tlemcen is one of the biggest in matter of tourism in Algeria, thanks to its great historical background. Tlemcen; Oranie's second city, proud of its beautiful and affluent past, monuments and Hispano-Moorish suburbs, landscapes, is known as a "City of Art and History" by Georges Marçais, a great French orientalist. In the hinterland, the city is known for its leather, tapestries, and textile industries, despite its location in the centre of a grape and olive tree country. The colonial eras like Berber, Arab, Turkish, and French cultural influences have made it a tourist hotspot. But even though, is still the problem of tourism communication in the city. We have noticed a lack in the road signs, as an example, that inform foreigners about the ways for monuments and touristic places, and the few existing one are not translated, or at least translated into French language only! As a result, there is a significant absence of touristic products that assist the foreign visitor in making the most of his visit to Tlemcen. Another example is the absence of advertising for the promotion of tourism in the city of Tlemcen at the international level, which hinders the attraction of foreign tourists. Therefore, the idea of this research crystallized, so we have chosen the Directorate of Tourism and Handicraft of Tlemcen, to conduct a field study on translation services and linguistic matters state there, as it is the only official representative of tourism activities and decisions related to tourism in Tlemcen. This particular reason motivated our choice of this corpus, along with other various reasons.

Among these reasons, one crucial factor is our profound knowledge with the city's touristic capabilities as we were born there, and perceive ourselves as individuals who are deeply engaged in any matter that impacts the city we are a part of. Hence, it was imperative for us to undertake an investigation in this field, particularly due to our tendency towards travel and exploring new destinations. Furthermore, we possess an educational background in translation sciences, specialising in tourism and Algerian cultural patrimony that was regrettably, the last graduating class which comprised only three promotions in this particular field in Tlemcen. Thus, it is an opportunity for us to have the privilege of offering our insights and contributions which has the potential to install optimism and progression in this particular domain.

I-Research questions:

A collection of questions can be formulated and recognised based on the preceding and in light of the aforementioned. Overall, the formulation of the problematic of the study is about the future of the Algerian tourism sector in general, and in the city of Tlemcen as a sample, in light of the new tourism development strategy, which translation services is a critical part from it. Here is the most pertinent questions that we should answer across the actual study:

- Do language barriers have an impact on the tourism market in Tlemcen?

And this may imply other sub-questions like:

- What are the multilingual communication problems and obstacles of the tourism sector in Tlemcen?
- What are the tourism translation needs in Tlemcen's touristic area?
- Is the staff of the tourism provider (in the case of the directorate of tourism and handicraft of Tlemcen) trained in multilingual communication or specialised translation to guarantee greater tourist services?

II-Importance of the study:

We are of the opinion that the findings of this research will prove to be immensely beneficial for individuals seeking to make a meaningful impact towards the progress of the tourism industry, particularly in the field of translation services and the promotion of multilingual communication. These considerations call for:

- The need of examining the future of the tourism sector in Algeria in light of the new tourism development plan and the subsequent challenges at the sectorial level.
- Highlighting the pertinence of translation services to the tourism sector, which is a booming industry that affects many countries.
- Clarifying the significance of Algeria's tourism potentials and components in general, and the city of Tlemcen in particular, if they are used to generate hard currency revenue outside of the hydrocarbon sector, as well as job creation for the growing number of work forces, and thus contribute to the process of economic and social development.
- Attempting to show how the Algerian tourist sector as a whole may achieve growth and development, in the era of globalisation and technological evolution.

III- Reasons and objectives of the study:

There are motivations and causes, already mentioned, that lead us to explore this topic rather than other scientific areas, driving to both objective and subjective reasons for its significance, which are as follows:

- **Objective reasons:**

Considering the current developments, several countries' grow interest in global tourism. This is accomplished through shining light on one of the most important social and economic phenomena, the tourism sector, particularly for Algeria, which aspires to broad economic and social advancement.

Despite the efforts and tourism potentials that Algeria possesses, the Algerian tourism sector has gotten little attention from governmental authorities in comparison to the outcomes attained by foreign tourism. We attempt to shed light on the failures of Algeria's development efforts as well as the study's motivation in discussing the problematic relationship between the development of the tourism sector and the field of multilingual communication, specifically translation services, and the role it will play in the tourism sector's advancement. The case of our study put light especially on the linguistic features , and the translation services in the tourism sector of Tlemcen, and how does the latter contributes to it development in all its facets. Consequently, this work should serve as the foundation for launching a tourist translation curriculum within Algerian establishments, as first objective, and urge the authorities by getting a better idea of translation services, through the sample of the city of Tlemcen, and provide solutions and then try to

improvethe situation, in order to promote and initiate the tourism sector as a profitable economic sector for the country.

- **Subjective reasons:**

Our personal interests in topics related to tourism development in general and foreign languages in particular that specialise in specialised touristic translation, allowing us to be informed, in-depth, analytically, and thus emphasise in research and continue to contribute to the adequate enrichment of scientific research related to translation science and tourism development.

VI-Hypotheses:

Those problems led us to formulate many hypotheses that we combine “translation and tourism” which could constitute a lever for the development and improvement of tourism in Algeria. We have looked at some of the strategies adopted by the country that put promoting tourism and more particularly sustainable tourism, thus, we formulated and designed a set of general hypotheses that we see as the most likely answers to the problems adopted in the research and they are as follows:

- 1-The different certificates of employees in the tourism directorate, which are not necessarily of a linguistic nature.
- 2- The rareness of specialised translators in tourism at the level of the city of Tlemcen, because we know that the University of Tlemcen only graduated from three promotions in translation specialised in tourism and cultural heritage, so it is possible that they did not practice their work as a specialised translator in the arena due to a lack of those positions.
- 3- Few tourists relatively, resulting in a lack of translation work for the personnel, which does not advertise correctly for the city, or they don't pay much attention to translation in general.
- 4- The directorate's personnel are reliant on machine translation, such as electronic applications and Google Translate.
- 5- Algeria's failure to profit from other nations' pioneering tourist experiences in the development and growth of the tourism sector due to a lack of tourism culture and tourism promotion, as well as the implementation of random tourism regulations.

6- Algeria has no clear-cut development strategy in the tourism industry despite having a significant tourism potential and capabilities that can make it a competitive tourism country.

V- Study's limitations:

The scientific research technique necessitates a requirement to manage the framework of analysis relevant to the nature of the investigation and an attempt limiting the problem at hand in order to approach objectivity and arrive at logical and credible results. The spatial scope of this study is confined to assessing the actuality of translation services in the tlemcenian tourism sector and their developmental function in contributing to the Algerian economic and social indicators such as gross domestic product (GDP).

In terms of time constraints, the study's scope was defined in the period between 2020-2024, as this era has accumulated significant attention from state authorities as they attempt to improve Algerian tourism and make it a viable alternative to the hydrocarbons sector. The study will go beyond the expectations stage in examining the efforts made within the scope of the master plan inside the new tourism development strategy, to prepare tourism for future horizons.

VI-Methodology, participants and tools of the study:

Given the nature of the topic, we selected an array of analytical tools and employed a systematic approach to achieve methodological rigor in our work .We have to respond to the questions posed and test the hypotheses' validity, so we employ a combined strategy and procedural methodology based on a descriptive approach to investigate the function of translation in the reality of the Algerian tourism sector, as well as the tourism potentials present in Algeria, specifically in the city of Tlemcen, while an analytical procedure was used according to Berman's path, for the field study in the Directorate of Tourism and Handicraft of the city of Tlemcen, in order to check the real actuality of the translation services and multilingual communication, and how it can contribute to the development of tourism in Tlemcen, as well as the exhibition of both advantageous and disadvantageous aspects in Algeria's tourism industry during the study period.

Given the nature of the investigation, it represents also a process of a hybrid methodology for the practical activities of the research that combines quantitative and qualitative methods seem appropriate, it is about the concoction of the two approaches in a single study. This particular framework is known as the ethnography of communication, a field

discipline that provides us with the most substantial contribution by means of observation and data collection from participants through the use of qualitative data instruments. As a result, a qualitative ethnographic method, which involves questionnaires, interviews, observation and analysis of documentation, was selected as a procedure.

In quantitative research, variables are collected and can be categorised and measured. The objective of quantitative research is to establish general patterns of behaviour and phenomena across different situations, places, and contexts. Statistics are employed to transform quantitative data into meaningful information, facilitating decision-making. All variables were taken into account in order to acquire the appropriate candidates for the amassed data. The data that was gathered from questionnaires were triangulated using the Statistical Package for the Social Sciences (SPSS) software.

The interview data was transcribed and classified accordingly. By employing a qualitative methodology, all of the data could be accumulated in order to address the research inquiries pertaining to the imperative necessity of possessing exceptional translation services in order to prosper within the tourism sector.

In this study, we can also discuss the practical framework that, in our opinion, best fits the study's goals and theoretical choices. Regarding the participants involved in this research, their selection was conditioned upon predetermined criteria, and a specific set of standards was established for this purpose. In total, there were 43 tourism employees (including the director), who took part in this study. The selection process was based on factors such as the duration of their professional experiences, their respective job positions, and the roles they held within the directorate. Given the considerable number of eligible participants, it was necessary to implement a thorough selection process.

In terms of tools, we relied on desktop scanning in our study as possible from Arab and foreign library references, and some of them we moved outside the country to obtain them, like “La traduction spécialisée” by Daniel Gouadec, as well as some specialised journals, national and international forums, and master's and doctoral theses, and we also used the internet in a lot of times to collect information that would benefit us in our research, in addition to reports of international organisations in this field, as well as contacting some tourism bodies in the country.

VII-Previous studies:

However, the preceding investigations that contribute to the purely translational inquiry on the touristic literature in the city of Tlemcen are indeed limited in number. Where as many references were available concerning the part dealing with the translation sciences, and that were very helpful for our research like the works of Sandra Gollin-Kies, David R. Hall, Stephen H. Moore that deals with the nature of investigations in LSP, common methods of study in the area, and researchable project concepts ,Tom Hutchinson and Alan Waters concerning ESP as a specialised language, Tony Dudley Evans, Ortega y Gasset's book about a variety of concepts on translation within contemporary theory, and Anthony Pym in the second part of this study. Also we can state the thesis concerned with specialised translation of Dr. Bouderbala Rafik entitled:

دور القطاع السياحي في التنمية الاقتصادية – دراسة تحليلية مقارنة بين الجزائر و الأردن-

VIII-Study divisions:

We can explain our eagerness to conduct a field study by the need to pay attention to the reality of the field and the importance of the results obtained in interpreting the needs of the directorate of tourism and handicraft of Tlemcen staff in multilingual communication matters, expressing the result of the translation process and revealing the extent of its success or failure.

And in order to achieve the harmony required by this research entitled with: **“LSP and the Tlemcenian Tourism Job Market; Towards a Translation scenario; the Case of The Directorate of Tourism and Handicraft of Tlemcen”**, we formulated our work into three distinct chapters, where a two of them were attributed for the theoretical work and the third chapter was dedicated to the practical application, in the following manner:

Chapter one: Entitled: “LSP and specialised translation”

We attempted to define certain notions connected to the field of the science of translation as well as the importance of the studies in LSP as specialised languages, and we focused on specialised translation through it, as we now deal with specialised translation rather than general translation.

Chapter two: Entitled: “The tourism job market”

By means of which we aspired to accentuate the status of tourism and its foundations by exposing the tourism potentials in Algeria in general and the city of Tlemcen in specific,

especially the natural and historical ones, and the contribution of the tourism sector to the general framework of the study through exposure the demands for tourism, tourism marketing, tourism spending and revenue, tourism investment, and the components of tourism by identifying the needs for hotel infrastructure in tourism, as well as tourism services, and travel agencies, and also tourism organisations and their role in the tourism industry. We demonstrated the significance of tourism in the field of labour and promotion, and the imperative for a nation to endorse this sector and attempt to foster it, with translation services as one of the fundamental factors upon which tourism rests, in order to guarantee a flexible communication in the sector, and secure the economic revenue of a prosperous country.

Chapter three (Practical part): Entitled: “The Translation Scenario: Data analysis and discussion”

During our on-site investigation, we conducted a formal demonstration of our support to acquire insight into the progress of translation procedures within this particular department. Our aim was to identify the various linguistic obstacles encountered by the staff of the directorate, and subsequently propose practicable recommendations and solutions to enhance the prosperity of the tourism industry in this region. We concluded our inquiry with a deduction in which we present the most significant findings that we have attained.

A synthesis conclusion on the various phases of this research is presented at the end of this research strain. The list of references, written in the form of the American Psychological Association (APA) sixth edition (2010), the appendices and summaries, are included after the general conclusion.

IX-Study difficulties:

This work is not without difficulties that we encountered while researching this subject, the most important ones are in getting official data and information pertaining to the tourism sector in the city of Tlemcen, which is frequently contradictory and hard to access. Because there has been a shortage or even the absence of studies on specialised translation in the sector of tourism as an LSP in the city of Tlemcen, our efforts can be perceived as the initial step towards filling this blank. As a result, we worked hard to keep complete control over all material in order to assure the complete credibility of our work. In the case of Algerian tourism, there was a severe lack of books on the subject, with the majority of references being articles or online pages.

We found that the tourism sector in Algeria is a sector full of complications and ambiguity, as we cannot know the hierarchy of responsibilities and arrangements, and each holds the other responsible!

Nevertheless the fact that our apprehension for acquiring information is tricky to penetrate a such prosperous and prolific domain as the tourism industry, and generate translation predicaments in relation to it, we respectfully hope that this investigation will assist those who will follow our lead to examine this correlation with greater precision and profundity, since the onset of a designated study will not be refined and comprehensive without an excess of inquiries and efforts.

And finally, we aspire that the research will be crowned with enough investigation and success, because it is our true view that the purpose of development is to serve man first and foremost, and we are hoping that the Almighty will assist us in doing so.

CHAPTER ONE:

Language for Specific Purposes and Specialised Translation.

1-Introduction:

Languages are the first and the last mean of communication which characterise the human being race, it has appeared since the primitive ages of man and has been differentiated according to geographical places, historical backgrounds, religions etc... This chapter has come to consider and to deal with the most important aspects of languages; definitions, specifications, divergences... focusing on one major sector in the domain of linguistics performances which is the specialised language or language for specific purposes "LSP". It goes without arguing that a bilingual person can behave as a translator, and yet translation is a real profession because, besides the purely linguistic aspect, it requires a good knowledge of the domain to which the text to be translated belongs as well as control the specialised language used by specialists in this field. Indeed, it is so important to differentiate between the common language, that is to say the one we speak every day, and the specialised languages popularly called "jargons" specific to each sector such as the technical language, scientific and medical language, legal and financial language, literary language... etc. Specialised languages continue to generate interest in language research, by virtue of their specificity, which is that they are only realized through the contribution of general languages, they develop to occupy a specific field.

What is called a "specialised language" is therefore a variation of a language in a specialised field of employment. It is true that on the whole, the grammar is common, and even the vocabulary to a large extent (all the tool words and many words of everyday language are used there).

For Marie-Luce HONESTE (2015: 16): *"The same referential and semantic mechanism is observed in the current lexicon and in the specialty lexicons, these two types of lexicons being subject to the same cognitive and cultural constraints; and that the differences we observe are extrinsic, related only to the differences in purpose and functionality that we assign to them."*

« Le même mécanisme référentiel et sémantique s'observe dans le lexique courant et dans les lexiques de spécialité, ces deux types de lexiques étant soumis aux mêmes contraintes cognitives et culturelles ; et que les différences qu'on observe sont extrinsèques, liées uniquement aux différences d'objectif et de fonctionnalité qu'on leur assigne ». (Honeste, 2015:16)

The specialty is a matter of domain of discourse, therefore of theme and proportion of specific uses in vocabulary and – in somehow - in grammatical forms and language levels. Without doubt, this is a significant element that would facilitate the teaching / learning of specialised foreign languages.

This is enough to make it a proper “linguistic system”, with:

- Words specific to a social or professional environment, called “terms”, such as “varlope”, carpenter's tool, or “active” in financial economics.
- “Terminological” uses of words in everyday language, such as “ring” in mathematics, or “discourse” in linguistics.
- Sometimes, these specialised languages also present elements of specialised grammar (specific morphology, like the Greek compounds of medicine, “psychotherapist” type; particular syntactic forms like “euro-compatible”, etc.

The majority of specialised languages are made up of nouns as well as verbs and adjectives most often relating to these same nouns.

In this chapter, we are going to shed light on the different aspects of the specialised languages or languages for specific purposes (henceforth LSP) , and if there are differences between the names given, in order to explain the importance of this field of study, which can be as fruitful in promoting the sector that belongs to each language.

There has been significant discussion about how much knowledge of the specialised topic a translator or technical writer requires to translate or write about a scientific or technical text. Some individuals even appear to feel that only specialists in the field should translate or write such writings because they believe it is difficult for non-experts to gain the required knowledge.

Although it is not uncommon for experts with an acceptable level of a second language to try to write or translate texts because they know well the terminological correspondences, they generally consider that writing an article in another language is a complex task. Furthermore, some writers or translators who assume that their syntactic and semantic understanding of one or more languages ensures an appropriate scientific or technical content in the same or another language without any prior preparation or documentation might be quite tough to succeed in both undertakings. This is due to the fact that specialised languages do not consist of a succession of incontestable containers.

Both paradigmatic and syntagmatic structure exists in terminological units and their correspondences. In other words, terms in broad language include syntax and collocational patterns in addition to representing specialised concepts.

In this respect, simply understanding the terminological correspondences is frequently insufficient, because such units, when introduced in context, have a wide range of effects on the text. However, it should be noted that linguistic competence is not a sufficient guarantee of producing an acceptable writing in a specialised knowledge field in and of itself. A translator or technical writer must also be aware of the different sorts of conceptual entities mentioned in the text, the events they are involved in, and how they are related. This means that specialised text writers and translators must be secret terminologists and capable of using terminological management as a method of knowledge acquisition. This is one of the reasons why a solid comprehension of terminology and specialised knowledge representation is so important in the creation and translation of scientific and technical texts. Although many translation services necessitate basic interpretation, specialised translation is a more difficult type of translation.

In addition to specialised languages aspects, this chapter gives also insight into what specialised translation is and how it differs from general translation services, focusing on the significance of tourism specialised translation.

A translator's job entails far more than simply translating a sentence from one language to another. It is extremely rare for a piece of text to be expressed exactly the same as its primary sources because translators must adapt phrases and concepts to make them comprehensible in the translated form. The most basic forms of translation, recognized as general translation, usually do not necessitate expert specific topic knowledge. As long as the translator is fluent in both languages and the proposal only requires simple translation, this isn't a difficult task for those in their sector. Specialised translation is a little more difficult than standard translation. This category of translation is concerned with specific fields of knowledge such as medicine, law, or marketing and also strongly with what is concerned in this thesis, i.e., the translation in the tourism sector. Consequently, the purpose of this paper is to investigate the role of specialised translation and to identify the significant problems and difficulties that translators face when rendering pragmatic aspects in their specialised translations.

A highly specialised translator is fluent in both languages and has perfected this type of technical jargon for their specific field. This kind of translation is difficult due to the highly specialised technical necessary information, as well as multilingual skills. If a translator possesses this level of specialised knowledge in a particular field, they have such a highly sought upon skill that can be advantageous to clients. Byrne (2006) addresses some common misconceptions about technical translation (a sort of specialised translation), including: that it supposedly includes law, economics, and business; that it is all about terminology; that style doesn't really matter in specialised translation; that it is not innovative, but simply a procreative conversion; that users need to be a specialist in a highly specific field to operate it, or that it is all about conveying slang.

2-The nature of language:

What is the best way to communicate with people if you ask someone else? He will reply to you 'definitely language' without any hesitation or hindrance. So it's easy to assume that language is the most influential way to communicate with each other. But many of us want to know the real definition of language, and want to answer the question 'what is the definition of language'? Everybody can attempt this question and answer it somehow or another.

Nonetheless, there is no single definition of language that has wholly explained the phenomenon in that particular question and gives us satisfaction and stopped scholars, authors, and linguists from defining the exact answer to that question. However, Language is the primary tool by which science expresses terms and concepts, whether by launching linguistic labels that distinguish them from each other, or as a channel for transferring them through scientific communication. It is a complex human phenomenon, as all attempts to define it have proved inadequate. In brief, we can say, language is an 'original noise' used in actual social situations by human beings. Language is also a system of conventional, spoken, or written symbols use, which human beings are used to communicate (Azizul , 2018). In other words, language is a structured system of communication used by humans, based on speech and gesture (spoken language), sign, or often writing. The structure of language is its grammar and the free components are its vocabulary. Many languages, including the most widely-spoken ones, have writing systems that enable sounds or signs to be recorded for later reactivation. Human language is unique among known systems of animal communication in that it is not dependent on a single mode of transmission (sight, sound etc...), it is highly variable

between cultures and across time, and affords a much wider range of expression than other systems. (Evans & Levinson, 2009). It has the properties of productivity and displacement, and relies on social convention and learning.

The estimates of the number of human languages in the world vary between 5,000 and 7,000. However, any precise estimate depends on the arbitrary distinction (dichotomy) between languages and dialect. (Kamusella, 2016).

Natural languages are spoken or signed (or both), but any language can be encoded into secondary media using auditory, visual, or tactile stimuli – for example, in writing, whistling, singing, or braille. In other words, human language is modality-independent, but written or signed language is the way to inscribe or encode the natural human speech or gestures.

2-1- Language from different scholars view:

Some definitions can be cited about ‘language’ that have been proposed by different scholars, and reference books; each has his or her own way to define language. Starting by Bloomfield who said that language is:

“The totality of the utterances that can be made in a speech community is the language of that speech community”. (Bloomfield, 1914)

Bloomfield’s definition of language focuses on the utterances produced by all the community’s people and hence overlooks writing. Besides, he stresses form, not meaning, as the basis of language. (Bloomfield, 1914)

Lyons’ point of view concerning language is that languages are the principal communication systems used by particular groups of human beings within the specific society of which they are members. (Lyons, 1981)

Noam Chomsky, one of the most important figures in the world of linguistics, says that the language is the inherent capability of native speakers to understand and form grammatical sentences. A language is a set of (finite or infinite) sentences, each finite length constructed out of a limited set of elements. This definition of language considers sentences as the basis of a language. Sentences may be limited or unlimited and are made up of only minor components. (Chomsky, 2000)

Finally, to conclude those definitions by the one of Encyclopedia Britannica, whom according to, language is a system of conventional or written symbols through which

human beings, as members of social groups and participants in their culture communicate. In other words, language is a system of communication through which human beings express themselves.

Thus, it can be predicated that language is a system of communication or arbitrary vocal sounds through which human beings communicate and interact with each other in their everyday lives.

3- Language components:

To comprehend the structure of language, it is imperative to acknowledge that it can be classified into three primary domains: form, content and use. These three interactive domains allow people to understand and use language. If a student can find difficulties putting sounds together in order to form words, so automatically he will have difficulties with grammatical forms, and does not understand or use some words and can also have difficulties in having a conversation, and by the consequence he may have a language disorder.

3-1- Form (Rules of Language):

- Syntax : the way in which words are put together into a sentence to make sense
- Morphemes : the units that make up words (e.g. nouns, verbs as well as-ed for past tense, -ing for present tense, read the beginning of words)
- Phonology : the sounds that make up words and the way sounds are put together to create. (Bloom & Lahey, 1978)

3-2-Content (Meaning of Language):

- Vocabulary: the amount of words the child knows, understands and uses.
- Understanding and using definitions.
- Understanding how words relate to each other. (Bloom & Lahey, 1978)

3-3-Use (Pragmatics):

- Social use of language.
 - The way in which language is used in conversation or social interactions.
 - Understanding rules of social interaction (i.e. personal space, turn-taking).
- (Bloom & Lahey, 1978).

It is clear then that a certain language has a standard components that are essential in its genetically linguistic existence, and the rest of the sub-derivatives naturally follow the

hierarchical status, like the specialised languages, which is a vector of specialised knowledge, but it does contain units from the common language from time to time. The common language is unmarked and is based on non-specialised exchanges on a daily basis. The usage and information conveyed by specialised languages differ from that of common languages. Communication of specialised information can take place within a small circle of specialists or to non-specialists (popularisation). The popularisation of scientific discourse, to a lesser degree of specialisation, is very useful nowadays, because many speakers understand it.

4-About translation:

The science of translation, also known as 'Translation Studies' in English, is a mysterious and complex discipline, which makes it a very mystic and sometimes obscure subject even for translators.

Despite the fact that translation is a relatively old (ancient Egyptian scribes translated texts, the house of wisdom: Baghdad) and useful (Umberto Eco qualifies translation by European language), translation studies is a relatively new science. According to Newmark (1981), translation is a discipline that has interesting connections with a wide range of disciplines, including linguistics, comparative cultural studies, comparative ethnology, computer science, comparative sociology, and so on. It has a particularly strong relationship with linguistics.

It was truly defined in the second half of the twentieth century, in 1972, under the pen of James Holmes in an article titled "The Name and Nature of Translation Studies," which gave the discipline its definitive English name, whereas in French, it has swung between several appellations: « Science de la traduction », or even more abstruse: « Translatologie », owing to the fact that in the Middle Ages, one did not speak of "traducteur" but of "translateur". As a new discipline, this growth was accompanied by a recognition of its field as it took shape and distinguished itself from related disciplines such as literature – or more precisely literary studies –, comparative literature, and linguistics, but also as key figures including Antoine Berman, James Holmes, Henri Meschonnic, Jean-René Ladmiral, Jacqueline Guillemin-Flescher, Michel Ballard, and many others, established themselves in the university landscape.

This science's field of study is also ambiguous: while it is frequently classified as a human science, which may appear logical, some consider it to be a natural science!

In fact, like languages themselves, translation is first and foremost a question of perspective: whether one is more interested in words, texts, or the individual, brain behaviour, and so on. It is because of this interdisciplinarity that translation is so complex. Even if it is only classified as "human sciences", it retains its interdisciplinarity: Language science and terminology appear to be integral components of this science, but as with any language, it is dependent on the context in which it is produced, one may also be interested in sociology, psychology, history, and so on. As a result, the problem is to clearly define the field of translation studies.

The goal of translation studies is to understand translation, its mechanisms, and its difficulties. One can use the knowledge that it provides in several ways: the "traditional" way, which is to train translators for their future careers; or the "automated" way, which means that translation is not just a human science, but can also be done with the help of some software. Indeed, translation studies have been used for many years to develop and improve automatic translation software and computer-assisted translation software (TAO). With globalization, one realizes the significance of translation.

4-1-Why translation should be studied?

Knowing how to translate adds a variety of skills and benefits. To be able to translate, the translator must be familiar with both the language in which the text is written and the target language. First and foremost, for the pleasure of working with languages, but also :

- To explore and comprehend the nuances and secrets of languages, to comprehend them in their cues, and to comprehend how language transfers work from one to the other.
- To comprehend what translation involves its significance, and that of translators in international and intercultural exchanges.
- To acquire and improve skills in the field of terminology (specialised vocabularies) and translation technologies.
- In order to work on a global scale in an increasingly interconnected world.
- In order to learn linguistic transfer techniques.
- To find work in this field as a translator, interpreter, proof-reader, terminologist, or bilingual or trilingual editor.

4-2- The role of translation:

Translation plays an important role in our society, whether it is for conferences, professional documents, or literary works. But, in the case of specialised translation, what role can be played?

Aside from being a means of communication, translation plays an important role in that it allows people to cross linguistic barriers. It is, after all, a method of communicating with others in different languages within the confines of the same society. When translating, one often tries to convey as much information as possible to the reader, while modifying or not the syntax and preserving the overall meaning of the message. It is important to stay as close to the source text as possible. As a result, it is the diversity of languages that allows everyone to translate or understand the messages sent in a foreign language. Indeed, the specialised translation also plays an important role, because by translating specialised texts, the translator can play an economic, political, legal, or even social role. This will be the case when he translates documents related to these various fields.

On the other hand, because it is primarily a cultural function, the literary translator will have a slightly different function. In both cases, the translator or interpreter is addressing a specific audience. Some believe that literary translation is more difficult. However, it is important to note that this is not always the case, as all specialised translation necessitates a certain level of knowledge in specific fields. The legal translator must know and understand the law of the country for which he or she is translating, just as the economic translator must have a thorough understanding of the subject matter.

Furthermore, in literature, translation plays a more social and cultural role. The terms and expressions are sometimes complicated depending on the time of publication of the source book, but they can be just as complicated as in other fields. The complexity of these various types of translation has no bearing on the role they play within the society. The translator works every time to inform people, but also to impart knowledge by speaking to a specific audience, that is, an audience that is familiar with and understands the subject matter. While the translator may play a more social, economic, or legal role at times, he or she may also play a more cultural role, as is the case in literature.

Translation introduces a new mode of communication within our society. Furthermore, it is sometimes more beneficial to specialise in different fields in order to diversify one's work. On the other hand, a translator who only works in one field may be more limited in terms

of the translation orders he receives. This is why the vast majority of independent or contract translators work in a variety of fields. As a result, their knowledge expands from translation to translation.

4-2-1 -The role of touristic translation:

In this research project, we are involved with one of the most essential industries that can be considered as an economic pillar for many countries, namely the tourism industry. Tourism is a major economic driver in many countries, and its importance is increasing as a result of globalization. However, despite the large number of visitors that the cities welcome, a stumbling block may arise: the language barrier! This barrier may be an important part of the decision-making and planning process for some tourists who do not speak the language of the country. Professionals have one tool at their disposal to overcome this barrier and expand their market potential: translation. Nonetheless, it is critical to give it the importance it deserves by hiring professional translators.

The travel and tourism industry plays a significant role in the economy of a country. This barrier may be an important part of the decision-making and planning process for some tourists who do not speak the language of the country. Some tourism businesses decide to offer their services in multiple languages in order to attract as many customers as possible. This is where tourist translation comes into play. The tourism industry can benefit from this translation service in the way to transcribe a wide range of content. Translation in the tourism industry enables businesses to translate their wide range of content and formats into multiple languages, and can refer to physical or digital documents. Because the tourism industry is so vast, the amount of content that can be translated is enormous.

Here are a few examples of tourist documents that may require translation:

- Tourist information guides.
- Internet web sites.
- Illustrations and graphs.
- Restaurant menus.
- Flyers.
- Audio-guided tours. (Traductions spécifiques, 2021)

5-Pragmatic translation paradigms and translation studies:

Pragmatics is a new concept in the field of linguistics that offers a new perspective on language, Verschueren (1999) defined pragmatics as a broad cognitive, social, and cultural standpoint on linguistic phenomena in regards to their application in various types of behaviours.

According to House, Kasper, and Ross (2003), pragmatics is an a kind of knowledge that enables people to identify intercultural interaction structures and speech act methodologies in attempt to settle miscommunication issues faced in worldwide social environments. Translation, by virtue of its interdisciplinary nature and character, draws heavily from a wide range of other fields of study without inherently being one of them. Pragmatics is one such discipline. The connection may appear vague at first, but a careful inspection of the two disciplines reveals intriguing areas of interest. Even one of the modern translation studies' founding fathers, Eugene Nida (2000), who was one of the first linguists to emphasize the significance of pragmatic knowledge in translation, expressed his belief that:

"Machines will be able to take over some of the humdrum tasks of 'low-grade' translating of certain types of material; for example, translating technical documents of a highly specialised nature, in which multiple meanings of words are at a minimum and literary quality is not required." (Nida, 1964).

Pragmatics, after which, is the process by which meaning is conveyed through the context of communication.

This term trends both verbal and nonverbal elements and varies depending on factors such as context, topic of conversation, interlocutors' relationships, and other social factors.

Farewell and Helmreich (2004) provided a much more explicit framework for argument about the numerous choices that translators must consider in the course of producing their translation. The core principle of such an approach, however, is that language is ambiguous and texts vastly underspecify the interpretation. That's why translators must interpret statements in light of their beliefs about the world, the aspects of the utterance in context, and the subject matter and related individuals and states of affairs.

Translators will be able to perceive the various interpretations of inter languages and become familiar with their various conventions, frameworks, and structure as a result of

pragmatics training. In this respect, any lack of understanding of such pragmatic aspects may result in pragmatic translation issues. Speech events, for example, differ cross-culturally, as do social differences and proximity, which are frequently culture-specific. This implies that there are particular cultural contexts in each community in which word-for-word translation cannot help convey the message accurately of the source text. As a result, the translator must use his knowledge of cross-cultural pragmatics to deliver the message appropriately in his translation without offending anyone.

Among several researchers who have addressed the interconnected relationship between translation and pragmatics is Kitis (2009), who examined the various aspects of language analysis from a pragmatic standpoint and demonstrated how they helped contribute in different manner that must be considered when translating into another language. These pragmatic levels are recognized as the translation process's infrastructure, and it is tried to claim that increased awareness of their multifunctionality in this process must be visible in the translation product. Pym (1992) proposed that translators would increasingly be required to work on documents written in two or more languages. Working documents, minutes of meetings, or similar interim reports on the activities of scientific research teams, interpublic institutions, or multinational corporations were typical examples of such texts. Even so, they were likely to come from any institutional structure that used more than one language. As a result, numerous specialised translators were called upon to work from multilingual source texts, and they did so admirably. The rendering of these texts required a mode of pragmatics that adopts an economic-probabilistic approach to the genealogy and authority of texts, ultimately accepting that the place of source-text production might be more intercultural, and indeed more hybrid, than that of translations. (Al-Eryani, 2020)

If literary translation remains important in a world where cultural exchanges are increasing, technical, scientific, and specialised translation, which is quantitatively much more important than literary translation, is not any less important. Commercial and economic imperatives condition the execution of the work from order to delivery in both cases, and the translator is 'under pressure'. If one adheres to a simple definition of the verb translate, one would attempt to make what was told in one natural language be told in another, with a view to semantic and expressive equivalence between the two states (Le Nouveau Petit Robert ,1993).

However, the advancement of technologies derived from computer science and linguistics, Machine Translation, Computer-Assisted Translation, Translation Memories, Bilingual Corpus – and that of Terminology – have altered the practices of translators specialising in pragmatic texts, to the point of multiplying the profession of translator into recognized specialties such as those of editor, reviser or locator.

The search thus plays an important role in the pragmatic aspect of this type of translation in that it includes the 'real,' the relationship with the referent, the work situation, and the constraints imposed by the communication chain. His translational ancestor is Hans Vermeer's and Katharina Reiss's Skopos theory, which Christiane Nord has extended in its educational and didactic applications.

However, even if this theoretical shift is a proven foundation, the boundaries of translation are shifting, and researchers are questioning the ways in which they think about translation as well as the ideas that have been established. The title of Froeliger's book, "Noces de l'analogique et du numérique" (2013), is emphatic in this regard, and it is complemented by "Approche post-linguistique de la pragmatique", also known as "cognitive pragmatique" (2013, 224):

"This discipline allows us to represent the need to convey a message (an intention) not only by deviating from the original linguistic form, but also by improving that original on a semantic level, cropping it in response to a public target, and relating it to reality."

« Cette discipline nous permet donc de représenter la nécessité de véhiculer un message (une intention) non seulement en se détachant de la forme linguistique originale, mais en améliorant cet original sur le plan sémantique, en le recadrant en fonction d'un public cible et en le rapportant au réel. » (Froeliger, 2013)

Qualifying translation as 'pragmatic' or 'literary' is a commodious task made easier by the distinction of text genres, their different objectives, functions, and reception, as well as the attention devoted in the first case to the entire process involving concrete situational elements, whereas in the second case, the attention is primarily devoted to the texts, their reception, and the translator, with no regard for the practical conditions of the translator's job (literary) as it is really integrated into thoughts. There is, however, a question of whether or not this distinction is useful. (Boisseau, 2016)

6- Specialised languages vs. specialised translation:

6-1- Specialised languages:

Whether we like it or not, specialised languages are at the heart of our daily communications, and mastery of several of them is now required. Indeed, our world is dominated by science, technology, and innovation, all of which are fuelled by rising consumption. Every one owns almost everything, whether for pleasure or for business: a microcomputer, a DVD player, a mobile phone... What's more, complex and ever-changing specialisations are at the heart of our professional practice: technical writing, scientific terminology, administrative terminology, commercial translation, legal translation, medical and pharmaceutical translation, and so on.

Even if people are fluent in the languages of specialisation, it is still noticeable that it is difficult to describe them precisely, to extract the essential characteristics, or simply to name them. Numerous terms used to describe them in our scholars' sources, in English or even in French, as well as the various disciplines that study them: linguistics, writing, translation, terminology, language teaching, etc. It is important also to make note of the ample range of specialties such as biology, the environment, and marketing, and tourism that is dealing with in this research, will undoubtedly stagnate in the absence of precise and effective communication. The accent is on writing in the specialist language.

It aims for intellectualization, which includes semantic precision, conceptual systematization, emotional neutrality, and formal and semantic economy.

Thus, lexical units tend to be defined, polysemy and homonymy are avoided, synonyms are eliminated, syntax is simplified, and emotivity and subjectivity are neutralized. The vocabulary of the specialty language is typically very broad. This is the most notable cognitive and linguistic phenomenon of this language. (Beauchesne, 2008)

6-1-1-Denomination problem:

Specialised language has rarely been approached from a specifically linguistic perspective. There are many reasons for this, and it is impossible to attribute them to a single theoretical current or to a specific national tradition: the assimilation of specialised scientific, technical and professional languages to simple lists of words, their proclaimed inferiority - both in quantity that in quality – in relation to non-technical language, especially its literary variant, have long been perceived as self-evident. The consequence

has been the eviction of specialised language from the field of linguistic studies: no modern general linguistic theory has placed the study of specialised languages at the centre of its arguments or its examples.

It was only with the development, especially in English-speaking countries, of modern applied linguistics (corpus linguistics, phraseology, modern terminology) that the study of specialised languages became “worthy of interest”. Thus, in French it is about to speak, among other things, of : « langue de spécialité, langue spécialisée, langues spécialisées, technoclectes, langages de spécialité et langages spécialisés ». In English, it is mainly used the Language for Special Purposes, Language for Specific Purposes and Special Languages as synonyms. (C.Vicente, 2009)

The first studies on specialised language date back to the 1930s and their definitive rise occurred during the 1960s of the twentieth century. Consequently, many of the concepts used are not systematic or constant: certain denominations are accepted only by some specialists; others have very different meanings depending on the author. Indeed, although it is a key concept in lexicology and corpus linguistics, the semantic field of specialised language and its synonyms or quasi-synonyms has never ceased to fluctuate.

6-1-2- The nature of specialised languages:

As a result of the diversity in specializations, cognitive and intellectual fields, the languages of specialisation appeared which was employed for the purpose of expressing the contents of various sciences types and specializations. Gallison argues that we call “specialty language or languages” to denote the languages used in cases of communication (verbal or written) that includes the transferring of specific information to a specific knowledge”. And within this system, which is the specialised language system, distinguishes Gallison between scientific language, technical language and craft language and professions. The thing to note here is that Gallison has mentioned that it enumerates many disciplines, and insisted that the language of specialisation is used to transmit information from any field, but without referring to the parties of the communication process, so are they specialists or unqualified people? Or are they specialists from a different field than the concerned field?

As for Sager, she considers the languages of specialisation as a means of communication between highly specialised specialists, such as professional doctors and lawyers. What is noticeable here is that Sager makes the principle condition for the occurrence of the

reporting process in this field is a high degree of specialization, because the languages of specialisation are not between divergent parties from where to specialise. And also she would apply at the semantic, syntactic and pragmatic criteria:

« We can develop a model which shows special language exhibiting features differing by degree from general language. The three axes show linguistic features as determined by pragmatic, semantic and syntactic criteria. » (Sager, 1980)

As for Lerat Pierre, who is one of the most prominent and emphasizing character working in the field of specialised languages, insisted on its pragmatic side, noting that it does not depart from the framework of natural language since it is a means of transferring specialised knowledge, because it is possible that this knowledge is scientific, or technologic, or be a kind of knowledge of a particular craft or profession, such as carpentry or nursing and others. (Sarah, 2013)

The director of the Training Centre for Translators, Terminologists and Writers at Rennes 2 University, Daniel Gouadec, goes even further. According to him, any translation is said to be specialised or technical if it has at least one of the following characteristics:

- Specific types of documents: patents, contracts, technical manuals, regulatory texts, nomenclatures, etc.
- Content from a specialised area of expertise: finance, IT, medicine, law, etc.
- Specific media: videos, films, etc.
- Translations requiring tools, procedures, techniques or protocols: localisation of video games or software, translation of multimedia content, etc. (Gouadec, 2021)

In overall, the idea that could be asserted from such definitions and understandings is that specialised languages remain a fertile field that researchers are still exploring, and with no doubt this concept leads us to introduce the other denomination of specialised languages which is the languages for specific purposes “LSP”, which may has a slight difference in it conceptual dimension, since the specialised languages are a linguistic skill that have to master professional from a certain domain , like a doctor who knows exactly the specialised terminology in his profession and by consequence he may be aware of his domain specific terminology translation, the thing which makes a great difference between ‘normal’ and ‘specialised’ people, whereas the language for specific purposes is a learning process for people who don’t belong to the domain , but they want to learn a certain

specialised terminology belonging to a certain domain. But even though, researchers and scholars didn't give a clear difference or a great changes between the term 'specialised languages' and 'languages for special purposes', because they belong to the same axe, having the same problems and aiming at the same goal.

6-2- Specialised translation:

Much has been written about the translation of domain-specific texts, such as legal texts, engineering texts, business texts, medical texts, and so on, but works on specialised translation are commonly limited. However, there are very few books in the field. The majority of field research is published in journal articles and collective volumes. Hoffmann, Kalverkämper, and Wiegand (1998), Kovtyk and Wendt (2002), Rega and Magris (2004), Gotti and Sarcevic (2006), Lavault-Olléon (2007), Schmitt and Jüngst (2007), Reinart (2009), Dogoriti and Vyzas (2015), and Vlachopoulos (2015) are examples. The books, on the other hand, are devoted to specific domains in translation. Despite efforts to develop integrated theories of translation, the work completed did not yield a coherent theory of specialised translation. There were, however, attempts in the first decade of our millennium to describe the translation of specialised texts in general. Popular specialised translation approaches were pragmatic, culturally and knowledge focused. This may open us up to criticism from scholars in other fields of translation studies, but we believe this definition is the best fit for the present situation. Other definitions could be found which turn around the pragmatically competence of the specialised translation, according to the titles that follows.

6-2-1- Specialised translation and applied linguistics:

It is completely obvious that linguistics has made significant contributions to the development of translation theories, and it is credited with the emergence of the first definitions of translation processes, despite the fact that no previous sciences or studies of linguistics have tended to address the topic of translation and its issues. Some advice and instruction was given, such as Cicéron's recommendation to translate meaning rather than words, or Dryden's talk about elegant translation based on the translator not translating word for word, and Roman Jakobson indicated that equivalence in difference is the main issue in language, and the only subject of linguistics, so translation became a field related to general linguistics.

Catford published his book entitled: “A Linguistic Theory of Translation” in 1965, where he explained that translation is a matter related to language, and linguistics studies language, so translation is a subject of linguistics, and accordingly the author published an essay under the title: “An Essay in Applied Linguistics”, in 1964, to begin dealing with translation as a science subject to the rules of linguistics. And while dealing with translation which was still in the theorizing stage before a few years when Catford and Nida presented their works in 1964, the absolute subordination of translation to linguistics was not welcomed by those involved in translation studies and applications. Edmond Cary published his book “How Should We Translate?” in 1985, explaining that literary translation is not a linguistic process, but a literary process, and this was supported by J.-P. Vinay et J. Darbelnet in their book : “The Comparative Stylistics of French and English”, where they reported:

“We often read to experience translators that consider translation as an art, and this phrase contains a part of the truth, nevertheless aiming to arbitrarily define the nature of our subject. In fact, translation is a delicate system, with its own techniques and problems.”

Georges Steiner stresses in his book: “After Babel” in 1975, that translation (particularly the translation of literary texts) is not reduced to the linguistic dimension only saying:

“It would be possible to develop translation theory only by understanding full of linguistic pluralism, which may be provided by both psychology and linguistics”

George Mounin , on the other hand, insists on attributing the translation to linguistics, stating:

“Theoretical problems posed by the process's legality or illegality, about translation's possibility or an impossibility that can only be explained primarily in the context of linguistics science». (Mounin, 1963:17).

He is also aware that translation is a bilingual phenomenon that can only be explained by linguistics and intensive research on common linguistic features.

Under the code 570112, UNESCO recognises translation as a sub-discipline of Applied Linguistics. LSP, on the other hand, does not appear in UNESCO nomenclature, which must be due to the fact that the "LSP field is vast and diverse" (Gollin-Kies et al., 2015). Upton (2012) defines LSP as "a field of applied linguistics," and The Concise

Encyclopaedia of Applied Linguistics (published in 2020) devotes a specific thematic section to LSP, with sub-sections such as: English for Academic Purposes, English for Business, English for Occupational Purposes, Genre and Discourse Analysis in LSP, Needs Analysis and Syllabus Design for LSP, Theses and Dissert.(Kozlova ,2019)

Indeed, according to the different scholars' point of view, developing a translation theory would be possible only through an understanding of full of linguistic pluralism, which can be provided by both psychology and linguistics.

The various shifts opposing viewpoints demonstrate that the legitimacy of the translator is highly dependent on the specialisation to which the practice of translation is related and theorised, whether it is literature or linguistics.(Meribai,2017) Thus, it can be inferred that translation is significantly intertwined with the discipline of applied linguistics, whether in close proximity or from a distance.

Moreover, any factors that impact linguistics are treated with the utmost gravity, as they have a direct support on the field of translation studies.

7-The translation of specialised contexts:

The translation of specialised contexts necessitates a level of expertise on several levels, as the translator is expected to possess a variety of skills. Quite apart from knowledge of the two languages and cultures involved in the translation behave, it is necessary to understand translation principles and the field of specialisation, not only from the perspective of the corresponding extra linguistic reality, but also from the perspective of "discourse practices relating to the communication professional specific to the specialty in question" (Walkiewicz, 2010). To complete this "second-order communication act", the translator must first restructure the text so that it conforms to the discourse rules of the receiving culture, even if the structural sources differ from the generic model that corresponds to an parallel communication situation. To do so, he must be fluent in his specialty language at all levels of real-world operation: linguistic and, most importantly, communicative.

Given the purely informative nature of specialised texts, their writing is noticeably more strictly codified than in general texts, which is dictated by the desire to retrace the path that the recipient must take in order to result in the loss of meaning. This is possible thanks to generic and discursive coding that determines the meaning of terms and expressions in a well-defined communication context, reducing the risk of erroneous interpretations (Walkiewicz 2010: 442). Because generalised codification is institutionally sanctioned, it is

subject to variation across cultures, even if the domains of social activity and extralinguistic reality that correspond to them reappear. The most frequently encountered polysystems discursive asymmetric, which are distinguished by a different distribution of genres. (Walkiewicz 2011: 159, 2012a)

8-Language for specific purposes (LSP):

8-1- Definition:

Specialised languages have always been interposed to everyday, common or general language, depending on their degree of accuracy within a particular field. The principle problem then lies in the lack of definition of this concept, which stills very vague and it is difficult to find a definition among the authors who refer to it, especially as researchers cannot agree on the definition, or even on the name to be given. The names are, in fact, multiple and varied according to the researchers; Kocourek (1991: 16) draws up a list of the main appellations: technical and scientific languages (Quemada 1955: 7), professional language (Wartburg 1963: 116), language of sciences (Fuchs 1966: 675), technical languages (Dauzat 1967: 85), special language and technical language (Vendryès 1968: 276-277), and special languages (Meillet 1975: 247) . Many other labels have been used, including the term “specialty discourse” (Moirand, 1993) and Language for Special Purposes (Rita de Cássia Veiga Marriott and Patricia Lupion ,2008), language of the professional environment (Deyrich 2004: 125) ,or technolécrite (Pytel 2003 : 65), a much richer notion, since it integrates the discursive dimension. In another order of structuring the language of specialty can also be conceived as a language at or on specific objectives. Therefore the discussion is about the concept of ESP, English for Specific Purposes (cf. Binon and Cornu, 1985, Challe and Lehmann, 1990, Lehmann, 1993) , with its hyponymic variants : EAP: English for Academic Purposes; EOP: English for Occupational Purposes; let us mention also the term “*Fachsprache*”, in German.

There is, to this effect, no consensus among researchers neither on the name nor on the definition, and it is then no longer defined by its terminological and linguistic-stylistic characteristics, but by the conditions of its use planned, from which derive the conditions of its education. Scientific English for example becomes, in this sense, the English that is taught to a public of scientific students according to what their current and future needs are estimated to be use of English (reading and understanding texts specialised in their field in English; write and present their work orally in English research).

However, the definition is explained in general, the concept is clear, and the idea is already noticeable to everyone; so in this paper, we are attempting to bring the most appropriate definitions that were discovered, like the one of Britt-Louise Gunnarsson (1997) saying: *“Language for special or specific purposes, LSP, is the traditional term for the various linguistic variants used in professional settings. The history of the field reveals an early theoretical interest in the description of various sublanguages, which are assumed to exist within the general language system in response to specific professional needs.”* According to Hutchinson & Waters 1987, Robinson 1980, Swales, 1992, Hyland 2002, LSP is a widely applied approach to second or foreign language teaching and training that addresses immediate and very specific needs of learners who need that language as a tool in their education, training or job. Needs analysis is the underlying "driver" for the development of LSP programs.

Hoffmann defines LSP as a complete set of linguistic phenomena occurring within a definite sphere of communication and limited by specific subjects, intentions and conditions. Hoffmann, (1979: 16), and Sager defines it as a means of linguistic communication required for conveying special subject information among specialists of the same subject. (Sager, 1980: 21, 182)

8-2- LSP genetic and formative reality:

Barber's 1962 article (nourished, by the contributions of others in the early 1960s) marks LSP's birth, then during 2022 the 60th anniversary of LSP was celebrated as a field of applied linguistics. As it is often done on "golden anniversaries", this seems a meaningful point in time to stop and reflect on where it has been coming from as a field, what current issues we are still wrestling with, and what trends are likely to be a part of the future. In short, how has the field of LSP evolved as it has matured and grown in significance over the past half century?

The talk about the specialised languages leads us to cite the dynastic development of this important feature of languages. Languages of specialisation arose through an anthological-epistemological component, as Michel Foucault called it who is a cultural researcher in the history of scientific language, dropping from Michel Foucault's lecture on human nature from a television interview with Francois Iswald and Noam Chomsky. This component has paradigms, models and substitutions according to the quality of science and the nature of research.... it is globalization.

In the years after World War II, great social changes and massive economic development took place on a global level. Europe and Japan worked to rebuild themselves, and newly independent countries across Asia and Africa looked to modernize their economies (Kumaravadivelu, 2006a). This global push to rebuild and upgrade opened the door to explosive 10 growths of multinational business and trade, and was coupled with a vision for peaceful internationalization by organizations such as the United Nations seeking to promote diplomacy, international communication and student exchanges (Hutchinson & Waters, 1987). It is during this fertile post-war period of the early 1960s that LSP is commonly recognised as being established as a field of applied linguistics. While Swales (1985: x) believed that LSP “*has no clear and indisputable beginning*”, he suggested that Barber’s (1962) article; “*Some measurable characteristics of modern scientific prose*”, qualifies as the beginning of the LSP story as this was the first study to clearly demonstrate that descriptive linguistics can be used to analyse the language of science and technology, persuasively showing that “scientific” English differed in important ways from “general” English. While Barber’s (1962) article may represent the meaning of specialised language, John Swales has published in the journal “English for Specific Purposes”, which is an international peer-reviewed journal that welcomes submissions from across the world, his long line of research about differences in the linguistic and narrative structure of different genres of writing. So according to Swales(2000), LSP is beginning and promising, and it was Halliday, McIntosh and Strevens who in their 1964 book provide the theoretical foundation for LSP as a distinct field of study and not simply as an instructional effort:

“Only the merest fraction of investigation has yet been carried out into just what parts of a conventional course in English are needed by, let us say, power station engineers in India, or police inspectors in Nigeria; even less is known about precisely what extra specialised material is required. This is one of the tasks for which linguistics must be called in. Every one of these specialised needs requires, before it can be met by appropriate teaching materials, detailed studies of restricted languages and special registers carried out on the basis of large samples of the language used by the particular persons concerned”.
(Halliday, McIntosh & Strevens, 1964: 189-190).

Formulated in these terms, the suggested definitions state that each discipline has its specialty language and which it responds above all to pragmatic imperatives.

8-3-LSP agenda:

As Swales (2000: 59-60) describes it in his journal article, this passage established the following agenda for LSP analysis and instruction:

- 1) Research into language use should be descriptive, looking at what kind of language is used in particular contexts and how it is used.
- 2) The real language used by regular people (not famous or literary figures) should be the focus of analysis.
- 3) Current, everyday language is of primary importance.
- 4) Language as it is spoken or written in specific contexts should be the focus of study (not “authorial motives for linguistic choices”).
- 5) There should be an analysis of functional grammar along with the contextual factors that influence language use.

In the words of Hutchinson and Waters (1987: 7), reflecting on early studies of language use:

“The idea was simple: if language varies from one situation of use to another, it should be possible to determine the language features of specific situations and then make these features the basis of the learners’ course”.

8-4- LSP vs. Common language:

Specialised languages and the common or current language are not clearly differentiated from one another. The specialised language can be based on the common language. As Lerat (1997: 2) points out:

“No linguistic theory, whatever be , has ever isolated the functioning of specialised languages from that of natural languages in general”.

« Aucune théorie linguistique, quelle qu'elle soit, n'a jamais isolé le fonctionnement des langues spécialisées de celui des langues naturelles en général » (Lerat ,1997 : 2)

Generally speaking, it can be posited that specialised languages in specific domains serve as conduits for knowledge particular to those domains. However, notwithstanding the banality of this observation, one may question in what sense a language can be considered 'specialised'. Moreover, if a specialised language is demarcated with reference to a common language, what are the interconnections between them?

Are specialised languages subsets of the common language, lexical variants common language in the sense that only the lexicon would make the difference between common language and language of specialty? It should be noted that it is meant by “common language” the unmarked, non-specialised language. Maria Teresa Cabré described the common language, taken in the sense of general language, in this way:

“A given language is thus constituted by a diverse set of sub-codes that the speaker employs according to its dialectal modalities and that it selects according to its needs for expression and according to the characteristics of each situation of communication. However, beyond this diversity abundant, every language has a set of units and rules that all its speakers know. This set of rules, units and restrictions that make part of the knowledge of the majority of speakers of a language constitutes what is called the common or general language.” (Cabré, 1998: p. 115).

“ Une langue donnée est donc constituée par un ensemble diversifié de sous-codes que le locuteur emploie en fonction de ses modalités dialectales et qu'il sélectionne en fonction de ses besoins d'expression et selon les caractéristiques de chaque situation de communication. Cependant, au-delà de cette diversité foisonnante, toute langue possède un ensemble d'unités et de règles que tous ses locuteurs connaissent. Cet ensemble de règles, d'unités et de restrictions qui font partie des connaissances de la majorité des locuteurs d'une langue constitue ce qu'on appelle la langue commune ou générale.”
(Cabré, 1998 :115)

Thus, "Specialised language is opposed to common language" and that general language would refer to the whole language, that is to say both "common language" and “Specialised language”. For some theorists, between the common language and specialised languages, there is a difference in degree rather than nature, and the specificity of the specialised languages is manifested above all at the level of use. Language for specific purposes is linguistic type codes, differentiated from the common language and by observing the lexicon which is a point of the most markers of the specialised language, it is stated a general lexicon and a specialty lexicon: language, made up of specific rules and units. According to this position, a specialised language would therefore be a language by itself.

This conception seems too “exclusive”; indeed, if a specialised language was a real specific code, it would be difficult to be understood by a non-specialist who does not know this code, but this is not always the case. Of more, a scientific discourse of popularisation,

therefore a degree of less specialisation can be understandable by a large number of speakers.

From a semantic point of view, specialised languages are characterised by a search for monosemia. Thus, in terminology, the notion-term univocity is primordial and this is as situated in the range of ultra-specialised vocabularies. Cabré's definition, for its part, insists on the terminological aspect of specialist languages:

“The specialised languages are the basic instruments of communication between specialists. Terminology is the most important aspect that differentiates not only the specialty languages of the general language, but also the different specialised languages.” (Cabré, 1998)

« Les langues de spécialité sont les instruments de base de la communication entre spécialistes. La terminologie est l'aspect le plus important qui différencie non seulement les langues de spécialité de la langue générale, mais également les différentes langues de spécialité. » (Cabré, 1998: 90)

Cabré believes also that specialised texts usually resort to text forms such as description, definition, categorization, counting , arithmetic ,logic, argument, citation and referral, but on the other hand, they don't use other forms that are commonly used in general language, such as dialogue and narration.(Cabré , 1998:139). The researcher mentions that there are some important characteristics characterizing the specialised language which is not found in general language, among these characteristics is that the specialised language has descriptions feature embodied in scientific texts; or the description of the scientific phenomenon, and this is what explained 'Swales' in his LSP agenda mentioned above, as well as the presentation of arguments, proofs, and testimonies in order to persuade, because she sees that the specialised texts seeks to persuade the addressee by using arguments, examples and explanations. (Cabré, 1998,:140)

Cabré classified the specialised languages characteristics into three sections:

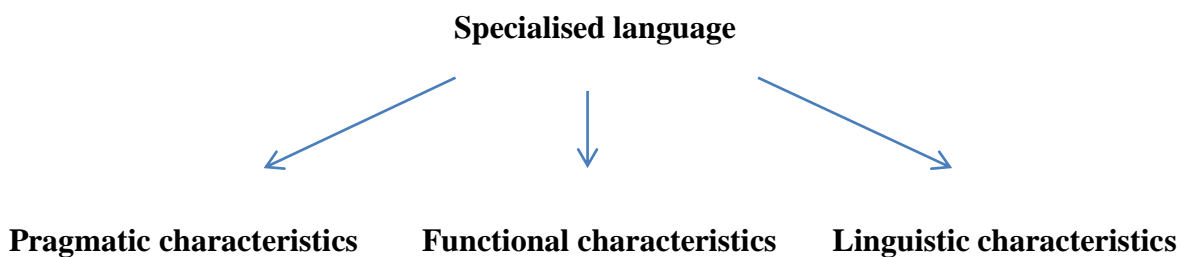


Diagram 8.1 Specialised languages characteristics (Cabré, 1998)

8-4-1- Pragmatic characteristics:

These characteristics are related to users, communicational situations and communication functions. Cabré has divided the pragmatic characteristics into three types: (Cabré, 1998:129)

- **Users:** Cabré decided to divide the specialised language users in terms of number and type. From a numerical point of view the users of specialised languages are few, as not everyone is able to talk about a specific technical or professional topic, and whenever it is about a specialised language, the number of users is limited. Therefore, and from a quantity point of view, specialised language users are a limited group of people in a linguistic community.

As for the qualitative aspect, the users of the specialised language are individual groups determined by the profession or specialty acquired by learning.

- **Communication states:** When languages interact with a specialisation (formal cases of the professional type).
- **Communication functions:** These are the functions carried by languages in different specialties, which are typically the media jobs.

8-4-2-Functional characteristics:

The main function of specialised languages is to communicate and report the information, it uses its terminology to name the concepts of a specific field, and this function appears clearly in scientific and technical texts more than professional sectors such as administration and services.

8-4-3-Linguistic characteristics:

Specialised texts have features that make them different from other texts, for example, they tend to be short, and avoid repetition, as it seeks to stay away from ambiguity as much as possible.

Kocourek, who has conducted an extremely rigorous and systematic study of scientific and technical discourse, supports a similar position to that, defended by the ISO (the International Organization for Standardization). He considers, in fact, that the specialised language is a “sub-language” partially conforming to the general linguistic system, insofar

as the syntactic rules are recognized as identical, but the lexical resources are presented as specific.

Lerat, on the other hand, didn't agree on the notions of "sub-system" and "sub-language" and criticizes the term "specialised language" which: "*suffers from inducing a fragmentation and a marginality which is counter-intuitive*" (Lerat, 1995: 19), to adopt that of specialised languages in order to insist, he says, on "*the uniqueness of the idiom and the particularity of the universes of knowledge*". If this justification tends to reduce the gap between usual language and technical language(s) by anchoring specificity in the cognitive universe, the fact remains that the term specialised languages adopted by P. Lerat, suggests the existence of a linguistic differentiation. (Cusin Berche, 2003)

Other trials have been made by researchers like Monia Hammami from University of Manouba - Tunisia who says:

"The language of specialty testifies to a particular use of the general language when used in a situation of communication which involves the transmission information relating to a field of particular experience."(Hammami, 2016)

« La langue de spécialité témoigne d'un usage particulier de la langue générale lorsqu'elle est utilisée dans une situation de communication qui implique la transmission d'information relevant d'un champ d'expériences particulières ». (Hammami,2016)

Conversely, as we approach the vernacular, particularly at a reduced level of expertise, the monosemia may be less respected, and we may find ourselves faced with cases of synonymy, more or less partial.

A series of divergences can be mentioned between LSP and common language CL, and by observing the lexicon which is a point of the most important markers of LSP, general lexicon and a specialised lexicon can be opposed, here are the most important ones:

- CL is marked with polysemy and connotation; LSP tends towards univocity and to be mono-referential and devoid of connotative-type features.
- CL relatively stable; LSP undergoes a fast renewal and enrichment.
- CL is rich resulting from the semantic diversification of an already existing terms; LSP is enriched by the creation of new objects and new physical realities.
- CL encompasses few scholarly words and uses abbreviation schemes usual; LSP mainly uses Greek and Latin bases.

- CL less permeable to borrowings from foreign languages; LSP opens more easily to loans. (translated from: faclettre.univ-tlemcen.dz)

Nonetheless, what distinguishes the general language from its specialised languages is the pragmatic dimension, in which the realization of the discursive rules that govern the functioning of the language occurs in accordance with the communicational goal (Woniakowski in Grucza, 2004: 46).

After all, and in order to give a kind of summary for the general differences between general and specialised language, it could be referred to what Christian Vicente García (2005) thinks about this, saying that specialised language is a system of expression and communication endowed with linguistic code (spelling, phonetics, morphology, syntactic, semantics and lexical) and of a pragmatic code. These two codes are known by the ideal speaker and used in an ideal context of specialised communication. Each specialised language has a certain number of dominant lexico-semantic and pragmatic characteristics. The specialised language manifests itself in specialised discourse, formed by the theoretical set of texts of a determined specialty, that is to say its lexicon.

General language is the set that includes specialised languages and common language.

It is therefore an abstraction created in order to capture, for practical purposes, the whole language in its diversity. It is composed, on the one hand, of the common linguistic code (syntax, morphology, spelling, phonetics) of all specialised languages and everyday language and, on another side, of all the lexis of the current language and specialised languages. The differentiation between the first and the second is a pragmatic choice, a stipulation in the sense defined by Martinet (1985). The general language is therefore a system composed of several subsystems, one of which is unmarked thematically (CL) and the others are marked thematically (SL). (Vicente, 2005)

9-LSP and the applied linguistics:

Generally speaking, LSP does not have a particularly long or specific history in applied linguistics literature, and while it could be definitely assume that LSP instruction, in some version or another, has existed for as long as language instruction itself, there are few direct references to its practice prior to Strevens (1977).

The language of specialisation is clearly related to the need(s) of the applicants, particularly professionally. As a result, facing – or more likely, alongside – pure literature,

civilization, and linguistics, the language of specialisation becomes multiple; the languages of specialisation. Medicine, law, economics, biology, mechanical engineering, and theology, to name a few examples, have seen the emergence and consolidation of specialised foreign language instruction in their respective curricula (Van der Yeught, 2012), whether in English, French as a second language, Spanish, or a variety of other languages.

Even so, much of the research has focused exclusively on English for Specific Purposes (ESP) instruction. LSP was created to meet the needs of learners who intend to use language in professional contexts and for professional purpose. Language for specific purposes (LSP) has traditionally been used to refer to two areas of applied linguistics:

- One focusing on educational and training requirements, a didactic angle, because LSP is a subfield of language teaching.
- One that focuses on research on language variation in a specific subject field, we must approach the issue of specialised language(s) from a linguistic standpoint, because Language for Specific Purposes is a unique segment of language, with its main component being terminology, to which some authors add science-specific grammar, i.e. linguistic issues and peculiarities. (Visan, 2016: 179-182)

10- LSP and specialised translation:

Let consider the widespread misconception that the acronym LSP stands for terminology in a specific domain, implying that vocabulary alone is sufficient to facilitate communication. After some reflection on communication in general, it is realised that there is much more to communicate than just terminology and that there are as many LSPs as domains and that LSPs change with the domains they serve as communication instruments.

If communication is considered within business contexts, particularly within the tourism sector as the case of this study being examined, it becomes evident that there is no single approach that can be universally applied (sub-) language carrying the weight of communication in such a diverse domain.

Translation as a method of second language acquisition has been debated since ancient times. This issue is still very much alive and well. It worthy to remind that translation studies (TS) and Languages for Specific Purposes (LSP) are two current noteworthy areas of Applied Linguistics, as explained above, that appear to share areas of interest, research,

and methodologies from an insider's perspective. After developing relatively independently, both can now boast specialised journals and conferences. Their brotherly bond, on the other hand, has not received the attention it deserves. This topical issue seeks to bridge that gap. In the case of LSP translation, it is not always easy to distinguish between textual and thematic competence because the ability to decode references to previous texts is a central part of both. The ability to master "systems of notions, logical analysis methods, presentation, managed language, and terminology" (European Commission, 2009: 7) (thematic competence) is inextricably linked with the ability "to acquire the presuppositions, implied information, subtexts, stereotypes, and intertextual nature of a source text" (p. 6)

As a result, it can be argued that a translator should have a thorough understanding of the intertextual nature of any text, taking into account the unique characteristics of LSP texts produced and decoded in specific thematic fields. For the production, reception, and interpretation of LSP texts, knowledge of not only one special subject field but also of the entire body of world knowledge is required for information transfer and comprehension within professional communication. The degree of interactivity of a text increases during translation because the translated data belongs to grid of both source and target language, and it may contain references to both source and target culture, requiring the activation of various levels of background knowledge. LSP training generally prepares students for creating new discourse rather than reproducing existing discourse. The latter is more typical of translators, whose function, as previously stated, is to mediate between specialists. Thus, the perspectives adopted by LSP and translation scholars differ, resulting in the emergence of a translation concept that extends beyond the communicative paradigm and thus falls outside of LSP didactics: translation purpose.

Picht's (1996) coinage "Intersprachliche Fachkommunikation" (Interlinguistic specialised communication), which reflects how specialised translation was perceived at the time, demonstrates a tendency to regard it as a form of specialised communication rather than translation. This could explain why, some years later, Sandrini (2010) concludes that specialised translation is not treated as a distinct field within translation studies and has yet to find its proper place.

According to Reiss and Vermeer (1984), any text can be viewed as a "offer of information" (Reiss / Vermeer 1984:72); when presented with this offer, each receiver selects the items he considers interesting, useful, or adequate for the desired purposes.

The translator is a special type of receiver who selects the information elements required to achieve a specific goal and transfers them, creating a new text for the target culture. As a result, the target text represents information provided on some of the information provided in the source text. Vermeer discusses the Skopos:

“Each text is produced for a given purpose and should serve this purpose. The Skopos rule thus reads as follows: translate/interpret/speak/write in a way that enables your text/translation to function in the situation in which it is used and with the people who want to use it and precisely in the way they want it to function” (Translated by and cited in Nord 1997: 29)

As a consequence, our first assumption for defining LSP translation is that all translations are governed by Skopos. Translation is always part of a discipline's global communication effort. As a result, it must consider the communicative framework, which is *“strongly connected to a discipline's methodology, and they [the experts] bundle information in ways that conform to a discipline's norms, values, and ideology”* (Berkenkotter / Huckin 1995: 1)

To obtain a workable description of LSP translation, we attempt to combine elements of the definitions of specialised communication and translation from their respective academic fields, i.e. LSP research and general translation studies. The following definition can be proposed based on what has been said: The LSP translation shall be used:

1. Exteriorization of.
2. Specialised knowledge systems and cognitive processes.
3. Weighed and selected from an information offer (interiorisation).
4. With the objective of disseminating them in another linguistic (interlingual).
5. Cultural context (transcultural).
6. Governed by Skopos (LSP Translation and Globalization, 2006).

The translator, as an early link in the communication chain, imagines a given source text based on prior knowledge. The knowledge he gains during the translation project is interiorised. The next step is to externalise this knowledge in the form of a skopos-appropriate, target knowledge structure in a target system. Based on the positions put forward thus far, a definition will be provided concerning specialised translation at this point:

The communication of intercultural knowledge that occurs when knowledge from a specialised text inherent to a knowledge system, is transferred into a target text integrated in a target culture, with the goal of fulfilling a communicative purpose through transformation of the recipient's knowledge system, is referred to as specialised translation.

To conclude, LSP and translation can sometimes be used interchangeably, especially when "LSP translation" is used as a synonym for "specialised translation," as in "LSP translation scenarios" (Gerzymisch-Arbogast et al., 2008) and it has to be added to translation syllabus as proposed by Pisanski Peterlin, to incorporate translation into the LSP pedagogical context, similar to Colina and Lafford (2017), who propose adding it as a "fifth skill" alongside reading, writing, speaking, and listening. If translation is to return to the LSP classroom, it cannot rely solely on the old grammar-translation method of language learning using "semantic translation" (Newmark, 1981).

11-Learning/ Teaching LSP:

Languages of specialisation are also at the heart of educational concerns, whether in specialised fields where foreign language instruction is directly linked to disciplines or in the LANSAD (Languages for specialists in other disciplines). (Carras & Álvarez Martínez, 2022)

Three parallel developments in language studies have contributed to shaping the current landscape in Languages for Specific Purposes since the mid-twentieth century. For starters, discourse analysis has grown in importance across a variety of disciplines, including sociology, sociolinguistics, psychology, anthropology, and applied linguistics.

Second, with its emphasis on practical communicative activities, the communicative approach to language learning and teaching has created a need for genuine examples of language use, both written and spoken, to be made available to language learners. The internet is an excellent source of such information.

Third, technological advances have made developments in corpus linguistics potentially available to all actors in the language-learning process, including material and resource producers.

This may appear to be a perfect learning and teaching environment for those engaged in specialised language use, with easy access to individual examples of specialised texts (both written and spoken language), commonly and freely available datasets allowing

the analysis of discourse patterns across texts, and articles on language learning and teaching as discourse analysis providing feedback to teachers who are not experienced discourse analysts. (Chambers, 2007)

Researchers have come to the same conclusion after decades of hard pedagogical research: effective teaching is the result of an effective ability to combine science and art. In fact, teaching is similar to driving a car; mastery of the vehicle's mechanisms makes practice easier and more artistic. Similarly, a lack of knowledge of the theoretical foundations of teaching makes the practical phase difficult, if not impossible.

Specialised languages (used in the plural because the singular does not make it possible to take into account the diversity of fields as it was explained by Lerat) are also at the priority interest of didactic concerns, whether in specialised courses where the teaching of foreign languages is directly linked to disciplines. The professionalisation of university courses as well as the focus on the learner and his needs lead in fact to language teaching dedicated for a specialised use. The construction of the of languages and cultures of specialty includes the development of a series of stages among which we can cite: the definition of languages, domains and communities of specialty, the characterisation of languages of specialty (LSP), the methodical description of the different aspects of LSPs and, finally, the didactic transposition (Van der Yeught, 2016). So what exactly is being taught and learned, for what purposes and by what means?

Language for specific purposes LSP courses are those processes in which the methodology, the objectives, the content, the materials, the teaching, and the assessment practices all hold back from specific, target language uses based on an recognised set of specialised needs.

LSP is thus discipline-specific, and it is based on the idea that a linguistic description of certain forms of language can be used to influence language education by delimiting and structuring the sort of knowledge expressed by speakers of a given variety in a given context or for a given goal. In the sheltered atmosphere of the classroom, students typically learn this specialised language by attempting tasks typical of the discipline. Learner needs analysis is at the centre of LSP education and is used to inform the selection and structuring of curricular content. LSP teaching aims to place materials at the disposal of learners to meet their specialised needs in terms of language and content. (Shona Whyte, 2016)

Aside from the institutional underrepresentation of LSP teacher preparation, a variety of claims have been made about LSP teacher education receiving insufficient empirical attention (e.g., Ding & Champion, 2016; Tavakoli & Tavakol, 2018). Basturkmen (2014:20) noted in her assessment that:

" The topic of teachers and teacher education has not piqued the interest of LSP scholars to date"

LSP students should be willing to use "communicative translation" (Newmark, 1981) techniques when necessary and consider the possibility of changing the type of audience in translation.

11-1-Teacher or practitioner?

Theoretically and experimentally, LSP has evolved over the last few decades. The position of Language for General Purposes (LGP) and Language for Specific Purposes (LSP) teachers is a topic of debate in academic circles because little is known about them empirically. In terms of teaching roles, LSP is thought to differ significantly from LGP.

The difference between LGP and LSP instructors, according to Hall (2013), is that whereas the LGP teacher is primarily concerned with methodological issues, the LSP teacher is expected to go beyond methodology and acquire a researcherly attitude toward their profession. In a similar spirit, Dudley-Evans and St John (1998) use the term "practitioner" instead of "teacher" to emphasise that LSP work entails much more than teaching.

They propose five responsibilities for the LSP practitioner: instructor, course designer and materials provider, collaborator, researcher, and evaluator, to name a few. According to Dudley-Evans and St John (1998), in terms of carrier content, the practitioner as a teacher is believed to be on a par with students, and in some cases, the students may know more about the topic than the practitioner. The LSP practitioner also serves as a selector from existing resources, an adapter when the material(s)' suitability is questioned, and a writer when appropriate materials are unavailable. In addition, as collaborators or cooperators, LSP practitioners can take advantage of the interplay between language and content. The LSP practitioner should also be familiar with the majority of the field's research and 'do research to understand the discourse of the texts that students utilise'.

The practice of the LSP practitioners involves studies that have only dealt with LSP practitioners' practices. Three studies were found (Heron & Webster, 2018; Kuzborska, 2011; Ro, 2016), which have utilised observational instruments to explore the practices.

These studies have dealt with the participating practitioners' practices, and cross-comparison of practice between teachers has been scarcely investigated. While coupling teachers' practices with the investigation of their cognitions would yield a more thorough understanding of the multidimensionality of their work, investigating their practices would, in turn, be a conduit into understanding the complexity of teachers' work. As the significance of context in shaping practice is by now widely acknowledged (e.g., Burns et al., 2015), further scrutiny of practice provides the opportunity to launch professional development initiatives that can be geared to the contingencies of practice in light of contextual idiosyncrasies. (Nazari, 2020)

Finally and in order for LSP teaching to progress, a wide range of issues could be empirically investigated. Little research has been conducted on LSP practitioners' cognitions, such as practitioners' (inter)cultural awareness, personal, practical, and pedagogical knowledge (content) knowledge, reflectivity, self-efficacy, and beliefs about how technologies can be integrated considering the changing face of language teachers and teaching over the last decades in LSP practice. LSP practitioners who are already active in various forms of assessments should triangulate their findings with other effective methodologies in order to solidify their conclusions because LSP practitioners contribute to their students' academic achievement in the international arena by taking on various roles in the teaching and learning process, already mentioned, in order to integrate the international and intercultural dimensions into the course.

11-2-Approaches of teaching LSP:

The learning of Languages for Specific Purposes (LSP) in the second half of the twentieth century was strongly influenced by both the communicative approach and advances in discourse analysis research, particularly with regard to genre. The incorporation of corpus linguistics research into the language-learning atmosphere is a more recent phenomenon, with publications on the use of concordance data by language teachers and learners proliferating in the 1990s and early 2000s.

Tom Hudson (1991) categorises approaches to teach languages for specific purposes into four categories:

1) Language-centred Approach: Looking at language teaching as a language issue or a structure determined by a private language has certain grammatical rules and specific patterns of synthetic.

In such approach the educational materials may be organized depending on the literary reading or patterns regulatory such as comparisons, contrast, and classification which will be determined through analysis of the targeted situations.

2) Skills-centred Approach: Which looks at the language for specific purposes by looking at the skills and strategies, policies that falls within the linguistic behavior of the learner? So the focus may be on the development of reading and speaking skills more than being able to rest Language Arts. The ability of learner to read and speak is seen as skills that grow on the long term.

3) Learning- centred Approach: Which focus on how the learner becomes efficient in using language. Also focus on the program from the learning process as a whole. The needs and desires of all learners cooperate in the curriculum all the time

4) Cognitive Approach: Which often focuses on language teaching, specifically on cognitive processes such as memory, problem solving, functional, and also considers teaching language as a presses aims communicative. (Mohamed Abdel Raouf el – sheikh, 2004)

Despite the importance of specific teaching, there is still a lack of research and scientific studies related to the student and helping him to develop his language to a good level, and teaching methods lack a scientific basis.

12-LSP in the workplace:

Language for Specific Purposes (LSP) in the Workplace focuses on specialised communication tailored to meet the needs of professionals in specific fields. It emphasises industry-specific vocabulary, professional genres (e.g., reports, meetings, presentations), contextual relevance, cultural competence, and pragmatic use of language. It is characterised by different features such as the specialised vocabulary and formats, context-driven communication and the cultural and pragmatic considerations. Its importance relies on the stimulation of clarity, professionalism, teamwork, and global communication.

In the training, LSP involves needs analysis, tailored materials, and practical activities like role-plays.

LSP improves efficiency and collaboration by addressing the unique communication demands of workplace environments.

13-English for specific purposes ESP:

Sure, English and ESP are dominant in today's world, with approximately 2 billion English speakers. Other languages, however, continue to play important roles all over the world and in a variety of industries. Europeans, for example, claim that translation is Europe's common language, demonstrating the importance of multilingualism.

As a result, studies on "Language" for Specific Purposes should not be overlooked.

LSP can be used with any target language required by the learners as a tool for specific purposes, and it is frequently used with English (English for specific purposes, or ESP), since English is the worldwide language and because English has been the focus of research and curriculum development since it is widely used in international science, technology, and trade, ESP has been used more extensively (business English, scientific English, English for medical professionals, English for waiters...). Many scholars have proposed a definition of ESP. One of the most quoted definitions was proposed by Hutchinson and Waters (1987). In their point of view, ESP is an approach to language teaching in which all decisions as to content and method are based on the learner's reason for learning. (Hutchinson & Waters, 1987:18)

They go on to say that using a tree as an analogy can help us identify some limitations of ESP, a very general term, as defined below:

- 1) ESP is not the same as specialised English instruction.
- 2) ESP is more than just science words and grammar for scientists, hotel words and grammar for hotel employees, and so on.
- 3) ESP is not different from any other type of language teaching in that it should be founded first and foremost on principles of effective and efficient learning.

They say also that ESP must be viewed as an approach not as a product. It is an approach to language learning, which is based on the learners' need. The basic foundation is that learners know why they need to learn foreign language. (Hutchinson & Waters, 1992)

Tony Dudley-Evans and John classified ESP characteristics into two groups based on their 'absolute' and 'variable' attributes. They go on to list the 'absolute' characteristics of ESP as follows:

- 1) ESP is intended to meet the learners' specific needs.
- 2) ESP employs the underlying methodology and activities of the discipline to which it is applied.
- 3) ESP focuses on the language (grammar, lexis, and register), discourse, skills and genres that are appropriate for these activities.

In the meantime, the 'variable' characteristics are categorized into five categories:

- 1) ESP can be associated with or designated for specific disciplines.
- 2) ESP may use a different methodology than general English in specific teaching situations.
- 3) ESP is most likely to be reserved for adult learners, whether it is at a tertiary level institution or in a professional work environment
- 4) ESP is typically designed for students in the intermediate or advanced levels.
- 5) While most ESP courses assume some basic knowledge of the language system, it can also be used with beginners.

Furthermore, some linguists have provided definitions of the nature of ESP, like:

“English for Specific Purposes is a term that refers to teaching or studying English for particular career (like law, medicine) or for business for general.” (International Teacher Training Organization, 2005)

13-1-ESP beginnings:

The branch of specialised languages appeared specifically with the third stage of this existential and cognitive component known as globalization, that is, since the period extending from 1945, a period in which it went hand in hand with the Cold War era.

Thus, according to the map that monitors the knowledge production drawn and followed by “Woltersstein”, where he saw that the period between (1850-1945) was a period dominated by European centralism over culture, which means that studies of science and knowledge, in this period, were concentrated in Europe, and the period from (1945-2017)

is the period of American centralism, or the “Americanised” period, the period in which the whole world speaks in English, and science in all its disciplines speaks English, and here appears this new phenomena which was called the ‘specialised English’ as a first name referring to this type of research.(Djazairness browser newspaper, 2017)

According to (Hutchinson & Waters, 1987), there are three major reasons for the emergence of ESP: The demands of a brave new world as a consequence of two key factors: The End of the Second World War which has great effect on the expansion in science, technology and economy and The Oil Crisis; the second reason is the revolution in linguistics; and thirdly the focus on the learner.

13-1-1-Focus on the Learner:

The third reason deals with the methodology for teaching language based on the needs and interests of the learners. As a result, Hutchinson and Waters (1987) consider the learner to be the central focus of learning and teaching processes because they have different learning strategies, needs, interests, and skills to acquire the language, and they should be motivated. This trend resulted in the development of ESP courses that fit their needs, with an emphasis on a learner-centred or learning-centred approach.

13-2- ESP didactics:

According to Simion (2012), with the advancement of business management and communication technologies in recent years, some changes have occurred in the field of English language teaching. One of these changes is that course designers' focus has shifted from teaching English for academic purposes to teaching English for more specific purposes (ESP). In reality, the distinction between ESP learners and ELT (English language teaching) learners is that ESP learners are well almost aware and familiar with English, but they are still actually needed to learn the language in order to perform specific job-related functions and communicate a range of competencies skills (Lorenzo, 2005). The English for specific purposes classroom, according to Hutchinson and Waters (1987), is a weird and unknown territory, a territory where, according to Belcher (2006), many language teachers are intimidated by it, and still have to learn those skills appropriately.

Hutchinson & Waters (1987) consider that the foundation of ESP is the simple question: “Why does this learner need to learn a foreign language?” Responding to this simple question necessitates consideration of the learner, the language, and the context in which

learning occurs; and these all converge the trends of the basic need in the field of ESP. The concept of need identified by the reasons motivates the learner to learn English. However, these reasons differ depending on the goals, which are centred on the language that is pursued. (Hutchinson and Waters, 1987:19)

They stated (1987: 55-57) that target needs are broken down into three categories: necessities, lacks and wants.

Necessities: refer to ‘the type of needs determined by the demands of the target situation’ or “what the learner has to know in order to function effectively in the target situation” (p. 55). For example, a businessman may need to participate in meetings; an academic needs to do presentations at conferences, etc. ESP specialists’ identifying these target situations; observing them and analysing their constituent parts will reveal the linguistic features that learners need to know/acquire. For instance, an ESP learner who works as a waiter in a hotel needs to customers’ arrival/ordering the menu by using directives/prohibition/intention and their specific language forms like: will you sit here please/please follow me/I am afraid we are full/closed, etc. Lacks are defined as the gaps between target proficiency and learner exists proficiency; that is, the gap between what the learner knows and the necessities (p. 56).

Whereas target needs/necessities as objective, **Wants** reflect learners’ views as to what their needs are. Wants are described as learners’ perceptions of their own need or what the learners feel they need. Whereas **lacks** represent the starting point, and necessities represent the destination, learning needs are process-oriented because they look into how expert communicators learnt the target language items, the skills and strategies they deployed in the process of learning to reveal what ‘learners need to do in order to learn’.

To motivate ESP learners and ensure an enjoyable learning experience, learning needs also look at: ‘What teaching methodology appeals to them/ bore them?, what is their learning background, learning style, preferred teaching style, their topic of interest and level of subject knowledge? (Khiati, 2020)

Of course, in 1987, the last argument is correct. Teachers of “General English” courses at the time, while acknowledging that students were studying English for a specific purpose, would rarely conduct a needs analysis to determine what was required to actually accomplish it. Teachers today, on the other hand, are much more aware of the importance of needs analysis, and published textbooks have dramatically improved, allowing the

teacher to choose materials that closely match the learner's objectives. Perhaps this demonstrates the impact of the ESP approach on English education in general.

Nonetheless, the distinction between “General English” and ESP courses has become increasingly ambiguous. Although many “General English” teachers can be described as employing an ESP approach, with their curriculums based on a learner needs analysis and their own specialist knowledge of using English for proper interaction, most of the so ESP teachers employ an approach that is absolutely opposed to that described before. Thereby, this can be stated that ESP stems from the need to use language as a tool to facilitate professional success.

ESP is defined to meet specific needs of the learner; ESP makes use of the underlying methodology and activities of the discipline it serves; ESP is centred on the language (grammar, lexis, and register), skills, discourse and genres appropriate to these activities. (Dudley & St John, 1998)

ESP focuses on language in context rather than grammar and language structures.

Based on these criteria, it can be observed that the focus of ESP on language, rather than the topic matter, is what they all have in common. As a result, ESP is clearly the responsibility of language teachers rather than subject specialists. For this reason, it can be inferred that it is the language teacher's to investigate this unique and undiscovered territory; it is his responsibility to teach an ESP course.

Teaching English as a secondary/tertiary subject, in contrast to other teaching contexts, necessitates greater awareness, not only on the part of the teacher and his students, but also on the part of the entire institution. Being aware of the educational market's requirements cannot be separated from the social one. Furthermore, it is the community market that defines learning. Hamp-Lyons (2001) contended that:

“General English teachers may not be ready for the more complex and potentially problematic nature of EAP,” and that those with general English background need added competencies for teaching LSP (Campion, 2016).

13-3- Need analysis:

It is widely acknowledged that prior to initiating pedagogy for a group of learners; a "need analysis" ought to be carried out to ascertain their necessities. Need analysis is the key

solution of and an essential part in LSP; it is the process of establishing what and how course will run, as Ellis (2003: 345) stated that need analysis is :

“ A procedure for establishing the specific needs of language learners ”.

This implies that need analysis is a method used to identify learners' needs in order to form and design specific courses.

Needs are defined by Hutchinson and Waters (1987; 54) as:

“ The ability to comprehend and/ or produce the linguistic features of the target situation. ”

This signifies that needs are the ability to assimilate and form linguistic features for a specific situation.

To begin , needs can be considered as learner study; that is, what they must be able to demonstrate at the end of their courses, and it is concerned with how learning is carried out. These are the objective needs identified by Berwick (1989). Second, needs analysis can be defined as what the learner has done to actually learn the language. According to Brindley (1989), this is a process-oriented definition of needs that is related to learning tools. Third, needs can refer to what the learners want to gain from the language course; this suggests that learners may have personal goals in addition to the demands of their studies or jobs; in other words, wants and desires. Finally, needs can be interpreted as deficiencies, that is, what the learner does not know or cannot do in English; in other words, what existing gaps in teaching must be filled. Needs analysis entails determining what the learners need to do and can do, as well as what they need to learn or do, (necessities, wants and lacks as Hutchinson and Waters (1987) classification of the needs).

In a study done by Marina V. Melnichuk ,Valentina M. Osipova ,Natalia G. Kondrakhina (2017), concerning the major problems that may brake the learning process of English communication skills as English is recognised as a lingua franca in the business world, they could list them as follows :

1. Lack of practice is a serious cause of students' hesitation to speak. LSP learners do not have many opportunities to practice and develop their oral English communication skills in class due to the limited class time: the students are not given sufficient time to process the question, find proper words and formulate the idea. In addition, the students have little opportunities to speak English outside the classroom.

It seriously complicates the development of communicative competency, and LSP learners become stressed when they are required to speak.

2. Grammatical difficulties are experienced by many learners; they are afraid of making obvious grammatical errors. Tanveer (2007) reports that grammatical problems can make the impression that those learners cannot communicate in the foreign language.

3. Lack of fluency or inadequate conceptual fluency in English is a major obstacle for LSP learners. Learners are reluctant to join discussion because they cannot respond quickly, fluently and correctly.

4. Comparison with other groupmates: many learners strongly and probably correctly suggest that there is a great distance in English ability between them and their group mates (Baranov & Zhuchenko, 2015). This leads to the awareness of their incompetence and deficiency, and consequently, to reserve to exhibit their language knowledge.

5. Low English proficiency is the major reason that leads to reticence in LSP classes.

6. Speaking self-rating is a factor impacting on learners' reticence to speak spontaneously. The lower self-rating relative to peers makes students less confident in their ability to communicate well.

7. Lack of preparation often causes students' reticence to participate in the discussion. Some students feel nervous when speaking English with little or no preparation.

8. Low self-confidence is another factor that deters students from participating in the discussion: they tend to believe that they have a low spoken English level.

9. Insufficient vocabulary is one of key problems underpinning learners' reticence in oral English. It causes a lot of discomfort while communicating in English. Students' deficient vocabulary is one of the reasons why they are not active participants in the LSP classroom; students find it difficult to find right words when they are required to speak.

10. Fear to volunteer in asking and answering questions (Tanveer, 2007) arises because most students are not used to say or suggest something without being asked because they are simply afraid of making errors.

11. Oral test anxiety is the degree of worry during oral test as the students feel anxious about negative social evaluation by group mates or their lecturer in addition to low grade.

12. Speaking in front of others proves to be an anxiety provoking activity. Public speaking is risky: one could go blank, fail to engage the audience, or forget a line.

13. Shyness makes learners nervous and uncomfortable; they are afraid to talk because of a lack of confidence. Such behaviour may be the result of any one or a combination of the following factors: social introversion, unfamiliarity with academic discourse, low confidence in subject matter, and/or communication apprehension.

14. Sense of perfection is quite natural, it is related to certain aspects of learners' culture, such as the desire to be right and perfect and fear of losing face (Jones, 2004; Gregersen & Horwitz, 2002).

15. Poor pronunciation is an important aspect in language learning as it has an immediate effect on communication, especially with native speakers. It is stressful when the interlocutor has a hard time understanding the speaker because of his or her inaccurate pronunciation.

16. Fear of bad end-of-course grades is caused by the university education system with emphasis on the final grade. The learners experience more fear because they tend to expect that their mistakes will have a negative impact on their results. They would be more motivated to participate without assessment.

17. Evaluation by peers is one of the causes of learners' limited participation in discussions. Most students are over-concerned that their groupmates will judge their English speaking skills.

18. Fear of being criticised and embarrassed is manifested as the struggle to avoid being hurt by lecturer's criticism. Tanveer (2007) argues that students who are well aware of their limitation in English language prefer to remain silent and to protect themselves from embarrassing situations. At the same time, many students announce that they feel comfortable and relaxed when the lecturer speaks in an encouraging and positive way.

19. Fear of losing face publicly may lead to a loss of cooperation (Liu & Littlewood, 1997).

20. Fear of instructor's correction or fear of being humiliated, or at least, embarrassed by the lecturer, can impact learners' performance; if they are repeatedly corrected while speaking, it provokes feelings of anxiety and can have severe consequences on learners' cognition and their willingness to communicate in the class (Horwitz & Young, 1991; Tanveer, 2007).

21. Calling on students' procedure used by the lecturer is one of sources of anxiety.

14- ESP and FOS:

First from 1960s and the 1970s, the FOS (français sur objectifs spécifiques) adopts specific educational practices, such as "calking" them from English instruction for specific goals, such as the ESP which was initiated by Hutchinson T., Waters A. as mentioned before in this chapter. As a result, all of the books available have a sense of déjà vu, as their textual organisation and theoretical structure are evocative of English teaching, leading one to believe that FOS educators would never have resorted to the French-specific method. The number of books in French is less than that of professional English books, and the topics are more limited. Today, the FOS's main areas of expertise are business French, tourism French, legal French, medical French, and nursing French. At first glance, the FOS domain appears to be a lucrative one that will likely become even more profitable if the French gains prominence over the English. According to Holtzer, FOS customers are members of the general public who speak French but require it for purposes other than linguistics:

“... audiences who are not specialists in French and need this language for purposes other than linguistic ones.” (Holtzer, 2004)

« ... publics non spécialistes de français qui ont besoin de cette langue pour des objectifs autres que linguistiques », (Holtzer, 2004)

According to Lehmann, FOS students do not want to learn general French but rather French in order to achieve specific goals in a given field. The FOS faces numerous barriers in terms of time, objective, and evaluation. In the professional context, for example, applicants have specific goals and want to be operational as soon as possible, which research in the field confirms Lehmann (Marie T, 2017):

« ...do not want to learn THE French but rather SOME French to achieve very specific objectives in a given field. » (Lehmann, 1993)

« ...ne veulent pas apprendre LE français mais plutôt DU français pour réaliser des objectifs bien précis dans un domaine donné... », (Lehmann, 1993)

But today, and since the early 2000s, there has been a significant increase in the worldwide demand for FOS training. The two-thirds of all tenders issued by multinational corporations, European institutions (Parliament and Commission, European Courts of Justice...), multilateral institutions (ONU, OTAN), local, national, or international

governments, and so on, are focused on specific publics, contexts, and goals for foreign language training. The FOS also applies to various contexts of language training:

-The professional world at all levels of language and qualification, from allophone construction worker on a multinational construction site in France or francophone Africa to hospital doctor...

-The academic world with the French on University Objective (FOU), which is at the heart of a FOS initiative applied to the context of higher education in French (French universities and francophone, relevant AUF francophone sector, etc.).

-The context of refugees' and migrants' social and professional integration.(Guilleux,2021)

Matter of fact, the FOS inspirations were taken from the ESP academic development and the worldwide efficiency of the English language, and undoubtedly, no amount of thought on language teaching based on specific goals, no matter how specific, can account for the changes that have marked the history of specialised English, a true point of reference for all fields.

15- ESP and ASP:

Through investigations and general knowledge, it becomes certitude that language teaching for specific purposes is a new trend in the field of Arabic education, whereas the English language has already been to this field and is known among various communities as ESP.

As such, teaching Arabic for specific purposes means teaching it in a specific way to achieve specific goals for a specific group of students. It is not intended for this type of specification of teaching Arabic in general and comprehensively, but the focus is on learning Arabic in which a specific side benefits the student in order to achieve a specific goal, such as travel, tourism, trade, etc. Nevertheless, there is a distinction to be made between teaching Arabic for specific purposes and teaching Arabic for academic purposes. Arabic is a specific goal in the first case, but it is a general goal in the second.

Similarly as LSP or ESP principle, ASP introduces a new domain of applied linguistics in which Arabic language teaching adopts a new learner-centred approach and employs methodology tailored to the learners' specific needs. As a result, the ASP syllabus frequently includes specialised objectives to meet specific requirements that allow learners to use the language for specific purposes. It can be deduced that ASP courses are learning

and learning oriented, with the goal of assisting students in achieving communicative competence goals.

The first step in teaching Arabic for specific purposes was to teach it for religious purposes. It appeared when every Muslim was willing hankering to understand the teachings of Islam, so every Muslim was trying so hard to learn Arabic in order to satisfy the needs and achieve his own goals, which included understanding the Quran and Hadith and fighting in warships.

The second step in teaching Arabic for specific purposes was to teach it functionally. It happened during the Umayyad era, at the start of the Arabization of the Islamic state's offices. As a result, the children of non-Arab Muslims learned Arabic in order to find work in that state. Some claim that interest in the development of teaching Arabic for specific purposes began to emerge in its new cover in the 1960s, when a group of specificists in applied linguistics examined the various language files. They discovered that each language field has its own vocabulary, rules, and methods that differ from those of other languages. They also discovered that the field of teaching Arabic for specific purposes was divided into multiple fields based on the characteristics of students. As a result, there are services for teaching Arabic for academic, professional, religious, commercial, medical, scientific, legal, media, and political purposes, covering all educational and professional fields.

Thereby, there is an old movement to teach Arabic for specific purposes (both religious and functional). With the progression of time, the evolution of the ages, the conditions in the Arab world, and the events of September 11th, 2001, the interest in the Arab world has grown. This, of course, implies an urgent need to learn Arabic, specifically for commercial, diplomatic, and political purposes.

Unfortunately, studies in these fields are insufficient and incapable of meeting the needs of language learners in the teaching of specific purposes, particularly political purposes. (Mohamed Abdel Raouf el – sheikh, 2004), and consequently they are in the tourism sector. Thus, it is essential to take into consideration the different communities that can visit any country for the touristic purposes, and their linguistic needs, in order to promote this sector, and using translation in it correct benefits.

16-Major divisions in ESP:

The principal concerns of the ESP movement can be classified in several ways. A number of categories are mentioned for the purposes of this research, and they are as follows:

- English for Academic Purposes (EAP): e.g. English for Science and Technology (EST).
- English for Medical studies/purposes (EMP).
- English for Legal Purposes (ELP).
- English for Business and Economics (EBE).
- English for Social Studies (ESS).
- English for Occupational Purposes/ Professional Purposes/Vocational Purposes (EOP) & English for Business Purposes (EBP): e.g. English for Technician, English for Chemists.
- English for Educationists.
- English for Advertisements.
- English for Media.
- English in Business / management / Hotel / Catering English.
- English to become a Tourist Guides. (Akhtar Iqbal)

16-1- Carter's ESP divisions:

Diagram 14-1 shows the major ESP divisions and their use as illustrated by David Carter (1983):

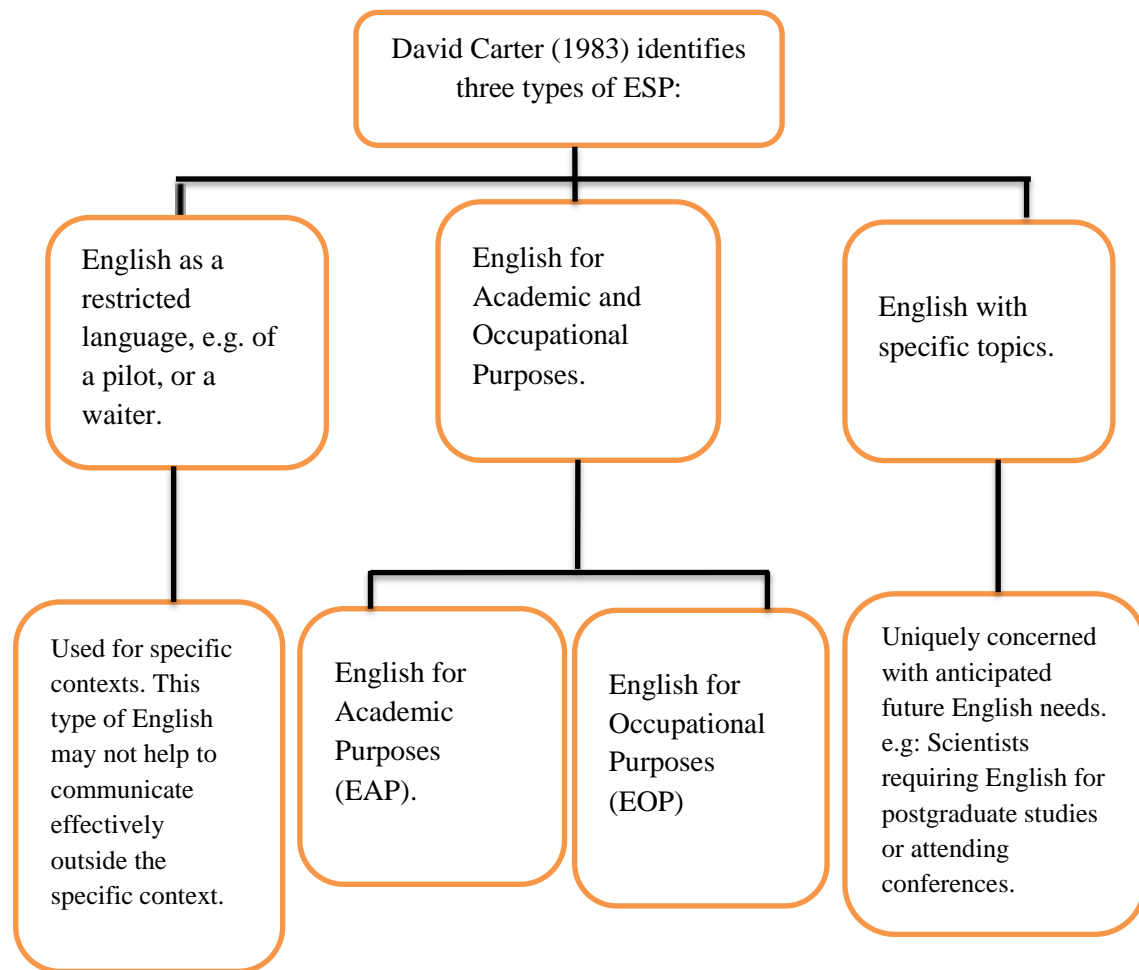


Diagram 14.1. Language for Specific Purposes (LSP/ESP) (Akhtar Iqbal)

David Carter (1983) identifies three types of ESP:

- **English as a restricted language:** the language used by air traffic controllers or by waiters are examples of English as a restricted language. Mackay and Mountford (1978:4-5) clearly illustrate the difference between restricted language and language with this statement:

“... the language of international air-traffic control could be regarded as 'special', in the sense that the repertoire required by the controller is strictly limited and can be accurately determined situationally, as might be the linguistic needs of a dining-room waiter or air-hostess. However, such restricted repertoires are not languages, just as a tourist phrase book is not grammar. Knowing a restricted 'language' would not allow the speaker to communicate effectively in novel situation or in contexts outside the vocational environment”.

➤ **English for Academic and Occupational Purposes:**

The second type of ESP identified by Carter (1983) is English for Academic and Occupational Purposes. In the 'Tree of ELT' (Hutchinson & Waters, 1987), ESP is broken down into three branches:

- a) English for Science and Technology (EST),
- b) English for Business and Economics (EBE),
- c) English for Social Studies (ESS).

Each of these subject areas is further divided into two branches: English for Academic Purposes (EAP) and English for Occupational Purposes (EOP). An example of EOP for the EST branch is 'English for Technicians' whereas an example of EAP for the EST branch is 'English for Medical Studies'.

Hutchinson and Waters (1987) do note that there is not a clear-cut distinction between EAP and EOP:

" People can work and study simultaneously; it is also likely that in many cases the language learnt for immediate use in a study environment will be used later when the student takes up, or returns to, a job" (p. 16).

Perhaps this explains Carter's rationale for categorizing EAP and EOP under the same type of ESP. It appears that Carter is implying that the end purpose of both EAP and EOP are one in the same: employment. However, despite the end purpose being identical, the means taken to achieve the end is very different indeed. It is contended that EAP and EOP are different in terms of focus on Cummins' (1979) notions of cognitive academic proficiency versus basic interpersonal skills.

➤ **English with specific topics:**

The third and final type of ESP identified by Carter (1983) is English with specific topics. Carter notes that it is only here where emphasis shifts from purpose to topic. This type of ESP is uniquely concerned with anticipated future English needs of, for example, scientists requiring English for postgraduate reading studies, attending conferences or working in foreign institutions. However, it is noticeable that this is not a separate type of ESP. Rather it is an integral component of ESP courses or programs which focus on situational language.

This situational language has been determined based on the interpretation of results from needs analysis of authentic language used in target workplace settings (Types of ESP).

17- English for tourism purposes ETP:

Travel and tourism are dynamic engines of economic development and job creation all over the world, so learning English for tourism is essential. According to statistics dating from 2016, the travel and tourism industry is one of the most important contributors to global economic development. This significant and fast development of the tourism and hospitality industries will have a direct impact growth in travel and tourism on the English language, which is the most widely used and spoken language in the world tourism in the twenty-first century. This is the category of English that this research is concerned with, the language which facilitates the transition and the communication in the sector of tourism, and how it is important to improve it according to the tourism market needs. English for tourism plays a role in the delivery of quality service in addition to being a community tool. The evolution of business and communication technology (such as the internet and telephone) has revolutionised the field of English language teaching, shifting focus away from academic purposes and toward other specific purposes.

As a result, research into second and foreign language acquisition in language teaching has created a great deal of interest in determining the most effective methods of improving workers' ability to use English for specific purposes in the workplace.

English for tourism plays an important role in providing quality service. Employees in the tourism and hospitality industries are fully aware of its significance, and they must have a good command of specialised languages and multilingual communication in general, and English language in particular, in their workplace. According to B. T. T (2015), English for tourism is the foundation of a new academic discipline in English. English for tourism aims to bridge the gap between foreign language teaching and specific language learning, which is now becoming a new trend in society as well as in English for tourism workplaces.

English for tourism is identified as one of the captivating subjects because many people will be tourists at least once in their lives. Furthermore, learning English for tourism purposes is essential for those working in the guest-host relationship sector, including such hotels, travel agencies, restaurants, information centres, and tourist destinations.

English has recently become a central topic in industrial sectors, and hospitality training programs assist employees in achieving English proficiency in order to satisfy job responsibilities.

Because English is used as a lingua franca in international tourism and travel contexts, there has been a lot of focus on teaching English for tourism. Some tourism and hospitality English studies have demonstrated the impact of courses and interventions in expanding tourism students' language competence (Akyel & Yalcin, 1991; Fuentes, 2004; Haggag, 2008; Lo & Sheu, 2008; Luka, 2009; Watts & Trim, 1999; Zayed, 2009).

According to Blue & Harun (2003), the English proficiency is regarded to fulfil job responsibilities in the tourism sector, all the activities that guests and hosts experience may involve interactive communication, and tourism employees are required to follow and use specific professional conversations, language, vocabularies and speech matter when serving guests. (Zahedpisheh, Zulqarnain B & Saffari, 2017)

According to Leslie and Russell (2006), people working in the tourism and hospitality industries must be fluent in a foreign language. The reason for this is that it allows information exchange and communication with foreign tourists as well as understanding cultural differences. Indeed, those looking for employment in the tourism, hospitality, and service industries must maintain a high level of motivation in order to be appropriately fluent in a high level of professional service language.

In fact, English for Tourism Purposes (ETP) is beneficial to its students because it equips them with specific domains of language skills and knowledge. According to M.A. Maican (2014), when studying English for Tourism, students are very likely to deal with a diverse range of nationalities and corporate cultures in the future. As a result, it is obvious that students must have some knowledge and skills that are worth developing in class, such as cultural differences and specificities.

The language domains modify the communication for the language proficiency levels. The definitions of the language domains are as follows:

- **Listening**—process, understand, interpret, and evaluate spoken language in a variety of situations.
- **Speaking**—engage in oral communication in various situations for an array of purposes and audiences.

- **Reading**—process, interpret, and evaluate written language, symbols, and text with understanding and fluency.
- **Writing**—engages in written communication in various forms for an array of purposes and audiences (Lisboa, 2004: 3-4).

According to Cravotta (1990), individuals who have to use English for Tourism Purposes (ETP) are expected to maintain their communicative communication ability, accuracy, and fluency. Mastering English is essential for those working in the international tourism and service industries, as it provides them with the necessary linguistic tools required to travel and work in various chosen professions.

17-1- English as a lingua franca “ELF”:

The phenomenon of English as a lingua franca (Henceforth ELF) has incited considerable debate in recent years. The evolution of business and communication technology (such as the internet and telephone) has revolutionized the field of English language teaching, shifting the focus from academic to non-academic purposes. Although there has been little research on tourism in this area, a large number of studies have shown that English is an important resource for in situ (in its natural environment, opposed to in vitro) meaning making in comparable situations of intercultural contact. In naturally occurring settings, research on English as a lingua franca (ELF) – that is, as a language of communication between speakers from two or more different linguistic groups, in other words; a communication between speakers with different mother tongues - has revealed how speakers develop strategies at different linguistic levels to facilitate mutual understanding (Jenkins & al. 2011). Communication is crucial to the growth of a tourism business because only through effective communication can tourism operators provide higher service quality to customers.

Because English is the dominant language, students seek to learn and acquire it in order to communicate effectively and succeed in their careers. English is almost the working language and is widely used. It is an effective means of achieving economic and social development. As a result, global demand for English continues to rise.

It is widely acknowledged that English as a lingua franca should not be regarded as a fixed and dominant language, but rather as a flexible communicative means of interacting with other speakers.(Zourgui, 2018)

17-2-Dimension of the tourism and hospitality curriculum:

Huang (2008) implemented a detailed model for the English for Specific Purposes curriculum that is applicable to hospitality and tourism English:

1. English for Food and Beverage Services.
2. English for Air Flight Services.
3. English for Hotel Services.
4. English for Tour Managers and Guides.

18-Conclusion:

The perspective of LSP as "supplementary language skills" has long been abandoned, as it is now understood to encompass communication, discourses, and professional practices across cultures. The task of familiarize non-native speakers, whether experienced or inexperienced, with these complex and ever-changing realities proves to be more challenging than facilitating the acquisition of specialised knowledge.

There are numerous advantages that can be driven from the acquisition of languages for specific purposes, as discussed in this chapter, especially when it is used in a distinguished domain like the tourism sector. These include time and effort savings, as the focus is on the individual learning and its specific needs. Many approaches can be practiced, based on the learner's need, and considered more suitable for students, as it aligns with their requirements, and it serves as an effective tool in the learning process. Additionally, it is more cost-effective than teaching languages for general purposes.

When designing courses and developing materials for LSP, decisions must be made based on use and the potential for accessory learning through exposure and noticing. This includes determining which aspects to teach, such as discursive practices, genres, and lexical units, and how to teach them. It is important to recognize that the acquisition of LSP is usage-based and arises as a by-product of communicative processes. These processes are intertwined with the social, professional, and organizational practices that drive their existence. The growth, variety, and deployment of materials for most LSP courses necessitate not only the LSP/ESP teacher's substantial engagement and adaptability, but also time.

Because of the specialised nature of subject matter in various courses, sources of information may be insufficient and must be accompanied or exchanged by customised or adapted materials, many teachers may be discouraged from taking on the challenge of LSP teaching because they perceive the process to be too time-consuming, demanding and hard to interpret. However, the benefits that can be obtained (e.g., improving students' language competence, achieving course objectives, and increasing motivation) clearly exceed the drawbacks associated with the process. Nonetheless, the risk is worthwhile when we consider the benefits – enhanced learners' language ability in a precise specialism, accomplishment of course objectives, increased motivation – all of which could lead to growth in their professional career.

Contributors are invited to investigate issues concerning the training of ESP teachers, from the point that the English language is considered as the universal language, thus it fits the best the tourism sector and facilitates the multilingual communication between different communities, keeping in mind that, despite the specialised nature of the ESP, the training of these teachers must be sufficiently flexible to allow them to adapt their acquired skills to all current professional situations in which the ESP is required, as well as those who, in the near future, will not miss out on the emergence of new professions, as Johns and Dudley (1991) claimed years ago that ESP was the way of the future due to the increasing use of English around the world, and the literature has certainly reflected this growth. They must focus on the problems encountered and consider possible solutions.

Contributors are encouraged to stick to the nature of the specialised languages while keeping in mind that this type of linguistic need is not limited to a question of lexicon or vocabulary, and that the LSP should not be viewed solely as a matter of school or academic institutions, but should also be viewed within a typological framework of professional discourse and sociolects. Sociolinguists will be able to expand their thoughts by retracing as much as possible the mode of formation of expert jargons before systematising them as teachable content.

In Algeria, it is worth noting the bilingual nature of communication, which is formed by the Arabic-French couple. The need is also to expand linguistic research on specialised discourse in the different fields of specialised languages, or to specialise in fields dictated by economic and business imperatives. The needs of the students must be considered as a prerequisite for the development of educational programs, otherwise they will be ineffective. The experts have been asked to emphasise two aspects in the teaching of

foreign languages as a specialty: "the study of discourse genres" and "the description of linguistic needs and practices in the context of the development of university-level courses in specialised languages." From these statements, it is worth noting to know more about the multilingual service situations in Algeria, and exactly in the city of Tlemcen, that serves the touristic sector, the multiple dimensions of translation services in all the aspects of tourism in Tlemcen, as a distinguished field from the LSP axe, and this is what will be developed in the next chapter.

CHAPTER TWO:

The Tourism Job Market: The Case of Tlemcen.

1-Introduction:

Tourism is a social, cultural, and economic phenomenon that involves people travelling to countries or places outside of their usual environment for personal reasons or for business and professional reasons. These people are known as visitors and they can be tourists or excursionists; residents or non-residents; tourism encompasses their activities, some of which involve tourist expenses. Tourism is an important part of our global culture because it allows us to travel around the world, meet people from all walks of life, and learn about new traditions and activities. It is generally regarded as a force for good because it provides numerous benefits to both travellers and communities.

Tourism has experienced a remarkable rise in global popularity because, on the one hand, it contributes to the advancement and development of the global economy as one of the most dynamic industries in the world, and on the other, it seeks to foster relationships between peoples from various parts of the world by exchanging knowledge, customs, cultures, traditions, and ways of life. To establish this communication, tourism employs its own language, known as tourist language (Dann, 1996). Tourism has seen a steady and gradual development over the years, which has been helped by the different revolutions. An industrial sector that has seen an increase in human desire for travel and tourism, causing it to become an important industry and resource. It is actively contributing to the growth and development of the promising economic sector. It possesses an important physical activity as well as one that involves interaction with others, a type social gateway for everyone and peaceful coexistence based on acculturation and knowledge. Nobody can deny the progressive development that the tourism industry has experienced in recent years. This industry is now ranked third in the list of major commercial sectors, trailing only the automobile and hydrocarbons, and it continues to grow.

Indeed, Algeria has a massive tourism potential that has, unfortunately, not been fully realised. Tourism is no longer a choice for Algeria, but rather a genuine opportunity. As communication and friction between peoples increase, the tourism industry seeks to build a cultural bridge between languages. It has become an inevitable reality, so the exchange of knowledge, cultures, and customs is unavoidable. It is necessary to recognise language as factor of gender and religion, with different traditions among the services. The process of communication between peoples and states, as well as between what may be beneficial from language, inevitably leads the talk about translation, as it is an important factor in the transfer of intellectual heritage. Tourist translation has become one of the most in-demand

services. Because of the global expansion of the travel and tourism industry, there is a push in the translation market. Touristic translation enables travel agencies, tour operators, and hotels to communicate with customers from all over the world.

In this chapter, we will discuss the importance and the role of the linguistic side of tourism marketing, by shedding some light on the most radiant aspects that characterise job market opportunities for the employees in this domain, particularly the Algerian tourism services and infrastructure, and more specifically the tlemcenian situation towards the tourism industry, through the linguistic skills and translation competences of an important tourism staff and management of a special establishment.

2-Some basic contents:

2-1-The etymology of the word “tourism”:

The English language word ‘*tourist*’ was used in 1772 (Griffiths, 1772) and ‘*tourism*’ in 1811 (Harper Douglas and Oxford English dictionary). These words derived from the word ‘*tour*’, which comes from Old English ‘*turian*’, from Old French ‘*torner*’, from Latin ‘*tornare*’ - "to turn on a lathe", which is itself from Ancient Greek ‘*tornos*’ (τόρνος) - "lathe". (Online Etymology Dictionary, 2016). According to William Theobald, the word ‘*tour*’ is derived from the Greek and Latin words for ‘circle’ and ‘turn’, and that *tourism* and *tourist* represent the activities of circling away from home and then returning (Theobald, 1998).

In the French literature, and contrary to popular belief, this is a word that does not begin well. Why is that? Because it is, by definition, a derogatory term, referring to those who contribute to English fashion by travelling in perfect idle. It is worth noting that the word "tour," derived from the verb "tourner," derived from the Latin verb "tornare," originally denoted the act of circumnavigating a circle in French, and then, with Shakespeare's accent, tour denotes the act of departing from one location in England and taking a scenic journey back to the starting point. Making a “tour”, a long-standing French tradition, is already a form of tourism, even if the spatial sense is lost.

However, it is in England that this concept of pleasure from travel first emerges, first on a small scale of a day, then on a larger scale of several days, all while passing through Paris, a touristic city in its own right, and it is in this context that the word "tourism," without an ‘e’ in English, eventually gains an ‘e’ in French to denote this pleasurable practice,

forgetting its English origins. The term "tourism" has been in use since 1811, but there was also the term "tourist," which was used to describe leisure travel, (Jean Pruvost, 2018)

3- Tourism field:

3-1- Definitions:

Tourism can be defined in a variety of ways, this is why, and within this research, different definitions of the word tourism were found, and the following ones were judged the most suitable, they will appear in their chronological order.

In 1941, Hunziker and Kraft defined tourism as:

“The sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”. (Hunziker, W; Krapf, K, 1942)

In 1945, the United Nations altered this definition to include a six-month maximum stay. (Theobald., 1998)

In 1976, the Tourism Society of England's definition was:

“Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.” (Beaver, 2002)

Tourism can be also defined and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while using commercially provided services. As such, tourism is a product of modern social arrangements, having begun in Western Europe in the 17th century, though it has classical antiquity roots. Appeared in the British regions, the term "tourism" denoted the tool contributing to the drawing of a circle (Leiper, 1978:4) referring to the return young English people taking on trips for educational or commercial purposes (Leiper, 1978:6) .Nevertheless, several interpretations have been proposed concerning the origin and the use of the term "Tourism", but that of Leiper remains the most convincing given its details demonstrated.

This was before the arrival of Thomas Cook who reversed the meaning of the word ‘tourism’ towards: *“The act of traveling for pleasure”*(Dictionnaire Le Robert Dixel, 2008), by practicing the mass tourism, and forcing the United Kingdom government to award, employees of the latter, the right to annual vacation (Lanquar, 1995) in order to be

able to get the most out of customers called: "tourists" . Governments and their tourism institutions have taken awareness of the importance of tourism in the economic sector, and its inevitable influence towards other sectors like: anthropological , geographic , political ,sociological , ecological , cultural , and urban studies, in addition to its affective contribution to the promotion of peace among nations. The study of this new phenomenon seemed essential to be able to control it through its various angles, especially since 1963, at the World Tourism Conference and trips held in Rome.

However, the exact definition of tourism had to be rightly established in a scientific way; the first initiative made was from economists such as McIntosh in 1977: *“Tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants”*. (Leiper, 1978), where he explicitly recognized the need to see things basically, because the tourism sector, according to him, is more complex thanks to its relativity with other areas already mentioned to be able to circle it between the four corners of profit, even the economy.

Tourism is a complex phenomenon with psychological, sociological and cultural dimensions which involves direct contact between cultures with a special emphasis on the importance of exchange and sharing among local and foreign cultures. The reproduction of cultural and environmental discourse through tourism is a master key of our modern era. Culture as an educational topic has gone from one aspect of the curriculum to its very center as more expertise in intercultural communication has become required in interactions of all kinds: travel, business, medical tourism, and migrations, among others (Cocca, Rodríguez Bulnes, & Alvarado, 2016).

In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home. (International Association of Scientific Experts in Tourism, 2011). The United Nations World Tourism Organisation (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of tourism terms. Tourism is defined as follows:

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their

activities, some of which imply tourism expenditure.” (United Nations World Tourism Organization, 2008).

They also put a standard, considering that for a trip to be considered tourism, it must last at least 24 hours and no longer than a year. It is noticeable from this definition that tourism is the movement of people for a variety of reasons (whether business or pleasure). Based on the World Tourism Organization (WTO), tourism represents one of the world's most important industries, with the number of people who travel internationally increasing from 65 to 940 million in the last 60 years and predicted to reach 1.8 billion by 2030. The figure 2.1 shows the growth and forecasts of tourism in Africa, Middle East, America, Asia ,the Pacific and Europe.

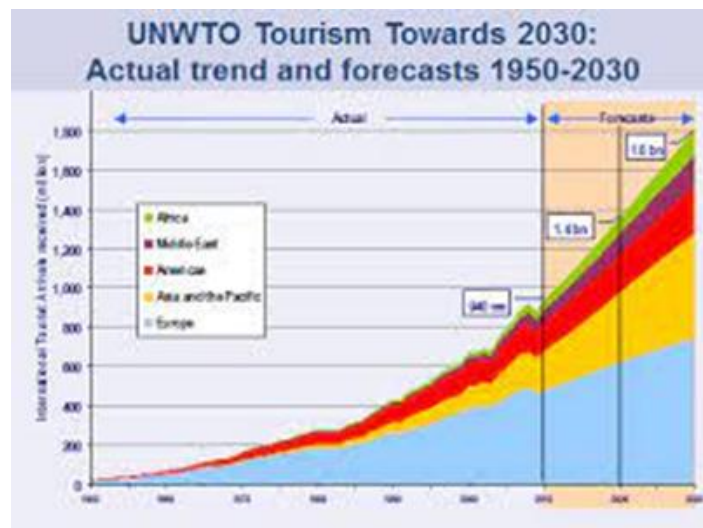


Figure 2.1. UNWTO Tourism towards 2030 (UNWTO, 2008)

3-2-Tourism as a science: Tourismology!

Since 2000, a debate over the formation of a tourism science has slowed the rate at which the world's tourism industry has advanced economically; tourism has become the world's first economic activity, according to Hoerner, "it does not have the science that it deserves!" (2000). Jean-Michel Hoerner's initiative, launched in the journal "Espaces" in 2000, aims to create a new tourism science, a synthesis science, he relaunches the debate on tourism science as a synthesis science in a much focused way. There is a critical balance that affects two actors involved in tourism development, one in scientific knowledge production and the other in professional and international recognition. Certain academics are regarded as conformists: "People who prefer long-established sciences in order to preserve their commercial capital" (Hoerner, 2000 : 18-20) and on the other hand, the

World Tourism Organization (WTO), has a "conceptual approach disconnected from the reality of the tourism industry", and "outdated definitions" , as Hoerner considers (Hoerner, 2002: 15-20).According to him, the new tourism science orientation has been stoped: a definition in relation to the industry rather than the tourist is preferrable. This new science, dubbed "tourismology," must define its "unit" in the travel, which is the subject of the new science:

« The tourism science would investigate everything related to travel: its conception, implementation, execution, and consequences; the multifaceted industry that it fosters, its social and cultural environment, and the implicit relationships between visitors and the societies they visit. »

« La science touristique étudierait tout ce qui est lié au voyage : sa conception, sa mise en place, son déroulement, ses conséquences ; l'industrie multiforme qu'il développe, son environnement social et culturel, les rapports implicites entre les voyageurs et les sociétés visitées. »

(Hoerner, 2000 : 18-20)

Tourismology is both a human science and a synthesis science, focusing on the study of travel within the context of industry and applying to the tourism and hospitality industries (Hoerner, 2002). Hoerner and Sicart (2002: 13) emphasise, for example, that:

"This science is primarily intended for application, without necessarily becoming a technology." As a result, it has two clear goals: to accompany higher-level tourism studies (including hotel management) and to serve industry professionals, experts, and institutions."

« Cette science se veut surtout appliquée, sans devenir, bien sûr, une technologie. Elle a ainsi deux objectifs clairs : accompagner les études supérieures de tourisme (dont l'hôtellerie) et se mettre au service des professionnels de la branche, des experts et des institutionnels. »

(Hoerner& Sicart ,2002 : 13).

The purpose of such a proposal is to distinguish this new science from other social and human sciences by naming it human synthesis science and identifying its research object (travel) and application framework.(Boualem & Bédard, 2005)

3-3- Tourism through history:

Historically, travel was only available to royalty and the upper classes. From ancient Rome to the 17th century, young men of high status were required to take a "grand tour" of Europe (Chaney, 2000), with the principle aim of soaking up history, art and cultural heritage. It was considered a perfect way to be educated. The term 'hospitality' predates the term 'tourism', first appearing in the 14th century. It comes from the Latin 'hospes', which also includes the words guest, host, and foreigner (Latdict, 2014). This practice was widespread among the wealthier classes by the 18th century, and it spread to other parts of the world, including America. Religious pilgrimages, which were already popular during the Middle Ages, were also popular during this time period, and many societies encouraged it. The Industrial Revolution, which began in the second half of the 18th century, resulted in a significant economic, social, and technological transformation that spread throughout the world. As a result of these measures, there was a massive evacuation from rural areas to rapidly growing large cities in need of labour for the new industry. As a result, new social classes emerged. Transportation advancements were also critical. Improvements in shipment and passenger transportation aided in the development of leisure, new forms of entertainment, and travel. People primarily travelled by train, taking advantage of the fact that railway systems linked destinations throughout Europe and the rest of the world. The first travel agencies were established in the 19th century.

Thomas Cook & Son was one of the early pioneers, offering group excursions and holidays that included transportation, lodging, and food tickets, lowering costs. This is the origin of what is called now "package holidays". The tourism industry grew in the first half of the 20th century as a result of mass production of buses and automobiles. Coastal tourism began to grow in importance, and the Mediterranean coast quickly gained popularity after World War II. Improvements in air transportation (charter flights), as well as advances in labour legislation and an increase in social comfort, all contributed to a push in tourism.

The tourism industry experienced a regress in the 1970s, owing primarily to the energy crisis, which resulted in lower costs and prices. That is when mass tourism began. Traveling has evolved from an exclusive group activity to a leisure activity accessible to the general public.

Hotel chains, travel agencies, and airlines gradually internationalised over the next few decades. New products and leisure activities, centered on sports and health, were also

available. Today, tourism is one of the most important economic engines in many countries, and it is on the international political agenda. With low-cost flights and the availability of alternative accommodations handled by online companies, tourists can now afford to travel and shape their itinerary and experiences to their preferences. (Rodríguez, C., P., 2020).

3-4- Sustainable tourism:

Tourism, by concept, values the most valuable things in our world: breathtaking landscapes, wild places, history, culture, and people. Tourism can be a catalyst for economic growth in the local economy, providing high-quality jobs, business opportunities, and investments for conservation. However, if tourism is not managed properly, it can have a negative impact on local communities and the environment, causing long-term problems for local residents and eventually leading to the decline of tourism in the destination.

The goal of sustainable tourism is to maximise the benefits of tourism while minimizing the negative impacts on destinations. This can be accomplished by doing the following:

- Protecting natural environments, wildlife and natural resources when developing and managing tourism activities.
- Providing authentic tourist experiences that celebrate and conserve heritage and culture.
- Creating socio-economic benefits for communities through employment and income earning opportunities. (thetravelfoundation,2022)

The very first definition of sustainable tourism appeared in 1987:

“[Tourism] that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (Brundtland Report, 1987)

The Encyclopedia of Tourism Management and Marketing contributes to the realisation of Agenda 2030 for Sustainable Development and its associated Sustainable Development Goals (SDGs) by reflecting on some of the key issues, challenges, opportunities, and requirements for the global tourism industry to regenerate following the COVID-19 pandemic. Tourism has traditionally been and continues to be primarily a developed-world activity, almost entirely reserved for the wealthy and middle classes. (Buhalis, 2022)

The advantages of sustainable tourism are numerous, not only in terms of assisting the industry's growth, but also in terms of the impact it has on many different fields.

➤ **Economic benefits:**

Job creation, income generation in the local economy, improved infrastructure, quality of life, and poverty reduction.

➤ **Environmental benefits:**

Conserving biodiversity and natural resources, favoring balanced development. A healthy environment contributes to more competitive tourism.

➤ **Social benefits:**

Favouring the integration of local populations. Active participation between local people and visitors. This creates stronger ties with local communities and improves local satisfaction with tourism. (Rocío Haro, 2021)

“Sustainability must stop being a niche in tourism and become the new norm for every part of our sector”. (Zurab Pololikashvili, UNWTO Secretary-General)

Applying evidence-based tourism management and marketing knowledge to facilitate the spread of best practises in tourism management and marketing is what smart sustainable tourism strategies entail. Interventions that are both innovative and forward-thinking, but also pragmatic, are required to ensure the sector's long-term transformation. By adhering to ethical principles and ensuring the welfare of all involved - from academia to industry players, destination residents, and consumers - the implementation of such practises should facilitate the co-creation of value for all relevant parties. Smart strategies should drive tourism transformation, promoting sustainable development and inclusive societies. (Buhalis, 2022)

3-5- The tourist:

To begin with, there is no tourism without tourists, and only their presence allows one to identify a tourist destination. Tourists may be motivated to travel for a variety of reasons, including physical and mental refreshment, as well as the pursuit of exuberance, entertainment, or delight. Travelers may also be motivated by cultural curiosity, self-improvement, business, or a desire to visit friends and family or create relationships.

Building on the several definitions of tourism mentioned above, it is possible to define a tourist as:

"Someone who travels at least 80 kilometres from his or her home for at least 24 hours, for business, leisure, or other reasons" (LinkBC, 2008, :8).

In 1936, the League of Nations identified a foreign tourist as:

"Someone traveling abroad for at least twenty-four hours".

The United Nations World Tourism Organization (1995) helps us break down those definitions further by stating tourists can be:

- ✓ Domestic (residents of a given country travelling only within that country).
- ✓ Inbound (non-residents travelling in a given country) .
- ✓ Outbound (residents of one country travelling in another country).

In Collins dictionary, the term “tourist” is defined as a person who travels for pleasure, usually sightseeing and staying in hotel (Collins, 2016). And it may have many synonyms like : traveller ,journeyer ,voyager ,tripper, globetrotter ,holiday-maker , sightseer ,excursionist. In simple words, a tourist is someone who travels to another location, away from their usual social environment, for business, pleasure, or social reasons.

To be classified as a tourist, a person must stay at that location for more than 24 hours but no more than one year, according to most accepted definitions (mostly the one of UNWTO already mentioned in the definition of tourism).

4-The fields of tourism:

It is common recognised that tourism industry, also defined as the travel industry, is associated with the concept of people travelling to other places, either locally or internationally, for leisure, social, or business reasons. Tourism industry is closely related to the hotel, hospitality, and transportation industries, and much of it revolves around keeping tourists happy, occupied, and well-equipped during their time away from home. It is also a diverse industry that includes the hotel industry, transportation, and a number of other industries or sectors. It is essential to consider that the tourist industry is linked to movement to various locations, based not only on leisure, but also on business and other travel motivators.

4-1- Tourism becomes business:

Business tourism is a lucrative and rapidly expanding sector of the world's biggest industry sector. John Lennon identified it as a business tourism or business travel which is more limited and focused subset of regular tourism (Lennon, 2003). During business tourism (traveling), individuals are still working and being paid, but are doing so away from both their workplace and home (Garrod, 2012).

Tourism provides numerous benefits, including economic benefits to countries that attract a large number of visitors, as a result of the money spent not only on their actual residence, but also on local businesses. It also offers a large - scale employment in the transportation and hospitality industries, among others.

Furthermore, tourism has the potential to enhance relationships between nations or businesses, open up opportunities for entertainment and recreation, and increase the value of a currency. It can also provide opportunities for cultural exchange, while improving happiness, well-being, and education for tourists. Unfortunately, the travel and tourism industry was one of the hardest hit by the COVID-19 pandemic, with shutdowns, travel restrictions, and the disappearance of international travel severely affecting not only businesses but also tourism-driven economies. The sector lost \$4.5 trillion and 62 million jobs in 2020 alone, affecting the living standards and well-being of communities around the world. Furthermore, the suspension of international travel allowed both leisure and business travellers to consider the impact of their choices on the climate and environment. According to the World Economic Forum's Travel & Tourism Development Index 2021, incorporating inclusivity, sustainability, and resilience into the travel and tourism sector as it recovers will ensure its continued role as a driver of global connectivity, peace, and economic and social progress (Masiga, 2022). The chief executive officer of the Marriott International, Tony Capuano, says about this situation:

“The way we live and work has changed because of the pandemic and the way we travel has changed as well” (Masiga, 2022).

The post-pandemic recovery of the global travel and tourism sector is gaining dynamism as the world's repressed desire to travel revive. The difference between international tourist arrivals in January 2021 and a similar period in January 2022 was equal to the year's growth in total .However, with GDP (Gross domestic product) of \$4.5 trillion and 62

million job losses in 2020 alone, the road to recovery remains long. A few factors will have a significant impact on how the sector performs.

Travel restrictions, vaccination rates, and health security are among them, as they are changing market dynamics and consumer preferences, as well as the ability of businesses and destinations to adapt. At the same time, the industry must boost itself for future shocks. (World economic forum, 2022)

4-2- The tourism industry products:

4-2-1- Transportation:

Travel arose from the need to survive, to expand and develop trade to distant countries, and to conquer new lands and territories. In the 19th century, steam and electricity were used, followed by internal burning engines. A visitor can travel by many different modes of transportation. Both the tourism professional and the tourist should be aware of the various modes of transportation available to get to and from the destination, because travellers rely on existing passenger transportation systems, from local transit systems to global air transportation, so tourism employs all standard modes of transportation.

The transportation industry has become an important component of the global network system and is one of the most essential aspects of tourism infrastructure. People can now travel from one location to another more easily thanks to the various modes of transportation available. The transportation industry is concerned with getting tourists where they want to go by providing transportation. This may include providing them with transportation to their intended vacation destination in the first place, but it may also include assisting them with getting around once they arrive. Tourism, as an economic activity, has a high level of elasticity of supply. Because transportation costs are significant in international transportation, price fluctuations have a significant impact on the market. As a result, transportation is an important component of the tourism industry. The demand for international and even national transportation infrastructures implies that a large number of people must be transported efficiently, quickly, and affordably. It necessitates large investments and a complex organisational structure. Well-organized terminals and planned schedules are critical in promoting adequate transportation facilities for tourists, especially given the industry's rapid growth.

According to studies, tourists spend nearly 30 to 40 per cent of their total holiday expenditure on transportation, with the remainder spent on food, lodging, and other activities. This aspect emphasises the significance of transportation once more. This sector includes services related to road, rail, air, and sea travel. Animals on land and sails on the sea were the earliest modes of transportation in ancient times.

4-2-1-1-Airline Industry:

Tourism and aviation are complementary industries. The airline industry is critical to the modern travel industry because it provides passengers with access to both domestic and international flights, allowing them to reach their destinations quickly via commercial aircraft. Scheduled and chartered flights are the two types of airline services. Air travel has transformed the geographical aspect of distances; even the most remote areas can now be reached, and any journey around the world can now be measured in hours of travel. With jets capable of reaching speeds of up to 1950 km/h, international tourism is no longer an on-going adventure. Around 6.7 million jobs are directly supported by the spending of foreign visitors arriving by air in the tourism industry worldwide. Taking into account both international visitors and the working population employed, the industry can be described as "the world's largest industry of travel and tourism."

The size of the airline industry and its market share are examples that will provide us with a clear picture, statistics show that American Airlines save 40,000 US\$ per year by removing one olive from each salad served in first-class only! (Wikiversity, 2022). Here is the full list of the twenty best airlines in the world in 2022, according to AirlineRatings.com:

- Qatar Airways.
- Air New Zealand.
- Etihad Airways.
- Korean Air.
- Singapore Airlines.
- Qantas.
- Virgin Australia.
- EVA Air.

- Turkish Airlines.
- All Nippon Airways.
- Cathay Pacific Airways.
- Virgin Atlantic.
- Japan Air Lines.
- JetBlue.
- Finnair.
- Emirates.
- Hawaiian.
- Air France/KLM.
- Alaska Airlines.
- British Airways.

4-2-1-2- Road Transport:

Simply put, road transportation is the movement of people or goods by road, it is the most common mode of both passenger and charges transport. This mode has seen a significant increase in popularity since its liberalisation in 1988, necessitating the adaptation of road infrastructure. The road network serves almost all economic activities and towns. The most popular kind of road transportation is the car travel (77% of all journeys), which is typically an independent mode of transportation in which the traveller determines the route and duration of the journey, owing to benefits such as flexibility, low cost, and independence. Tourists frequently rent cars to travel within their destinations, resulting in an active clustering of cars. (Rodrigue, 2022)

Many countries require road transportation licences and safety regulations, and road networks are an excellent way to connect different areas. Road transportation is extremely important for tourism purposes because it is an important means of connecting people and moving goods. Automobile transportation is important for short-distance travel because private modes of transportation (car, motorcycle, etc.) give passengers new freedom of movement, increasing opportunities for day trips as well as longer trips. As a result, travellers decide on the route and length of the journey, avoiding intermediate transfers so

that the entire trip, from door to door, can also be achieved. Other than local scheduled bus services, there is also coach travel, which refers to any type of publicly or privately operated road service for travellers (Holloway & Humphreys, 2016). It is usually less expensive because road fees are not directly paid and provided as a public service. It is the only mode of transportation that does not require transfers, as it can complete the entire journey. Restaurants, gas stations, and hotels have agglomerated along major highway hallways to service the traffic, many of which are touristic.

4-2-1-3- Rail Transport:

Prior to the invention of the automobile, rail travel was the primary mode of passenger transportation. The railway network typically reflects the national economy's commercial needs rather than holiday tourist flows, making it a less preferred mode of transportation. Rail transportation can be a tourist destination in and of itself due to the scenery or amenities provided. Several short rail lines that were no longer commercially viable have been converted to tourism routes (Rodrigue, 2022). Railways have long been a part of the public transportation system, but they are no longer the primary mode of transportation for tourists. In fact, according to the World Tourism Organisation (UNWTO, 2019), only about 2% of international tourist journeys use railways as mode of transportation. Rail travel has become more appealing for tourism purposes as several countries' railway systems, particularly in Europe, have seen massive investments for long-distance routes and high-speed services (Rodrigue, 2020).

Many countries are experiencing a recession, and travelling by rail is a cost-effective option that allows people in lower economic classes to not only travel, but to travel abroad. Furthermore, railway networks create jobs and ensure the connectivity of distant areas within and outside of any given border zone, reducing any "drawbacks" of a certain areas and geographical discontinuity overall. In the same context, one must emphasise the cultural significance of certain lines, the restoration and operation of which provides an effective investment.

Railways ensure the protection of local heritage and tradition while encouraging tourists and passengers to become acquainted with elements of any such tradition, culture, and, eventually, the locality of the destinations in question. Trains have been renovated in recent decades, waggons have become more comfortable, and technologically advanced services are now available. Steam engines have been replaced by diesel engines, resulting

in High Speed Trains (HST), which allow the railway mode to compete successfully with aircrafts and cars on medium-range routes. The adoption of Maglev (Magnetically Levitated) trains technology is an impressive advancement in HST. Maglev trains, which are pushed by two sets of magnets, can reach speeds of more than 500 km/h.

In this context, railway is emerging as a cost-effective and quick mode of transportation for long-distance travel. The railway is not only a more cost-effective mode of public transportation, particularly for medium and long-distance travel; it is also more power and environmentally friendly (Pastori, 2010). This is a valuable asset in an era when reducing greenhouse gas emissions is at the top of every policy agenda (Lagos, 2019).

4-2-1-4- Water Transport:

Water-based transportation is one of the most classical and enjoyable modes of transportation for visitors to and from a destination. It is not only a mode of transportation, but also a tourism experience in and of itself. Cruise tourism is an emerging sector of the market all over the world, not just as a way to travel to a tourist attraction, but also as an experience. Tourism relies heavily on water transportation. Water transport, whether used to transport cargo or passengers, is critical to the success of tourism operations in many destinations. It refers to the transportation of people or cargo via waterways and is also known as maritime transport, fluvial transport, or waterborne transport. The term “water transport” can also refer to the deliberate movement of water over long distances. According to Wikipedia, some ships carry passengers not to transport them from one location to another, but to entertain them. It is possible to find:

- **The Promenade Boats:**

These flat-bottomed boats, which are popular in large cities with navigable rivers, transport between 50 and 300 passengers to explore the city, often with audio commentary. Some companies offer on-board dining. “Bateau-mouche” is a registered trademark for river cruises along the Seine.

- **Commercially useful pleasure ships:**

These ships are used for the on-time transportation of passengers boarding at the time, during the journey, or through a ticketing system. These yachts are limited to transporting a maximum of 12 passengers (plus crew members) in all oceanic zones.

- **The ocean liners:**

These large ships transport passengers on cruises lasting one to three weeks to destinations such as the Caribbean, Norway's fjords, or a tour of the Mediterranean. Real floating cities, they provide numerous luxuries to passengers. Restaurants, cinemas, movie theatres, commercial galleries, casinos, pools, balneotherapy, escalade (on the track), and various sports are among the facilities. There are large corporations that own large ships (up to 350 meters long and capable of transporting 2 500 passengers), but there are also a growing number of small businesses that own smaller ships (90 to 150 meters long and capable of transporting between 90 and 200 passengers), but offer reasonable "discovery" prices. The cruise industry is expanding rapidly. Indeed, the desire of vacationers to escape and enjoy a "non-traditional" vacation while visiting numerous locations makes the cruise line increasingly popular. (Wikipedia.org, 2021)

4-2-2- Accommodations:

A tourist not only travels, but also needs to stay, he needs the accommodation. It could be of various types, such as cottages or tourist lodges, as well as a houseboat or a five-star hotel. The success of a hotel business is generally determined by the quality of its services and products, as well as the relationship established between the company's employees and its customers. It is necessary to understand the expectations and to properly design and present the services. To better understand service quality in the hotel industry, it is preferable to shed light on the various fundamental concepts.

There are numerous types of accommodations available, each with its own set of amenities and experience. According to what was discovered within the current research, a list of the most common accommodations available in the world was set, because many kinds and many definitions were found which, relatively, are similar in their meanings, here are they:

- **Hotels:**

Hotels are a nucleus component of tourism; a hotel is an establishment that provides lodging, meals, and other services to travellers and tourists. Hotels aim to be placed where people can stay when they are away from home, whether for business or pleasure. Hotels are only for short-term stays. This can be for one night or for several weeks; however, you are unlikely to stay in a hotel for an extended period of time. Of course, some people have; Coco Chanel famously resided for 37 years at the Ritz in Paris, and Bob Dylan lived in

New York City at the Hotel Chelsea! Hotels are the most common type of lodging in the tourism industry. They come in all shapes and sizes, but one thing remains constant: they earn money! The hotel star rating system is an important factor in determining the types of hotels. Hotels around the world have adopted a universal hotel star rating system to help guests understand what they are purchasing. (Hayley Stainton, 2022)

- **Hostels:**

A hostel is a form of low-cost, short-term shared sociable lodging where guests can rent a bed, usually a bunk bed in a dormitory, with shared use of a lounge and sometimes a kitchen. Rooms can be mixed or single-sex and have private or shared bathrooms. Private rooms may also be available, but the property must offer dormitories to be considered a hostel. (“Hostelgeeks”, 2020).

- **Guesthouses:**

A guest house is a kind of lodging, in some parts of the world a guest house is similar to a hostel, bed and breakfast, or inn whereas in other parts of the world, guest houses are a type of inexpensive hotel-like lodging. In still others, it is a private home which has been converted for the exclusive use of guest accommodation. The owner usually lives in an entirely separate area within the property and the guest house may serve as a form of lodging business. (Guest house,2022).

- **Resorts:**

The resort hotel is a high-end establishment that caters primarily to tourists and is usually located near special attractions such as beaches and coastline, scenery or historic places, ski parks, or spas. While some resorts operate seasonally, the majority now strive to be open all year. The residential hotel is essentially an apartment complex that includes maid service, a dining room and room meal service. Residential hotels range in price from luxe to moderate. Some resort hotels follow the so-called American plan, which includes the cost of meals in the room rate. Others follow the European model, in which the rate covers only the room and guests make their own meal arrangements. In general, transient hotels follow the European plan. (Resort hotel, 2022).

- **Chalets:**

A chalet is a kind of wooden house or cottage with a massive, gently inclined roof and wide front edges set at right angles. Such homes, also known as Swiss chalets, are very common in Europe's Alpine region. A herder's hut is referred to by this term. These days, chalets have emerged as holiday homes for ski and hiking hobbyists who prefer spending their vacations on mountain tops. In some countries, including the United Kingdom, a chalet is also referred to as sleeping accommodation at holiday camps, whereas in Italy, a chalet is referred to as a beach house rather than a mountain-side home.(Surbhi Gupta,2021).

- **Bungalows:**

The bungalow is a yet another house style that originated in the 17th century in India. These are houses with a relatively small area, separated from one another, with a fairly simple but portable design, fully equipped with accommodations. The bungalow is made of wood, so it is quite cool, and it has a large front veranda. The area depends on how many people live there, perhaps a small family or a single couple, but the largest does not exceed 150m². (What is a bungalow? , 2022)

4-2-3- Food & Beverage:

Food and beverage tourism has recently become a controversial subject and an important component of cultural tourism. Consumption of local foods and beverages brings visitors closer to the host culture's distinct and authentic spirit. As a result, one of the primary goals of destinations is to incorporate local food and beverage products into the tourism experience (Telfer & Hashimoto, 2002). Tourism is adaptable to a wide range of scenarios and can take many forms. According to the World Food Travel Association (WFTA), 80 % of travellers research food and beverage options before visiting a new location. Furthermore, according to the organisation, 53% of these travellers consider themselves “culinary tourists”. According to Robin Back of the University of Central Florida's Rosen College of Hospitality Management, food tourists pursue activities where authentic culinary and other food and beverage-related activities are the primary motivator for travel. To embrace an authentic cultural experience, such activities may include visits to local producers, restaurants, food festivals, markets, wineries, distilleries, and breweries. (University of central Florida, 2022)

4-2-4- Attractions:

Attractions are an important part of tourism. They are frequently referred to as "tourist attractions" because they attract tourists. Attractions are the places, people, events, and things that serve as the objects of tourists' view and draw them to a location. Natural and cultural sites, historical sites, monuments, zoos and game reserves, water parks, galleries and museums, green spaces, architectural elements, theme parks, sports facilities, events, festivals and wildlife, are all common examples. The development of the tourism industry is strongly intertwined with the history of attractions. When a tourism system is put in place to assign and enhance something to the status of an attraction, it becomes an attraction (Lew, 2000).

This system includes sectors like transportation, accommodation, and travel stores because they provide services as part of this system, and travel sale exist because they support tourists' desire to visit attractions. Tourist attractions contribute significantly to the tourism sector. The visitor economy includes both the private and public sectors' activities and expenses in providing products and services to visitors.

Tourist destinations make a significant contribution to the tourism industry. They usually benefit economically from tourism and/or promote the local culture, heritage, and environment. It can commonly lead to increased environmental preservation, resulting in a positive environmental impact of tourism.

However, it is indeed critical that tourist attractions are well-managed. When tourist attractions are poorly managed, they can have a negative impact on the local society, economy, and (most commonly) the environment. When developing and managing a tourism business, it is critical that perfect tourism planning and sustainable tourism measures are implemented when creating and maintaining a tourist attraction's operations. (Hayley Stainton, 2022).

4-2-5-Travel agencies and tour operators:

Travel agencies, tour operators, and guide services are examples of intermediaries. The travel agent/tour operator who has accumulated knowledge, expertise, and contacts with service providers is the constituent that connects all components of tourism. He is a valuable and useful intermediary between the traveller and the providers of tourist services, such as airlines, transportation companies, hotels, and car rental companies. The functions

of a travel agency are determined by the scope of activities it engages in, as well as its size and location. The agency has specialised departments, each of which performs a specific function, such as:

- Providing travel information.
- Preparing itineraries.
- Liaising with providers of services.
- Planning and costing tours.
- Ticketing.
- Providing foreign currency.
- Insurance, etc.

A travel agent informs people about varied tourist sites, advises them on currently offered holiday packages that suit their tastes and budget, and helps them to plan their trip. It would typically sell travel-related products such as currency exchange, car rentals, insurance, and so on. (TechnoFunc, 2020)

Travel agencies can also act as general sales agents for airlines that do not have local offices. The primary function of a travel agency is to act as an agent, selling travel products and services on behalf of a supplier. They are also known as Travel Advisors. Unless they have pre-booked hotel rooms or cabins on a cruise ship for a group travel event such as a wedding, honeymoon, or other group event, they do not keep inventory on hand.

4-2-6-Guiding services:

Tourism entails visiting unfamiliar places, so tourists will undoubtedly require the assistance of a guide. As a result, the tourism industry requires tourism information and guiding services. It is common that guides are tourism experts who show visitors the most interesting parts of their region. It is their responsibility to entertain visitors to their area and to assist them in interpreting the scenery that they see. They facilitate tourists in having a positive experience and do their best to take care of their guests. Tourists hire guides for a variety of reasons. There are a several common reasons for tourists to hire a tour guide, and here are a few of them:

- To seek assistance with language problems (translation and multilingual communication services).

- Obtain assistance with regard to local culture and behavioural expectations.
- Handling security threats.
- See as many places as possible in a short amount of time.
- Particular instructions for an adventure trip.
- Visiting well-known locations during extended stays.
- Visiting historical sites.
- Obtaining assistance with eating, refreshing, relaxing, and shopping.(S. P. Bansal,2022)

5-The tourism pyramid:

To sum up all what is in direct or indirect relation with the tourism industry, here is the tourism pyramid (Figure 4.1), made by professor Dimitrios Buhali, which depicts the detailed foundation required for the tourism system to function successfully. It establishes the fundamental layers that transform tourism management and marketing. The tourism system is at the summit of the pyramid. Its success is determined by the strength of the response to the challenges encountered at each layer of the pyramid. The global tourism industry has emerged as an ecosystem that brings together a variety of actors to co-create value for all stakeholders, and smart sustainable society strategies are required to ensure equitable returns for the resources used for all.

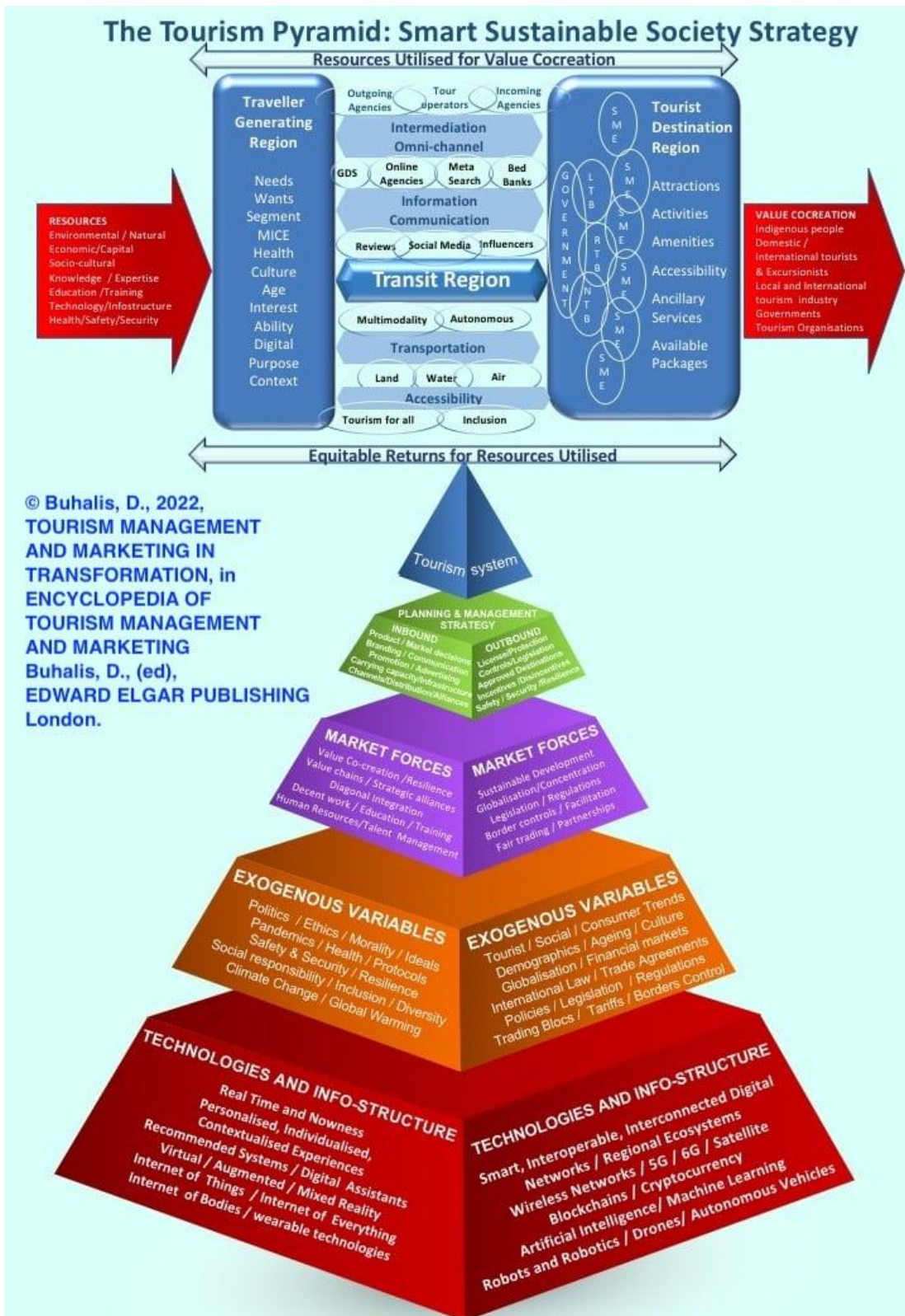


Figure 4.1. Buhalis' Tourism Pyramid, (Buhali, 2022)

6- Forms and types of tourism:

6-1- Forms:

Tourism is classified into several categories based on the origin and destination of visitors. As a result, the United Nations World Tourism Organisation (UNWTO) made the following classification:

- **Interior tourism:** This term refers to the activities of visitors to a specific country, based on their origin. This title encompasses both domestic and international tourism.
- **Internal tourism:** This category includes tourist activities carried out in a given country by its residents.
- **International tourism:** refers to all tourist trips that take place outside of national borders.
- **National tourism:** National tourism is a combination of internal tourism and external tourism. As a result, it includes the activities of visitors from within and outside of a country.
- **Outbound tourism:** This is the collection of tourist activities carried out by residents of one country who travel to destinations outside of that country.
- **Inbound tourism:** Encompasses the activities of a non-resident visitor within the boundaries of the host country during a tourism reception journey.

6-2- Types:

Tourism, in all of its forms, is motivated by various affinities and points of interest, resulting in a variety of categories and types, that may 15 of them be cited, the most developed nowadays and become popular ones that an individual may know, we will present them as follows:

- Business tourism.
- Adventure tourism.
- Wildlife tourism.
- Medical tourism.

- Wellness tourism.
- Pilgrimage and spiritual tourism.
- Cultural tourism.
- Dark tourism.
- Culinary tourism.
- Celebrity tourism or Film tourism.
- Educational tourism.
- Cruise tourism.
- Rural tourism.
- Beach tourism.
- Space tourism. (Ruma Dey Baidya,2022)

7- Tourism in the era of technology:

Globalisation, technological progress, and demographic change are all trends that have reshaped the tourism industry and how it operates. Over the last decade, technology has played a significant role in the hospitality and tourism industries. Since the adoption of the first reservation systems (SIR System of Informatised Reservation, CRS Computer Reservation System in the early 1970s, and GDS Global Distribution System in the 1980s), different technologies have been integrated into tourism.(Hallem , Barth & Triki , 2011) Technology has assisted in lowering costs, increasing operational efficiency, and improving customer services. Improved communication, reservation, and guest service systems can benefit both customers and businesses. Technology has had a massive impact on travel, and only travel companies that automate their operations can compete. Traveling has become easier thanks to technological advancements such as travel apps, online travel platforms, and blogs. Travellers use their smartphones to make reservations, shop, and perform other tasks. Software applications are in out travel assistants that help us find the best hotels or restaurants and interpret other people's reviews. Consumers also prefer to connect via messengers. They use their smartphones as ticket 'storage' while travelling. Some travel apps can serve as a personal travel guide, while others can point them in the direction of an airport lounge.

The tourism and technology revolution has actually progressed in three stages.

To begin with, the internet, which has existed since the late 1990s, and its interaction with tourism have given birth to a new industry known as E-tourism. Then, during the 2000s, this industry benefited greatly from the evolution of web technologies, particularly its new applications in its "2.0" incarnation, which allowed for greater development of social networks. This shift in behaviour is referred to as the "Numeric Tourism Act". Finally, the third act focuses on the advancement of mobile usage and applications in this sector, which are referred to as M-tourism. (Braik& Selmani, 2018)

7-1- E-tourism:

Online tourism, cybertourism, or E-tourism refers to tourism-related activities conducted via the internet. Customers can use the internet to plan, organise, and book their vacations through online tourism: identification of a destination, transportation purchase, route planning, lodging reservation, information exchange with other internet users. The most visible impact of the development of the World Wide Web on tourism is currently focused on information and promotion, owing to the large number of new players, both institutional and private. Since its inception in 1998, online tourism has become an indispensable mode of promotion and reservation in the tourism and travel industries. The ADSL era began in the early 2000s, and the development of wireless internet via smartphones in the 2010s has aggravated the disintermediation between various actors (Ragot, 2017) . The first rule for service providers is to be able to persuade others while providing a service. Obtaining precise and complete information online will make people more eager to complete the process. The benefits to the consumer are obvious: simplicity, time savings, the possibility of "good deals" or last-minute travel decisions based on "a crush". Certain reservations remain, but as equipment prices rise, affecting a larger public and new types of customers who use these technologies (young people), new practises emerge.

Today's online tourism industry includes both established players in the tourism industry as well as newcomers as "pure play"¹; here are the most important ones:

¹ A pure play company focuses solely on a particular product or activity. Investing in a pure play company can be considered as investing in a particular commodity or product of a company. (Law, Jonathan , 2014).

- **Tourism businesses:** include online travel agencies, hotel reservation services, airline, rail, and shipping companies.
- **Edition and publication:** travel guide, magazine, travel blogs , travel review sites (Tripadvisor, Vinivi, Holidaycheck, Zoover, Trivago, Routard, etc.) and increasingly, social media networks where groups or pages are created and members' comments are collected.
- **Technologies:** include route planning tools, price comparison engines, aggregators, search engines, and metamarketers that connect a variety of tourism products, as well as digital reputation management.
- **Software extensions:** they come to supplement the base functions of hotel PMSs (property management system) in order to offer others such as channel management (Xotelia, Bookassist, Fastbooking, Reservit, Micros/Siteminder...)
- **Institutional actors:** include the tourism office, the Ministry, and observatories. (Wikipedia.org , 2022)

8-Tourism as an engine for job opportunities:

Tourism is a significant driver of inclusive socio-economic development, with significant potential to stimulate the creation of businesses and jobs, particularly for young people. Over the last few decades, tourism has experienced rapid growth and diversification, making it one of the most dynamic economic sectors with the fastest growth rates. Nonetheless, his role in the creation of jobs and the development of businesses is frequently overlooked in tourism policies and strategies. Each year, on the 27th of September, the UNWTO celebrates the World Tourism Day; its goal is to raise global awareness of tourism's social, cultural, political, and economic importance, as well as the sector's potential contribution to achieving the sustainable development goals.

In 2019, in line with UNWTO's focus was on skills, education and jobs throughout the year, World Tourism Day was about a celebration on the topic "Tourism and Jobs: a better future for all". (UNTWO.org, 2022)

Increasing social incorporation, peace, and security requires the creation and maintenance of equitable employment. Every economic sector's potential to provide decent jobs should be maximised. The rise of new technologies has resulted in the development of new forms of work, which are rapidly changing global production processes.

This creates opportunities while also putting pressure on current employment, wellbeing, and education ideologies. Global unemployment remains high, reaching more than 190 million in 2018, according to the International Labour Organization (ILO).

As a result, all sectors and countries must work to create more and better jobs. Adopting new technology can help to achieve this goal. Tourism is a guiding people-to-people sector, with growth rates overtaking global economic and trade growth. It is one of the most important global export categories, and because it has such a large impact on the human workforce, it is a naturally of the ILO's human-centered agenda for the future of work. Because of its labour-intensive nature and the significant multiplier effect on employment in related sectors, tourism is a major source of employment. According to assessments, one job in the core tourism sector generates approximately one and a half additional or indirect jobs in the tourism-related economy. Tourism employs one in every ten people worldwide.

The June 2019, G20 Osaka Leaders' declaration, highlights tourism's contribution to global economic growth and inclusive and sustainable development saying:

“Tourism accounts for a significant share of the world are GDP² and is expected to continue to be an important driver of global economic growth. We will work to maximize the sector’s contribution to the creation of quality jobs and entrepreneurship, especially for women and youth and in the creative industry; economic resilience and recovery; the preservation of natural resources through sustainable tourism planning and management; and the achievement of inclusive and sustainable development.”(UNTWO, 2022)

² GPD : Gross Domestic Product : GDP measures the monetary value of final goods and services—that is, those that are bought by the final user—produced in a country in a given period of time (say a quarter or a year). It counts all of the output generated within the borders of a country. (Tim Callen, 2020)

The figure 7.1 shows the total contribution of tourism to world GDP and to employment.

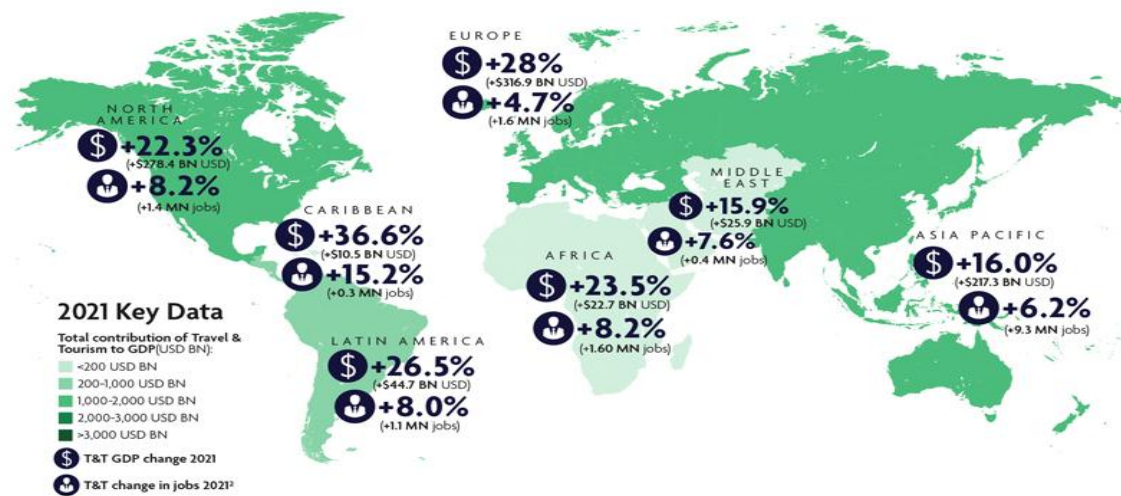


Figure 7.1. The total contribution of tourism to world GDP and to employment. (wtcc, 2021)

The ILO directives on decent work and socially responsible tourism, define common principles and a strategic framework to guide action in order to ensure decent work and full-time employment in the tourism industry. They provide practical information in order to develop and implement policies and interventions that can improve the long-term viability of tourism businesses, invest in the development of a skilled and productive workforce in the tourism industry, promote the implementation of international labour standards and their compliance with legislation, strengthen worker protection, and promote dialogue. (BIT, 2017)

Employment can be diverse and interesting, challenging, and rewarding, with excellent long-term prospects, which is why they are in high demand. Moreover, in order to find the best jobs, you may need to use job listings that specialise in this field. Tourism jobs are jobs that range from trip planning to transportation and services offered once you arrive. Customer services, logistics, and entertainment roles are frequently included in these careers, which can be extremely rewarding for those who enjoy interacting with others and assisting them in making the most of their time in a destination. These positions could be full-time and year-round, part-time, or even temporary. Management positions in tourism may involve more indirect support for travellers and possibly more time spent in a workplace.

According to what was found during the research, here is the list of the most popular jobs in direct relation with the tourism sector:

- **Hotel night auditor:** During the evening and overnight hours, hotel night auditors provide services to guests at the front desk.
- **Chef's assistant:** Chef's assistants assist an executive or head restaurant manager in the kitchen of a restaurant. They could do preparatory work, help organise menus, and cook meals for restaurant patrons. They are also charged with maintaining the security and cleanliness of the kitchen environment.
- **Tour guide:** Professionals who accompany tourists on guided tours of various locations such as heritage places and museums are known as tour guides. They generally provide detailed information about the places they show their guests and use their knowledge to inform and entertain them.
- **Valet:** A valet is in charge of parking guests' vehicles at establishments such as hotels, restaurants, and other guest services and facilities. They typically work for greater establishments and must make sure that the vehicles they transport are undamaged and ready for pickup when the customer arrives.
- **Hotel housekeeper:** Hotel housekeepers are in charge of keeping all areas of a hotel clean, such as common spaces like the lobby and hallways, as well as individual guest rooms. They operate as safely and efficiently as possible to make sure that guests have a pleasant stay at their hotel.
- **Flight attendant:** A flight attendant assists passengers on commercial flights in maintaining a smooth travel experience. They are in charge of maintaining the safety of all plane cabin occupants as well as providing excellent customer service by answering questions, supplying meals and beverages, and guaranteeing the comfort of passengers.
- **Concierge:** A concierge is a hotel professional who assists guests with a variety of tasks during their stay, such as transportation, activities, as well as services. They have traditionally been used in luxury hotels, but they may also be useful for other types of facilities or individuals.
- **Spa manager:** Spa managers supervise all aspects of a spa's operations, which would include personnel, scheduling, and facilities. They typically offer customer service as well, assisting in the coordination and facilitation of their clients' experiences when receiving services including such massages and facial treatments.

- **Event coordinator:** Event coordinators assist their clients in planning and organising events and functions. They may work with individuals, like weddings and other special events, or with businesses or organisations, such as fundraisers. Event coordinators may be the primary event strategists or they may work with an event planner to effectively accomplish the relevant details.
- **Hotel general manager:** Hotel general managers supervise all aspects of a hotel's operations, including personnel, services, and equipment. They work to ensure that guests have a pleasant stay and oversee the various functions that contribute to that objective.
- **Travel agent:** Travel agents assist customers in arranging travel services for up and coming trips and vacations. They may arrange transportation, lodging, and activities in their clients' attractions. They may also plan specialised adventures like cruises and tours.
- **Resort manager:** The operations of resort facilities, including personnel, facilities, and guest experiences, are overseen by resort managers. In addition to their management responsibilities, they frequently provide customer service.
- **Hotel sales coordinator:** Hotel sales coordinators help travellers book lodging and plan their hotel stays. In addition, they typically collaborate with the hotel's administrator to plan and implement sales strategies to expand and maintain their guest customer base. (Indeed Editorial Team, 2021)
- **Translator:** Poor translations can lead to people taking the wrong train, ordering something they are allergic to, or even jumping off a cliff !(if there is someone who follows the instructions on all printed signs). As a result, safety is an important consideration when translating. Machine translation is susceptible to errors, but skilled human translators can guarantee that the meaning is transmitted correctly and that tourists can understand written texts. Professional translators have studied the various languages in school, universities, institutes or through extracurricular language lessons and hold a translation certificate or diploma. Translation classes will equip students with the necessary tools and techniques to become professionals. The tourist translator should not only make the reader want to visit the location, but he must be able to persuade the targeted individuals to make a reservation in order for them to arrive. The tourism translation agency should form

a team dedicated to this type of work. Fortunately, there are some fields of effort where a translator's skills are put to use to their fullest potential. Not only is his contribution valued, but his participation in the manufacturing process is regarded as beneficial, if not essential. The growth of translation projects in the arts and culture promotes collaborative work in particular, and the case of public adaptation is particularly eloquent. Translators are increasingly being integrated into the creation and production teams of public relations firms, and are invited to collaborate with the various stakeholders involved in the development of a multilingual public relations campaign (Vandal-Sirois, 2011). Translators can operate different kinds of touristic documents like catalogues, travel guides, brochures, menus and promotional material.

9-Tourism in Algeria:

When talking about tourism in Algeria, it is crucial looking at the situation in the country and try to understand the reasons for the growth of this important economic sector.

A few years ago, the word "tourism" and the activities it encompasses would have sounded utopian, owing to the tragedy and inactivity that the country experienced during the 1980s and 1990s. Despite this negative image, which is aggravated by constant fear, tourism has changed for the better. Indeed, the tourism ministry intends to chart a course that will lead to the completion of various projects and the arrival of more than 3 million tourists by 2024. This is what the general director of tourism at the Ministry of Tourism, Moussa Bentamer, said during a meeting with the directors of tourism and artisanship in different wilayas, according to APS (Algérie Presse Service). Indeed, there are several reasons and factors that help us better understand this obsession. To begin, it is critical to recognise that the world is currently experiencing internalisation and globalisation, with developed and developing countries becoming increasingly involved in this international whirlpool. This also applies to Algeria. Algeria can now compete on a global scale and promote its beautiful landscapes and cultural heritage thanks to a peaceful environment, economic stability, and political conciliation with the international market. Furthermore, the most visited towns and tourist destinations are: Saoura, Taouat, Gourara, Hoggar, Tassili, Illizi, Ghardaa, the Casbah of Algiers, the bridge of Constantine, Santa Cruz in Oran, the Western beaches, and, of course, the wonderful Saharan South, which represents a place of escape and welfare. As a result, Saharan tourism is now considered a "in vogue" destination for the majority of European tourists.

Given what has been said thus far, tourism is now regarded as both a promising economic issue and a serious alternative to hydrocarbons; thus, there is a political will to stimulate this industry, which represents a significant investment for the country.

Algeria, in fact, has an abundance of natural and cultural wealth. However, the current situation must be viewed realistically, and it is necessary to acknowledge that the accommodation infrastructure and human resource qualifications are inadequate, despite significant efforts to improve the situation. Algeria is an undiscovered and fascinating country, but previous governments chose negligence, as well as a lack of expertise and competence in the Algerian tourist trade. Algeria's tourism potential is far wider than its natural resources, and it is vastly undervalued:

- There are 1200 kilometers of coastline.
- Mountains with flawless nature that, in some places, allow for winter skiing.
- The Sahara is the world's largest desert, with the majority of it situated in Algeria.
- Remains of the Roman period, when Algeria was the Roman Empire's granary.
- Non-traditional art museums (including fine arts).

Despite the fact that this industry is still young and underdeveloped, political action plans are being implemented with the goal of optimising both domestic and inbound tourism. According to the tourism and travel competitiveness report issued by the World Economic Forum Davos every two years, Algeria ranked 116th out of 140 countries in the tourism and travel competitiveness indicator. The Algerian government must make investments in building the necessary infrastructure to allow the tourism industry to perform on a global scale. However, Algeria still has little adequate infrastructure; for example, the country had only 13 five-star hotels in 2018, while the total of unclassified hotels was assumed to be 160, reflecting the country's accommodation weakness. (Lebcir & Magoura, 2022)

In 2022, the Minister of Tourism and Craft; Yacine Hamadi, in a speech delivered at a meeting held to commemorate World Tourism Day under the banner "A new concept for tourism," emphasised on the importance of engaging in a new reflection on tourism in Algeria in light of the various potentialities that it has identified, while remaining committed to meeting all challenges, and insisting on the importance of tourism authorities focusing on the unique characteristics that attract visitors rather than the development of domestic tourism.

He stated also that these efforts have borne fruit in the form of a "successful" summer season 2022 on all fronts, adding that over 10.500.000 local and foreign tourists have massed to the 14 coastal wilayas :

“According to these statistics, we conclude that the tourism industry generated more than 200 billion dinars in profits due to activities related to the summer season, a reassuring figure that encourages us to continue our efforts to achieve the goals set for the sector's development and effective contribution to the national economy.” (APS, 2022)

« D'après ces statistiques, nous concluons que le secteur touristique avait enregistré, grâce à ses activités liées à la saison estivale, un chiffre d'affaires de plus de 200 Mds Da, un chiffre rassurant qui nous encourage à poursuivre nos efforts pour réaliser les objectifs escomptés permettant le développement de ce secteur et la contribution effective à l'économie nationale » (APS, 2022).

9-1-Tourism types in Algeria: Algeria has a wide range of tourism types due to its diverse natural, historical, and cultural resources, here are the most important ones:

9-1-1-Saharan Tourism: The Algerian desert covers approximately 2 million square kilometres, accounting for 83% of Algeria's total land area and is divided into 14 desert regions. The most noticeable of these are Adrar, Illizi, the M'Zab Valley, and Tamanraset.

9-1-2-Coastal Tourism: The Algerian coast expands for 1200 kilometres and is distinguished by its altitude and rocky forming, as well as numerous rare tourist spaces. El Kala, Taqzirt, Sidi Faraj, Tenes, Beni Saf, and other areas are included.

9-1-3- Mountain and wildlife tourism: High mountains areas are distinguished by the existence of Tell Atlas cliffs and the Desert Atlas set, which provide opportunities for exploration, hunting, and skiing. In the famous tourist highlands, there is the Chréa national park and the Tikjda ski resort.

9-1-4- Cultural Tourism: Culture and heritage includes antiquities from previous eras in the history, and it is a broad concept that encompasses all facets of life; it is represented in the cultural heritage in old buildings, antiquities, historical vestiges, arts and crafts, traditional clothing, and culinary heritage. Algeria has 7 cultural sites classified on the UNESCO list as universal material heritage: The Kalaa of Beni Hammad (1980), The Valley of M'zab (1982), Djemila (1982), Timgad (1982), Tipaza (1982), Tassili n'Ajjerr (1982), The Casbah of Algiers (1992). In addition to a number approximating 1000 cultural

and historical sites and monuments classified as national heritage. (Ministry of Tourism and Handicrafts, 2022)

8-1-5-Religious Tourism: Algeria has several religious places and mausoleums that inspire thousands of tourists from different countries, especially African ones. Those who follow these paths and are influenced by their divine spiritual approach are paying close attention to Zawiyas (religious organisations). Among those Zawiyas are: Zawiya Belkaidia in Oran, Zawiya Tidjania in Laghouat, Zawiya Sidi Abderrahmene Thàalibi in Algiers, Zawiya El Hamel in M'sila, Zawiya El Yagoubi in Tlemcen. (Lebcir, 2022)

We had lived this on 16 May 2022 as the opportunity to engage in a cultural event, where we had the honourable role of serving as both a translator and animator for an international religious colloquy. In this capacity, we were able to extend a warm welcome to a distinguished African delegation coming from the esteemed countries of Senegal and Gambia. These individuals, who were primarily Imams belonging to the prominent Sufism doctrine, arrived in the illustrious centre of Andalousisan studies in Tlemcen with the intention of embarking on a religious trip to visit various shrines and mosques that were considered sacred in Tlemcen.

10- Tourism in Tlemcen:

Tlemcen is one of Algeria's most beautiful towns. Tlemcen looks like Marrakesh and Cordoba, with its sand-red old city walls, elegant minarets, and palaces filled with graceful apses and Moorish ambience. Tlemcen wilaya has a special situation within the national context, both border and coastal, with a 73-kilometer coastline, the wilaya has a total area of 9017.69 km². The wilaya is 432 kilometres west of the capital Algiers. Tlemcen is an ancient city with a rich past; people has been fascinated by all of this since olden days; it encountered its golden age during the era of Arab-Islamic civilization; it was really a center of civilizational radiation, a renowned city for its culture and urban design to such a degree that historians dubbed it the Grenada of Africa, the pearl of the Maghreb. With the annual festivals, culture is also highlighted. Tlemcen is also an arts capital, with music schools, famous hotels, and festivals such as the Maghreb music festival, the international Sufi cultural festival, and the Haouzi festival. Tlemcen is an important agricultural centre due to its fertile lands and plentiful rainfall that irrigates its plains. (Ministry of Tourism and Handicrafts, 2022)

10-1- Most attractive sites in Tlemcen:

Tlemcen's wilaya contains 45 natural and historical sites designated by Algeria's Ministry of Culture, with 20 sites and monuments located within the city itself. Among the tourist attractions are:

- ✓ The plain of Lalla Setti, which dominates the city and offers a panoramic view of the city and its surrounds.
- ✓ The cascades, which include the gulf “El Ourit”, the name of the river “Mefrouch” during its descent into successive basins towards the river “Safsaf”.
- ✓ Ain Fezza's caves: three subterranean rooms with stalactites and stalagmites.
- ✓ Honaine as one of the pre-colonial region and a witness of the Roman period.
- ✓ Tlemcen and Nedroma's almoravian mosques.
- ✓ Abou Madyane shrine.
- ✓ The Medersa of El-Eubbad.
- ✓ The Mosque of Sidi Bellahsen.
- ✓ The Mosque of Sidi Halloui.
- ✓ The Mansourah Ruins.
- ✓ The Rabb Sanctuary. (montpellier.fr, 2022)

11-Tourism from a linguistic perspective:

What's fascinating is how well languages and travel complement each other! This is a long-lasting couple that complements each other perfectly! Thus, languages are required for travel, and it is through travel that one improves one's language skills. Furthermore, learning a language is frequently motivated by travel. Foreign languages for business, located at the crossroads of philology and economics, are becoming an increasingly interesting field for the world's economic leaders aware of the value generated by multilingualism. From a linguistic point of view, the increasing influence of tourism and its recognition as a social practice, the marketisation of public discourse and the growing impact of the media, have resulted in a former grounding of tourism as discourse (Przeclawski, 1993). Moreover, as claimed by Dann (1996: 2), tourism is:

“An act of promotion” with “a discourse of its own”; indeed, “the language of tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in doing so, convert them from potential into actual clients”, and it is spread all over the world, reveal in any type of crosscultural encounter, transferred through all kinds of media routes, and distinguished in a variety of styles and voices

Tourism, which is one of the most impactful divisions of the international economy, is a global cultural sector that is created and maintained by a constantly expanding communication network. With the driven by economic goal of promoting space mobility, sometimes insignificant areas are discursively transformed into distinctive vacation destinations; natural environment, shared culture, and content commodities are advantageously synthesised in various types of textual processes, in order to establish regions as special places of usage worth visiting and successfully manipulating by general public of people on the go.

In the 1990s, sociologist John Urry identified this growing “touristification” of space in his renowned notion of “the tourist gaze” (Urry, 1990). With just this metaphor, he imagined tourism as a collection of discursively qualified ‘vision’ practises. Displaying any destination as having been ‘lived’ for a brief moment during a considered best choice away from home which turns tourism discourse into a discourse about “performing places” (Baerenholdt & al, 2004).

In this context, keywords in promotional texts play a significant role. As pointed out by Cappelli (2008: 6):

“The importance of keywords is one of the most interesting phenomena for linguists and translator”, because they are essential for tourism promoters who need to be aware of the issues involved in promoting a location in different languages, in an attempt to sell a local product to a national and international clientele (Pym, 2001). The use of a local linguistic situation - and thus a specific linguistic capital to exploit in a tourist context - has proven to be a fertile ground for revealing the tensions inherent in current economic system and globalisation transformations in how people perceive languages and linguistic diversity (Heller, Jaworski, & UrLOW 2014; Pietikäinen & KellyHolmes 2011).

Even if a tourist's overall touristic experience was very satisfying, the first experience he will report back to his home is the one that was unpleasant, and it will be accompanied by a negative evaluation and recommendation of his vacation.

On the other hand, tourism is an economic source benefits (as mentioned before), with language serving as the primary tool of work (Duchêne, 2012; Duchêne & Piller, 2011; Heller, Pujolar, & Duchêne, 2014). It is thus possible to observe various forms (or attempts) of commercialisation of local linguistic features (Heller, 2010).

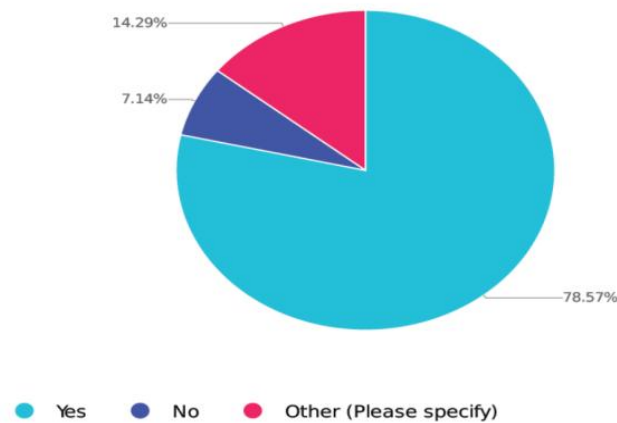
Many people believe that tourism is only related to certain levels of Maslow's Needs Pyramid (Maslow, 1943), but every level of Maslow's Needs Pyramid (Figure 10.1), is involved in this industry. It is not only important for tourists to feel appreciated and welcome; they also want to feel safe and secure.



Figure 10.1. Needs pyramid based on psychologist Abraham Maslow's theory of motivation.

As a result, hospitals, police stations, hotels, restaurants, and other tourist attractions must provide understandable verbal and nonverbal communication. And because of this, universities, businesses, and resort areas must consider all levels of Maslow's pyramid of requirements when considering foreign language training for students and staff.

In order to learn about what is happening around the world in terms of language learning in the tourism sector, the UNWTO Academy conducted a small survey on why education and training centres from the UNWTO exist. According to the results of this survey, foreign language teaching was provided by 78.57% of the respondents (Pie chart 10.1), and not by the rest, because a certain level of some foreign languages was a requirement of entry, or because the E&T centre was multilingual and automatically taught subjects in various languages.



Pie chart 10.1 World's language teaching (UNWTO)

Respondents gave three main reasons for teaching foreign languages when asked why they did so:

- Foreign language training (FLT) empowers graduates and thus increases/provides competitiveness in today's global environment employability.
- FLT graduates are prepared to work anywhere in the world, but especially in tourism-generating countries that bridge cultures.
- FLT is a tool for bridging cultural gaps and opening people's minds through tourism.(Figueras,2020)

11-1-The touristic text:

Maria Vittoria Calvi and Giovanna Mapelli (2011), conducted a linguistic study on tourism in their book “*La lengua del turismo*”, which was reviewed by Luca Fernández Amaya in the journal PASOS. Fernández Amaya's article highlights the main lines of analysis proposed by Calvi, which will be summarised. According to Calvi, certain guidelines must be followed in order to analyse discursive genres in tourism texts. After reviewing a large number of texts aimed at both professionals and non-professionals, she concluded that they could be classified because they shared certain characteristics. The various genres identified throughout the analysis of tourist texts can be classified into four levels: (María Bordeianu, 2015)

- **The genre family:** they are defined by their professional community of origin, as well as by their main objectives" (editorial, commercial, institutional genres, etc.)

- **Macrogenres:** these are tangible, distinguishable products for the transmitter, the channel, and the primary communicative purpose, despite the fact that there is some crossover between genres (guide) tourism, website...).
- **Gender:** they gain functional autonomy and formalised (descriptive guide, itinerary, travel programme, etc.).
- **Subgenres:** they have various thematic articulations.

To conduct a detailed analysis of these tourist genres, Calvi's diagram is employed, which takes into account various factors that influence text elaboration and which have been synthesised from Fernandez Amaya's proposals:

- Cultural and ideological factors include stereotypes, stereotyping, the perception of others, and the perception of preconceived notions, as well as potential cultural conflicts.
- The location and a determining factor in determining the routes of dissemination and reception constraints.
- The characteristics of communicative situations inform us about discursive identities (emitter-expert, tourist or travel destination, bloggers...); we prioritise written communication and reading verbal communication in oral interaction.
- Pragmatics and verbal acts allow to analyse communication intentions and verbal acts (informing, instructing, persuading, etc.).
- Linguistic analysis of various linguistic categories will help us understand message construction. (Calvi, Mapelli& Giovana, 2011)

11-2- The touristic terminology:

According to Maria Vittoria Calvi, when it comes to tourism terminology, many texts are written to promote tourist destinations in which the text alternates with the image. In their writing, for example, qualification procedures are used, and it is the descriptive and instructive text that takes precedence over the others.

When an individual travels, he crosses a barrier, encounters a different environment, a different culture, and a different language, and as a result, there is a communication need that mobilises specific knowledge; communication is confronted with a cultural clash that mastery of the language and culture can avoid. The tourist language is regarded as an organised language that coheres to a set of grammatical rules. It is also distinguished by specialised terminological and semantic content that it conveys via a symbol system

(Dann, 1996), implying that it has a distinct language register. The tourist language informs the reader about a specific tourist destination or product so that he or she has a clear idea of where they want to go. It also depicts the cultures of tourist destinations. As a result, it is regarded as a form of cultural mediation, promoting specific geographical areas as well as their businesses (Agorni, 2012). This language employs a general simple language on the one hand to attract the general public, and on the other hand, it employs specialised terms related to specific fields, allowing communication between tourism professionals to be established.

12-Translation and the tourism industry:

The former German Chancellor Willy Brandt is quoted as saying:

"If I'm selling to you, I speak your language. If I'm buying, dann müssen Sie Deutsch sprechen!"

Common Sense Advisor released a report entitled "Can't Read, Won't Buy" in 2014.

This concept applies to all industries, but particularly to the travel and hospitality industries. And besides, the clients will only book an international tour through the website if they are completely confident in its content before providing the agency with their credit card information. And once they arrive at their vacation or business destination, every detail must be correct and up to date in order for them to feel at ease and enjoy their time away from home. So, in order to reach new and potential clients all over the world, the next best investment ones company can make is in another type of investment notably translation services.

Translation not only assists visitor in localising all of the marketing content, but it also allows him to manage and simplify his translation projects. Travel and tourism translation encompasses any document that can assist a tourist in making informed decisions when preparing their trip. Travel guides, websites, and maps, as well as menus, brochures, and audio guides, are all examples of this. These documents can also be in a variety of formats, such as physical and digital, as well as audio and visual.

As a result, broadcasting precise information about products and offers through translation is an outstanding strategy of increased activity of tourism business decision makers that can induce more prospective customers to select and prefer several touristic services over others and some locations over others. To put it another way, translation is among the most

important tourism services that attracts visitors by enabling communication and supplying necessary information in various languages. Other benefits of translation include:

- Tourist attraction by communicating with them in their mother tongue or the closest language they recognise; interacting with tourists in their mother tongue or the closest language they understand makes them feel more at ease, and they also frequently spend more money to form a bunch in a specified tour just if they have a teaser of which scenes the group is going to see and which roads it is planning to follow.
- Better information: Without translation, tourists could not be capable of comprehending the cultural and historical elements of the tourist spots they visit unless they collect them from the setting or get an idea from books, for instance. However, if they are given a translation (written or oral), they will not overlook important information.
- Maintaining tourist security: Security and safety are crucial for providing greater services to tourists and guarding them from possible threats. Thereby, translation has proved to be extremely beneficial in this case, as it allows tourists to gain an understanding of the various hazards and dangers of various locations. It is well known that visitors enjoy exploring new places but ignore the risks they may meet while doing so.
- Order to ensure a positive immersing themselves in local rituals and routines, bringing back not only beautiful photos but also decided to share memories of amazing experiences. They love to discuss and expressing their thoughts and culture with others. As a result, the translator acts as a bridge builder, facilitating truthful exchange of culture between tourists and locals.
- Translation raises one's visibility online: It must go without that maintaining a strong, getting involved web presence is almost mandatory for any business wishing to achieve huge success in the tourism industry today's world.

It is difficult to do this successfully in so many languages, so a reliable translation is essential.(Lenba & Ennebati, 2022)

12-1-Localisation services:

A great deal of tourism content focuses on marketing the services to the target audience by engaging them. This means that content frequently includes client testimonials and cultural

references. Translators may require localisation services if they want this content to have the same impact in different languages. This changes the content so that it conveys the same emotions and tone of voice as the original, resulting in a text that the audience recognises. Localisation concepts first appeared in Translation Studies in the late 1990s (Pym, 2004). The first meetings were not particularly academic, because localisation was and still is primarily an industry discourse, with some technical formality but few holistic concerns. Instead, translation studies have faced localisation through professional courses, notably the necessity to prepare students for practical employment. The industry discourse on localisation appears strange, at best, from the perspective of Translation Studies. Skopos theory (associated with Vermeer and Holz-Mänttäri) in German-language insisted that the intended purpose of a translation is usually different from that of its source, purely because it discusses a new audience and cultural condition. Equivalence (also known as "functional invariance") should thus be considered a special case at best. Different cultures translate differently, and we should investigate the actual range of norms that they employ (Pym, 2004).

Localisation enables the benefits of globalisation to accrue to more than just large corporations and powerful nations; it allows speakers of less common languages to access the same items as those in big markets. Furthermore, localisation allows for the two-way flow of products and information, as dominant countries receive services and goods from smaller nations that previously had no access to their marketplaces. When businesses localise their products and services, they help to equalise the playing field and reparation economic inequalities, thereby contributing to the creation of a better world in which no one is left behind. It is critical for the travel industry to be able to adapt messaging to international customers. As a result, the pressure to be global in the communication is even greater than for other types of businesses. Localisation is the most effective method for accomplishing this.

12-2- Other strategies for touristic translation:

Different methods can be used to translate different texts and different contents of the same text. What is essential in this matter was stated by the theologian Schleiermacher in his work "*Über die verschiedenen Methoden des Übersetzens*" (About the different methods of translation), more than a century ago (1813). Ortega then goes on to define what a translation is and establishes some principles that should govern "the new enterprise of translating" (Ortega y Gasset, 1992: 108):

“Translation is not a duplicate of the original text [...] translation doesn’t even belong to the same literary genre as the text that was translated [...] translation is a literary genre apart [...] with its own norms and own ends [...] a translation is not the work, but a path toward the work [...] I imagine a form of translation that is ugly, as science has always been; that does not intend to wear literary garb; that is not easy to read, but is very clear indeed”. (Ortega y Gasset, 1992: 109, 111)

Different strategies were developed during a tourist text translation. Foreignising is a strategy that keeps the original text in its original words while domesticating keeps the original and translated texts together, or nearly so. A new strategy, notably neutralisation, may be proposed as a criterion for the translation of tourist texts and can help promote cultural exchange, because the translator should do his best to transmit the cultural message from the source text to the target text while maintaining readability and acceptability of the translation. The translation of tourist texts, on the other hand, does not rely on either strategy, and the translator takes into account all cultural elements present in the text whenever possible.

According to Newmark (1991), the proponent of the correlative approach to translation, *"the more important the language of the original or source language text, the more closely it should be translated."* This approach suggests seven methods for dealing with various types of texts: component analysis, modulation, descriptive equivalent, functional equivalent, cultural equivalent, synonymy, and paraphrase (Newmark, 1991: 1-33). The degree of suitability in the first method is maximum and the last is the least.

12-3-The contribution of the translator in the tourism prosperity:

To gather the benefits of a translation and provide the visitors with an optimal navigation experience, it is critical to give it the attention it deserves. Translation in the tourism industry is extremely difficult. It necessitates the same levels of specialisation as technical translations. The importance of vocabulary, style, and tone cannot be overstated. They allow for the transmission of not only the content, but also the emotion of the journey. There is only one way to achieve this result: hire a translation agency or a professional translator. Some such texts in the tourism industry must be perfectly translated. The service menus of a hotel, the brochures and information panels, the menus of a restaurant, but also the sensitive documents (contracts or claim forms), as well as the evacuation signs, must be translated flawlessly. Of course, internet sites, information and reservation emails, and

other forms of communication require careful translation. Many of the poor-quality translations found on the internet come from the tourism or hotel industries. As a result, there may be serious translation errors on a restaurant menu or other tourist documents. These errors can sometimes cause a large number of customers to leave.

So, how can such errors occur? Simply because many professionals make use of a free automatic translator! Nonetheless, texts in the tourism industry must be translated by professionals in order to provide accurate, clear, and relevant information. The ideal tourist translator or interpreter must be well-versed in the culture and customs of the target language. He must also have a thorough understanding of the location or region that he is promoting, as well as its history and cultural characteristics. A tourist translator should preferably be a native speaker whose target language is their mother tongue. As a result, the nuances of each message can be transmitted. Indeed, beyond simple translation, the task of a translator entails respecting cultural differences, mastering semiotics, keeping in mind the economic reality of the target country, iconography, and defining the syntax limits of the source text in order to preserve its authenticity.

12-3-1- The interpreter:

A guided tour interpreter allows a person or a group to explore a location while being accompanied by a specialised guide who will be able to provide a full explanation in different languages of its history, the elements that make it up, and its operation, all depending on the type of location.

The interpreter is also present to satisfy tourists' interest by addressing any questions that may arise following his explanations, providing them with additional information and facts. These visits frequently concern a tangible or intangible cultural heritage, indoors or outdoors, in public or private settings, for infrequent or extraordinary visits, or even to present the premises of a company to an employee.

As an interpreter, the tour guide plays a crucial role in connecting the destination and the guests. According to Tilden (1957), interpretation is frequently used in education, with the goal of expressing the meanings and relationships between people and locations (Weiler and Ham, 2000; Ham and Weiler, 2002). Interpretation varies from tour guide to tour guide, from location to location, and even between modes of transportation and travel goals (Weiler and Ham, 2000; Ham and Weiler, 2002). The skilled interpretation, performance, and knowledge transmission of the tour guide has an impact on tour quality.

Interpretation is more than simply a term; it alters the mode of communication in guided tours, it can employ several interpretation methods to retransmit the speech.

First, the interpreter can employ successive interpreting, which entails retransmitting the speech once it has been completed or when the speaker takes a break. This necessitates that the guide be aware of the requirement for translation for a portion of the group and make time for translation to the audience members who do not speak the same language. The other alternative is whispered interpretation, which entails translating the speech simultaneously to one person or a small number of individuals while keeping inconspicuous to avoid disturbing the rest of the audience.

Furthermore, the interpreter might act as a liaison to convey questions from the general public in their language, allowing visitors to engage in the event without trouble. Liaison interpreting, a form of interpreting, entails a skilled interpreter conveying a conversation in two directions, from one language to another. This distinctive feature gives back this type of interpreting bilateral in nature. In liaison interpreting, the translation of conversations takes place in both directions, thereby making it a suitable option for small groups where every participant is actively involved. It is a mode of interpreting that is highly effective in facilitating communication between individuals who speak different languages especially in the tourism context.

As a result, guided tour interpretation is critical in enabling access to culture and knowledge about any location. The interpreter's function then becomes critical in serving as a bridge between the different languages and overcoming the language barrier.

12-3-2- The abilities of a good tourist translator:

- **Having knowledge in a variety of disciplines:**

Tourist documents (brochures, flyers, etc.) frequently necessitate some knowledge of geography, culinary art, or history. Indeed, in tourist translation, it is critical to understand what distinguishes the source culture from the target culture. In other words, cultural references will not be the same in a Spanish translation and a Chinese translation.

- **Being specific:**

The translator must ensure that his translation is culturally appropriate and faithfully conveys the message contained in the source text. Indeed, if the translator has never set foot in the locations mentioned during his translation, it may complicate his task.

If a text mentions a lost village in the Italian Alps where the translator has never returned, research is required to determine whether there are equivalent village names in the target language. It is also critical that the translator looks for additional information about this location (for example, in travel guides) in order to get as close to the truth as possible, in the event that the source text is not available.

- **Being creative:**

As it was supposable, tourism translation is a field that requires exceptional writing skills. It must be a vector of excursion, exoticism, or fantasy, and it must yield a sense of adventure. The initial message is considered successful if the phrasing and tone used are appropriate for the target culture.

It is critical not to translate literally, but rather to be creative: the goal is not to retranslate the source text word for word, but to faithfully reproduce the message that it contains.

To summarise, it is important to state unequivocally that tourism translation is a distinct field of expertise. Indeed, as with many specialties, it does not improvise and presents unique characteristics. As a result, it must be carried out by professionals in order for the original message to be restored as accurately as possible. When one considers that a 2013 survey found that 82% of Britons think twice before doing business with a company whose website has been incorrectly translated into English, one is forced to think twice. (Delaunay, 2020)

13- Tourism and LSP:

As with all languages, the language of tourism necessitates socialisation for those who generate it as well as those who translate it. Tourism is also referred to as communication, advertising, media exposure, and marketing, according to all what was already explained, the interest is not only in language mastery, but also in the specific linguistic tools that will allow specialists to be operational in specific professional situations. A specialty language is a subset of a language that is related to a specialty and thus has distinct linguistic characteristics. It is clear that a specialty language is nothing more than the use of a language to account for knowledge in a specific field.

Because the tourism industry has become one of the most major financial influences as well as one of the fastest growing industries in today's world, it requires specific marketing and public relations efforts to provide various services to the travelling public and

encourage them to visit specific locations. Promotional material in the form of booklets, brochures, posters, flyers, and so on is released for this purpose in order to familiarise travellers with the services provided, report on the facilities and amenities available, or simply provide information about a place of interest or a sight. The language must meet the criteria of terminological accuracy and stylistic fluency, as well as be effective in the communicative situation of a tourism document, which is distinct from other forms of human exchange, a kind of a specialised language with a specific purpose, i.e, LSP. Dann (1996) adds four special features of tourism language that differentiate it from other forms of communication. The following characteristics are:

- Lack of sender identification.
- Monologue.
- Euphoria.
- Tautology.

These are important for both the translator and the writer of the touristic text. Besides that, in the pre-translation analysis of the text, tourist activities are presented, the translator should be able to identify the attributes of tourism language.

13-1- The touristic discourse:

Several researchers have concentrated on the tourist discourse, which can be found in a variety of written documents (travel agency brochures, office memos, advertising posters, etc.), as well as oral presentations of tourist guides. In terms of written documents, the tourist discourse can be found on a variety of supports and media that serve a variety of functions aimed at tourists or potential tourists. Baider and Burger (2004:121-123) identify a well-defined "scene of enunciation" in this genre of discourse distinguished by its own stereotyping, unique identities representations, and use of specific linguistic acts. Thus, four major strategies are provided:

- **The informative strategy:** It consists of site-specific arguments or precautions against potential hazards while travelling. Despite its informative nature, speech is never neutral and frequently contains persuasive elements, such as the promotional intent of tourist brochures.
- **Persuasive or seductive strategy:** It creates expectations in potential travellers and attempts to persuade them subtly. By sustaining positive impressions of the destination and removing unfavourable elements, this persuasive strategy, at

risk of repetition, goes beyond the informative dimension, close to brochures and tourist scams. As a result, tourist discourse is an inciting type. To that end, the tourist discourse employs, at the linguistic level, metaphors and adjectives, for seductress aims.

- **The aesthetic strategy:** It focuses on the layout of the page, the placement of free spaces, the colour photos, sometimes in black and white (to create nostalgic effects), but also on beautiful texts that resemble poetry. Everything is designed to arouse the receiver's artistic sensibility.
- **The educational strategy:** This is nothing more than a combination of the previous three strategies, with the goal of educating potential tourists about new horizons. The most representative example is travel guides. (Tin & Phuc, 2019)

14- The role of the translator in the Algerian tourist literature:

Academically, several Master's degree programmes are focused on tourism in relation to languages or economics. However, literary tourism is almost non-existent in the Algerian tourism agencies, despite the fact that the country has a literary and cultural heritage that is as beautiful and diverse as its natural landscapes. Also, it is time to believe about the demonstration of the value of literary tourism and the role it can play, through translation, in the spiritual development of Algerian citizens and foreign tourists.

Indeed, the strength of literary tourism stems from the fact that the tourist is a reader of tourist literature, and the places visited are a "destination" for him. To put it another way, he was already aware of their worth. Tourist agencies gain a high-quality customers and a consistent economic income as a result. To make this a reality, the presence of a translator-interpreter is required, whether it is for internal or external literary tourism, because some Algerian tourists enjoy reading their literary heritage in both local and foreign languages.

Mouloud Feraoun describes Tizi's wonders in "*Le fils du pauvre*":

"The tourist who dares penetrating in the heart of the Kabylie admires [...], sites that he finds splendid." (Feraoun, 1954).

"Le touriste qui ose pénétrer au coeur de la Kabylie admire [...], des sites qu'il trouve splendides ». (Feraoun, 1954).

Belamri does the same and depicts the Beylic Beas [...]. Yasmina Khadra mentions famous neighbourhoods, streets, and public places in his novel "*Qu'attendent les singes*", such as

Bab el-oued, Fouka-Marine, and Ben Aknoun University. So many well-known spaces that transport the reader to a fantastical world! Indeed, places like the Bainem Forest and the names of restaurants mentioned by a well-known author like Yasmina Khadra, stimulate the interest of local and international tourists alike, especially if the novel is translated into Arabic for attracting tourists from the Middle East, for example, or other foreign languages. Catherine Sicart (2018), in an article entitled "*Tourisme littéraire en Algérie: Albert Camus, l'étranger en ses terres,*" tends to epigraph Camus' literary patrimony in Algeria and his contribution to tourism, particularly in her novel "*L'Étranger.*" She asserts that reading generates undeniable tourist demand by citing a few Camus passages. (Boukhemis, 2022)

15-ESP and the tourism job market:

English language competency is the most important 'soft skill' that every graduate should have in the twenty-first century. The ESP took off in the early 1970s (already explained in the previous chapter), boosted by universities in the United Kingdom and the United States that saw the need for new learners of English in science, technology, economics, and business. Winston Churchill developed the "three circles" theory. These three circles, which partially overlapped and were joined by the United Kingdom, were: Europe, the Commonwealth, and English-speaking countries (developed countries), including the United States, Canada, Australia, and New Zealand. But it is also, and perhaps especially, because of the structural change in our societies - the digital revolution, the deconstruction of reference frames and deterritorialization to the benefit of networks, flots and flux, interconnected mobility, and spatial-temporal compression - that English, the official language of a hundred and twelve countries, the first (and, indeed, the only!) of the United Nations' six official languages, the language of business, conventions, and scientific publications which has gradually gained the unrivalled status of supranational language spoken by a majority of speakers whose native language is not English. There are currently at least four non-native English speakers for every native English speaker. (Kachru, 1996).

Employees must effectively use English in formal and informal discussions, presentations, and documents, as well as communication with foreign colleagues and customers, in a global economy of exchange and trade. Highly effective communicators improve the company's overall performance. But besides this global trend, there is a considerable gap between the demand for English-speaking workforce and the actual skill level of graduates upon completion of their university studies. This gap is increasingly becoming a roadblock

to finding work because employers have certain expectations of what employees should be able to do in terms of language skills. Employees with strong communication skills are a valuable asset to any organization. To better bridge the gap, effective and efficient market-oriented training should be provided to help shape undergraduates into work-ready professionals. Good English communication skills can lead to more job opportunities. The majority of job interviews are held in English across the world. Interviewers make quick decisions and place a high value on first impressions. Inadequate abilities of the language reduce one's chances of landing a good job.

A graduate is unlikely to reach the top of the corporate ladder if his or her English skills are poor, even if they have perfect subject knowledge and brilliant business ideas.

Most business contracts are negotiated and written in English, thus, effective English skills are required for international business transactions including the field of tourism. As all the important economic sectors, tourism industry uses the English language strongly. Its mastery is required in higher-level tourism training programs and is a criterion for admission, as it is for business development. The prospect of employment and professional success is dependent on this. The teaching of English in tourism is relatively new, having emerged alongside the first wave of applied language learning in the 1970s, as well as the first wave of academic professionalisation (Sicart, 2016), since it is regarded as a specialised language of tourism.

To be successful in the professional world, today's graduates must have a strong command of the English language. Although opinions on English requirements vary greatly depending on the employer and function, many companies require IELTS (International English Language Testing System) scores of 8 for speaking and listening and 7.5 for writing and reading for selection. Poor English increases the risk of career stagnation and eventual dismissal.

15-1- ESP in the Algerian context:

Without a doubt, ELT(English Language Teaching) is gaining traction in Algeria, as it is in the rest of the world. ESP, in particular, is strongly positioning itself in response to a constantly progressing global economy. As a result, it is critical for Algerian academics and authorities to pursue a policy of revitalizing English teaching in order to cope with the rapid economic changes occurring both within and outside the country. A proper policy of

teaching English for specific purposes, on the other hand, cannot be incorporated without a thorough understanding of our language situation and its implications.

Algeria, like many other countries, has adapted its educational system to these changes, giving birth to a system that aims to meet the requirements and needs of society and the world as a whole, because Algeria is fully aware of the significance of English-dominated communication in development, seeing English as a factor in economic and intellectual advancement.

Algeria is a country where four major languages coexist on the scene, if not in the arena. Arabic, Tamazight, French, and English are all present to varying degrees. Meanwhile, proponents and opponents of these languages frequently take opposing positions on what language policy should be implemented.

Despite its ideological refusal to join the Francophonie, Algeria remains the world's largest francophone country, but it is living a new transformation from English expansion. The satisfaction expressed by a large division of society (students, engineers, teachers, doctors, etc.), with the learning of foreign languages at the expense of French is a clear warning sign for language promoters. The English appears to be inevitably expanding their influence in Algeria, despite efforts by the Francophonie Agency to halt their expansion. Algerians are aware that, in the current context of globalization, exchanges, communication, and recognition are also facilitated – primarily – through English language learning. The conflict between French and English is more relevant than ever in Algeria! Algeria, as the biggest country in this area and on the continent, is steadily moving toward embracing English as its first foreign language, as evidenced by the growing demand for English language courses among Algerian professionals and students from various fields.

It is a requirement in order to be part of the modern world and increasing globalization needs where in English is the lingua franca. To stay in touch with the rest of the world, many communities have made learning English a top priority. More particularly, educated people prefer to learn English in order to stay current on what is going on elsewhere each other and what is innovative in any zone of their expert knowledge, the reason why Algerian authorities have made English a mandatory subject in all levels of school. The main goal is to teach Algerian pupils how to communicate effectively. This critical goal is part of Algeria's current economic policy, which seeks to create chances for cooperation as a logical result of the globalization process. English is the focus of both students and

teachers at the Algerian Universities. The former wish to study the language in order to increase knowledge and gain an advantage over their colleagues in order to demonstrate greater progress. Whereas the latter requires more recent and up-to-date data for educational and scientific work in order to reach a larger audience; in addition to an effective oral communicative abilities for conferences, symposiums, and communication skills with colleagues for the entire world.

It should be noted that the Algerian universities do not provide appropriate specialised ESP courses. It could be an inaccurate assessment of the ESP situation in Algerian universities. Moreover, because ESP courses are delegated at random to undergraduate English students with no remedied syllabuses, as well as having the least credit and coefficient allocation in comparing to specialised modules, students from various specialties consider this course for allowed. This gives rise to a disregard for the reality that English is among the most important factors influencing academic, social, and economic growth.

According to Benyelles (2009), the ESP centre was established as a result of various collaborations between the Algerian Ministry of Scientific Research and Higher Education and a number of British universities, including Glasgow, Manchester, Leeds, Sheffield, Nottingham, and Salford. The arrangement seeks to assist some Algerian students in enrolling in full-time postgraduate programs in order to advance British-Algerian collaboration in technology and science fields. In 1993, Osman Bencherif, the national coordinator of the Algerian Universities ESP project, stated at the ESP Maghreb Conference that the project began in 1987, following a series of contacts between the Ministry of Higher Education and a number of British Universities, including the Universities of Manchester, Glasgow, Leeds, Sheffield, Nottingham, and Salford. These institutions have decided to enter into separate agreements with the Ministry of Higher Education. These agreements provided for a number of Algerian students to be admitted as full-time postgraduate scholars at these universities. In exchange, these universities agreed to expand Algerian-British cooperation in research and technology, particularly at the Master's and Doctorate levels. Each university was to be paired with a tertiary institution in Algeria, here are the partnerships:

- University of Blida with Salford University which had to deal with 'génie mécanique'.
- University of Constantine with Glasgow University, it had to tackle computing purposes.

- University of Oran more precisely USTO (Université des Sciences et Technologies d'Oran) with Nottingham University fulfilled electronic needs.
- INELEC (Institut National D'Electricité et d'Electronique) and the University of Sheffield which had to take in hand electricity, electronics and electro-techniques. (Bouabdallah & Bouyacoub ,2017).

The goal of these partnerships was to bring British institutions together in an agreement for postgraduate course creation and teaching, as well as cooperative supervision and research.

As a result, three ESP centres were established in three distinct Algerian cities (Oran, Algiers, and Constantine), with the primary objective of offering in-country ESP courses, assisting different ESP modules in strengthening links with British universities, and generating conditions required for specialised educators and specialists with diplomas such as PhDs from Anglo-Saxon nations. Algerian experts and foreign missionaries organised various workshops and seminars for specialised ESP teachers at the ESP centres. At the time, the British Council provided the Algerian institutions with the essential educational equipment to allow the centres to fulfil their duties effectively. These facilities started operating in February 1988. Unfortunately, according to Benyelles (2009), the dissolution of the ESP centres is primarily due to the lack of legal recognition and the Ministry of Higher Education and Scientific Research's refusal to grant the centres legal status (Assass, 2020).

16- Translation, tourism and the Covid 19:

Few industries were not rocked to their foundations when the COVID-19 pandemic hit the world in 2020. The translation industry appears to have been resilient enough to resist some of the most severe shocks, but even this otherwise resilient industry has not been spared. While the translation industry as a whole is thriving, even in the face of Covid-19, the tourism industry has been brought to its knees in 2020, with a 74% drop in international tourist arrivals, representing a \$1.3 trillion loss in export revenue, according to the United Nations of World Tourism. Even legendary hotel and resort chains were offering discounted prices in the hopes of attracting the only little few travellers who remained to fill their rooms, while some smaller operations were forced to close their doors completely. (Reid J, 2022)

Tourism translation, which focuses on translating hotel, restaurant, museum, and cruise ship content, suffered as well, though perhaps not as severely as the rest of the tourism

industry in 2020. The budget constraints imposed by the economic slowdown as a result of the measures taken to slow the spread of COVID-19 exposed a long-standing trend not only in tourism but throughout international business: the tendency to use, or attempt to use, English as a primary language, and even to avoid translating into languages other than English as a cost-cutting measure.

17- What languages are used for tourists in Tlemcen?

We all know that foreign languages play an important role in the tourism industry, whether in hotels, campgrounds, or tourism offices. Of course, it would be ideal if everyone spoke Arabic or French or, at the very least, English! But what about tourists from Spain, Netherlands, Italy, Germany, Russia, and China? Can we really expect them to put in the effort and learn Arabic when they visit Tlemcen? Is it sufficient to choose any translator to translate the text that has been written in Arabic into another language? To properly welcome them, it is necessary to address them in their native language. Some tourists speak Arabic or French and are happy to be able to brush up on their knowledge during their stay in Algeria, but why not also welcome them in Italian, Spanish, Dutch, or German? It's always enjoyable, and it shows how much one wishes to receive them.

Today, it is clear that tourism offices frequently do not make the same efforts to attract foreign tourists as they do to attract francophone tourists. Sometimes, the French version of a website or brochure, for instance, is more important and contains more information than the English or other language versions! Some people use low-quality translations or even automatic translations that are thus free. Other regions, departments, or cities, on the other hand, have recognised the significance of accurate translation. Isn't it absurd, after all, to go over the French translation of tourist texts in minute detail and leave the translation to a specialised agency?

In the upcoming practical chapter, the aim is to provide comprehensive answers to the aforementioned inquiries. To achieve this goal, we will conduct extensive field research in the directorate of tourism and handicraft of Tlemcen city, which is home to the official tourism representatives at the city. This research effort is of paramount importance, as it is necessary to ascertain the precise multilingual situation in the area, as well as the behaviour of its employees towards the diverse range of linguistic contexts that exist.

18-Conclusion:

Tourism, as the researcher stated in this chapter, is a diverse set of industries that includes lodging, leisure, food and beverage services, transportation, and travel services. Domestic, inbound, and outbound travel for business, pleasure, or other reasons are all included. Because of its broad scope, tourism development necessitates the participation of people from all walks of life, including private industry, government agencies, educational institutions, communities, and citizens.

Recognising the industry's diversity and the significant contributions tourism makes to the economic and social value of a given community is critical, there is still much work to be done to better promote the tourism industry.

Translation and interpretation may be required skills in the tourism industry, depending on the sectors of activity and the jobs available, if a professional translator or interpreter cannot be hired for a variety of reasons. This professional requirement has impacts for education, namely the use of translation, which is no longer just a training tool. The goal is not to arrive at a translation that is merely a means to an end or a simple training exercise, as is common in translation courses, most of the time literary, in the fields of languages, literature, and foreign civilizations. In this case, the student's translation never extends beyond the confines of the classroom and the corrector's office. Tourism translation is more than that; it is a matter of specialised field of work and its training for translation in a professional setting begins with the goal of demonstrating a typology of obstacles that must be overcome urgently. The goal of the translation course is thus to provide the student with tools other than linguistic (lexical, grammatical, and stylistic) in order to arrive at a correct, understandable, and, most importantly, initial message that contains everything that the reader requires in his context, which is that of a tourist.

When translating into English, it is also important to remember that English is a popular tourist language among many different nationalities. When the brochures in question are not translated into the languages of the countries where the tourists are from, they will almost certainly be read by tourists from many non-English speaking countries. If tourism English is of great interest to teachers, the researcher and the translator will find plenty of material to work on, whether it's in discourse analysis or assisting with translation issues. The translator must take this into account, for example, by including distances, altitudes, and temperatures in the measurement system, because tourism communication is an

intercultural discourse, the translator should not only be fluent in both languages, but also multicultural and capable of identifying with both the original author and the content in order to recognise all the particular aspects of the language he is translating into. The most difficult aspect of translating tourist discourse is its cultural content, and many strategies can be used by the translator in order to produce a better touristic translation services. Given this opportunity for increased awareness, it is hoped that researchers will assist in disseminating this information as they learn more about the sector.

So, in Chapter III, let us begin our investigation with a closer look at this critical sector, through the practical side of our research, where we are going to embody all the principles that we have discussed in the previous chapters, within the directorate of tourism and handicraft of Tlemcen, in order to check, and determine what are the multilingual communication problems, aiming to propose and suggest the suitable solutions for a better multilingual tourism communication, and thus, a better economic income to the country.

CHAPTER THREE:

**The Translation Scenario:
data analysis and discussions.**

1-Introduction:

Learning a foreign language is not as challenging, difficult, or expensive as it may seem to. It takes time, just like learning one's mother tongue, but knowing the visitors' language (or not) can make the distinction between ensuring a good experience, and thus good recommendations and devotion, or causing a health and safety crisis. According to what was detailed on the previous chapters, multilingual communication is a crucial tool in the tourism industry, travel and hospitality, because it requires specialised linguistic competences that may master all staffs. They must assist the travellers and clients in their language in order to facilitate their activities. As a result, language translation services are an essential component of the tourism industry. Thanks to translation, it is possible to acquire international corporate clients by communicating in their native language. It can also increase sales conversion by increasing trust in the working relationship, opening up discussions and opportunities, and building stronger interaction. Language services, such as translation and interpretation, are critical components of any successful occurrence. These value-added facilities provide officials with access to the international meeting market and assist them in gaining a competitive advantage to step up revenue growth. Indeed, learning a foreign language is now a true advantage; speaking one or more foreign languages is the standard for finding work.

On the job market, there is a constant increase in demand for linguistic and communication skills. Linguistic skills are becoming increasingly important in a variety of fields where technical knowledge is insufficient, such as marketing, commerce, management, communication, tourism, and hospitality. Tearing down communication and cultural barriers between agencies and their prospective consumers, as well as between speakers and people involved, results in higher sales conversions, increased customer confidence, and more efficient meetings. As a result, businesses engaged in international trade and market expansion must make appropriate linguistic choices in order to communicate with all of their partners. According to Boutet (2008: 79):

"Speaking is also exercising one's intelligence, that there are economic resources, and that language and communication can be productivity factors for businesses."

« Parler c'est aussi exercer son intelligence, qu'il y a là des ressources économiques, que le langage et la communication peuvent être des facteurs de productivité pour les entreprises ». (Boutet, 2008)

This linguistic component's valorisation has resulted in a new management of translation and multilingualism services, as well as new linguistic needs on the part of businesses, and thus new labour market requirements. Tourism official offices are one of the most critical in the promotion of tourism because they serve as an important marketing tool. Furthermore, translation services become a requirement for agencies' and administrations' staff in order to advertise the tourism product.

As a result, the purpose of this practical part is to identify the translation needs of the tourism staff in the city of Tlemcen, which is officially represented by the directorate of tourism and handicraft of Tlemcen, in a form of on – field visits, so as to check and assess one of the main problems they face; the difficulty to use languages at work. A large proportion of tourists rely on the services provided by tourism administrations and travel agencies employees during their travel. As a result, the current study aims to identify the translation requirements for tourism in the directorate of tourism and handicrafts of Tlemcen's personnel. To accomplish this, we conducted field research (Blanchet, 2000) within the directorate administration's staff. We assisted in a variety of work situations, allowing us to gain an up-close understanding of the linguistic reality that overrules on the investigation site. We were able to question the employees about their practices and difficulties with languages in their professional setting, as well as their initial and additional linguistic training. We conducted an interview with the directorate's director about the preferred language skills when hiring new employees, as well as the value of these skills and on-going training. We examined all types of professional writings, whether for external or internal communication: manuals, planning, notes, index cards, forms, advertising flyers, flyers, maps, websites...

To achieve the main goal, the researcher needed to identify the following sub-goals:

- Determine the multilingual communication skills and abilities that the market requires from the professionals.
- Determine the translation difficulties faced by employees of tourism and travel directorate.
- Suggest appropriate solutions to the above-mentioned goals.

The study employs a mixed process, both quantitative and qualitative. As a first step, we selected a questionnaire format, which means a series of questions that demonstrate employees' interest in tourism and draws facilities management.

It may also pique their interest in further discussion and activities related to these topics. It was used as well the method of interview, a form of direct oral questions, especially for the officials of the tourism directorate of Tlemcen staff, like the director, for the aim of conducting the needs analysis. It examines translation by contrasting its services within the field and emphasises the translator's function as a bridge between cultures.

It is worth noting that the growth of the Algerian tourism industry has been confirmed in a series of data from the Ministry of Tourism and Artisanry. As an illustration, after independence, Algeria inherited a hotel production capacity of 5 922 beds. In 1985, the total capacity of accommodation increased to 39 213 beds. In 2000, the hotel park recorded 67 087 beds, with the goal of reaching 125 676 beds by the end of 2019. Other indicators disseminated on the Ministry's website support this finding and allow for additional readings tailored to the needs of different users, and the objectives are reaching approximately 300,000 beds by the year 2030, as stated by the Minister of Tourism, Mr. Hamadi during his appearance on Echourouk news (Assia T, 2023). This may confirm the immediate need for translational expertise on the part of the staff in order to provide the best possible service. (mta.gov.dz, 2023)

2-The directorate of tourism and handicrafts of Tlemcen (DTA):

As an administrative institution state or body at the wilaya's level, the directorate of tourism and handicrafts of the wilaya of Tlemcen was established in conformity with executive decree n°: 10-257 of October 20th, 2010, which established the external services of the ministry of tourism and crafts and established their missions in an organisational structure. (dta-tlemcen.dz, 2023)

2-1- The organisation chart of the “DTA” Tlemcen:

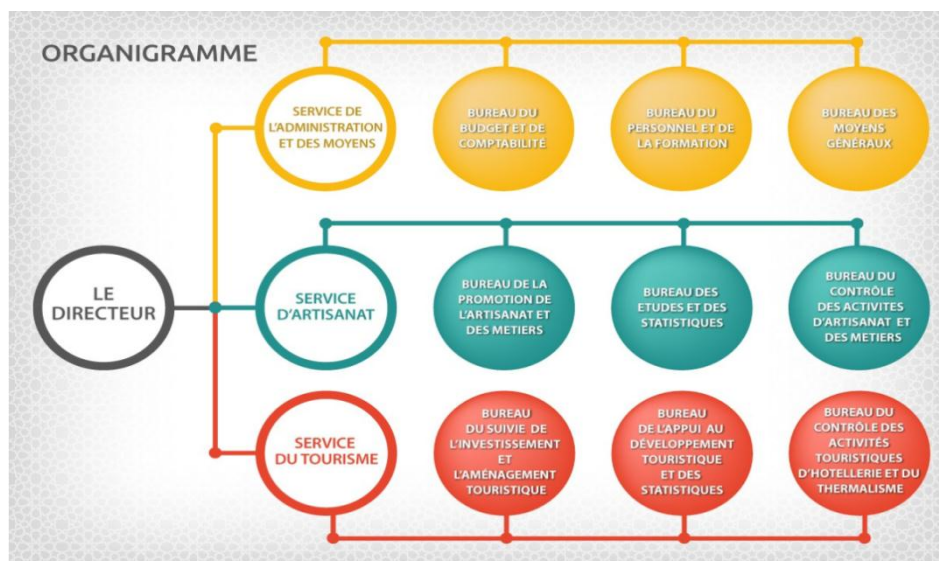


Figure 1.1 The organization chart of the “DTA” Tlemcen (dta-tlemcen.dz, 2023)

The goal of the aforementioned organisational chart (bar-graph 2.1.1), which shows the employee ranks in the directorate's hierarchy, is to provide a general overview of the actual staff of the directorate so that it is clear how many employees are required to be multilingual communicators. It is obvious that the director is in charge of three labour services, each of which by their very nature has a number of employees. The goal is to conduct interview and questionnaires with the tourism labour pool for our research.

2-2- The directorate’s mission:

The following are the objectives of the wilaya's tourism directorate:

- To create the annual action plan for tourism-related activities, and to ensure that tourism develops sustainably by maximising all local potential.
- To promote the development of high-quality diversified tourism offerings.
- To put into action plans and strategies for the development and promotion of tourism and hydrotherapy activities, and to assess the outcomes.
- To join forces with the aforesaid sectors to promote domestic and international cooperation, especially in the fields of investment and human resource development.
- To direct and oversee tourism investment projects in collaboration with the relevant organisations.

- To ensure that rules, norms, and quality standards are followed when engaging in tourist activities. (dta- tlemcen.dz, 2023)

3-Multilingualism and tourism language in Tlemcen:

Languages operate using a conventional system of symbols and codes, convey messages, and have algorithm or semantic elements. It is evident that tourism is a form of promotion and that, according to its practitioners and customers, has a distinct discourse. However, the tourism language is far more than a simple analogy. The language of tourism uses images, pamphlets, maps, and other media to attract millions of people to travel and then attempts to govern how they think and act once they do. By sharing their experiences, tourists then help this language develop further. Companies must be able to speak the required languages in order to provide quality service, according to language requirements. Those reasons lead us to insist on the primary focus of our research, which was to investigate the various linguistic strategies used in the directorate of tourism and handicraft of Tlemcen, by analysing the initial strategies that were inquired, which dealt with multilingual communication, foreign language instruction, multilingual documents management, and communication via target language and culture of their customer base, across an investigation of some needs analysis within the establishments that is considered as the heart of its developments.

3-1-Tourism language needs analysis:

The term "Needs Analysis" initially appears in India in the 1920s, when Michael West developed a definition that encompassed two distinct definitions of "need" that lead to "surrender value" of learning: First, what trainees would do with a foreign language in the target situation; second, how learners should improve their target language mastery during training (West, 2008). According to Hutchinson and Waters (1987), there are two types of needs: target needs and learning needs. Target needs are what learners are expected to do in the target situation and are classified into three categories: necessities, lacks, and wants. Hutchinson and Waters propose a second type of need: learning needs. This type involves determining how learners learn as well as providing information about learners, the main reason for language learning.

Needs Analysis is defined by Nunan (1988:75) as:

"A family of procedures for gathering information about learners and communication tasks for use in syllabus design."

To put it another way, the needs analysis method entails gathering information in order to provide the necessary foundation for designing a curriculum that will satisfy the needs of a specific group of learners. In the current investigation, we are actively seeking the precise condition which is of utmost importance to us, namely, the need for language analysis vis-à-vis the personnel of the directorate of tourism and handicraft of Tlemcen, who are experts in performing tourism services. Thus, the translation services in question serve as a valuable tool for the development and marketing gains of said establishment. Consequently, it is highly probable that the first type of need analysis that is pertinent to our research is that of target needs, since multilingual communication is the dominant scenario that the staff of the directorate of tourism and handicraft of Tlemcen is struggling with in their efforts to translate tourism-related materials. The analysis of language requirements is an indispensable and integral aspect of language studies, and we are inclined towards implementing these essential procedures in the context of translation as a fundamental constituent of the linguistic domain.

4-Data Collection Methods and techniques:

Various techniques are used in this study to collect the necessary data such as questionnaires. They are used to assess the translation services needs of the directorate. An interview is also used to establish validity and dependability. The questionnaires are constructed in a series of processes. Following that, instances of questionnaires are examined for their frameworks. Furthermore, course syllabuses and textbooks on translation for tourism are investigated to determine the relevant material included in the surveys. The questionnaires are then built in accordance with the study's objectives, depending on the information obtained and other instructions on how to build questionnaires. Nunan (1992) suggests the following methods for determining needs:

4-1- Questionnaire:

It eventually becomes one of the most well-known data collection techniques. It consists of a written document with a series of questions to which individuals respond, and it is usually completed independently by each individual. There are two types of questionnaires that are commonly used:

- 1) Open-ended questionnaires necessitate that participants construct responses. In this case, the participant has the option of deciding what to say and how to say it.
- 2) Closed-ended questionnaires require participants to choose from a set of options. The researcher determines the range of possible responses. A Likert scale, which is a scale with a number of points that provide ordinal scale measurement including such: strongly agree, agree, uncertain, disagree, and strongly disagree, is the most commonly used closed-ended question format in questionnaires.

Using questionnaires allows the researcher to acquire a big amount of data in a short period of time. Furthermore, the acquired results may be extrapolated to the target population. However, there is an issue when participants are unwilling to complete and return them. The survey had two stages in order to determine the directorate staff needs of such translation services. The first stage involved preparing the questionnaires and trying to determine the types of questions that would be included in the questionnaire, and the second stage included carrying out the questionnaire survey.

The two types of questionnaires were used for this study:

- a) One set of questionnaires addressed to heads of staff.
- b) One set of questionnaires addressed to employees.

The first of the two surveys use the same approach in that nearly identical questions were asked of heads of staff as well as staff members; thus, a) and b) are treated together. The employment of a questionnaire is extremely beneficial. To begin with, questionnaires make it simple to collect information from a large number of people quickly. Because the goal was to collect responses from as many participants as possible, in order to ensure the response sample would be roughly representative of all of the participants under consideration, questionnaires were chosen as the best research tool. Interviews would not have yielded such a large number of responses because they require a significant investment of time, making them helpful only when the sample under study is quite small. Another factor that influenced the decision to use questionnaires was the simple fact that this type of poll method ensures everyone's anonymity. This was particularly significant in the survey, especially in the instance of the questionnaire focused on to employees, because they were able to express their true thoughts on the translation services in the tourism field of Tlemcen city without fear of being identified by their heads of staff through their answers.

As a result, employees had the opportunity to express their dissatisfaction with their work concerning the multilingual communication, knowing that their responses would be kept anonymous.

Another reason for the choice to use questionnaires was the ease with which responses to closed questions could be analysed. Many survey questions (closed questions) were designed to determine which percentage of those taking part held a particular viewpoint, which was simple to do thanks to the survey method. However, because interviews provide a lot of qualitative data but very little quantitative data, using them as a primary survey method would have made calculating how many respondents had a certain opinion impossible. Questionnaire answers, on the opposite hand, are simple to analyse and enable researchers to obtain more concrete and tangible results. A final reason for using questionnaires was that participants could fill them out whenever it was convenient for them. It probably would have been difficult for those who responded; particularly tourism directorate tutors and employees have time to allow for an interview over the week, as they all have terrible schedules and are only open to an interview half-heartedly or perhaps not at all. On the other hand, a questionnaire would only require them 05 at 10 minutes to complete and they could do it at their workplace or from the comfort of their own home, day of the week or weekend, this increases the likelihood that they are actually responding to the survey.

4-1-1-The nature of the questionnaire:

The nature of the questionnaire is related to a variety of factors, including those related to dealing with the respondent and others related to the interrogation process's motivations. Yves Fournis (1995) defines this process in this regard based on the following factors:

4-1-1-1-Questionnaire on facts:

Reasons for not providing an exact answer to a specific question are listed under this factor:

- Fear of providing an answer that may result in a negative judgment for the survey's owner or the researcher for the respondent.
- The desire to project an image of oneself that is superior to reality.
- Keep in mind that some of the questions are a bit curious, and you may not want to answer them appropriately.

4-1-1-2- Opinion questionnaire:

Because opinions are usually subjective, it is simple for the respondent to formulate them along the lines of: I like/I don't like, except in cases where the respondent does not announce his opinion for the following reasons:

- He lacks sufficient knowledge of the subject under consideration.
- He has no strong feelings expressed as "for" or "against".

Yves Fournis (1995) adds two more types to this list: "purpose questionnaire" and "motivation questionnaire." Both are related to the hidden causes that determine the relationship between the topic and the people who answered the questionnaire. (Snouci Brix, 2016).

4-1-2- Questionnaire purposes:

The goal of a questionnaire is to collect information from a specific audience. There will be open-ended, closed-ended, or a mix of the two types of questions. By completing a questionnaire, participants provide valuable information and the data collected can be quantitative or qualitative. Quantitative data is numerical and measurable whereas qualitative data is non-numerical, a kind of written information that should be further analysed. The results of each individual questionnaire will provide information about one participant. As it is linked to the framework in which it is recorded, each questionnaire can vary in nature depending on its content, so it can be an evaluation of people's knowledge, an evaluation of the functioning of a specific thing, or an evaluation of a system. It could also be a descriptive or experimental study. The first case involves the same person, whereas the second involves a group of people or a population. (De Ketele & Roegiers, 1996).

« Selon qu'il entre dans le cadre d'une évaluation des performances de personnes, ou au contraire dans le cadre d'une évaluation d'un fonctionnement, de l'évaluation d'un système, d'une recherche descriptive ou expérimentale, le questionnaire prendra deux sens différents :

- Le questionnaire de contrôle de connaissances ;

-Le questionnaire d'enquête.

Dans le premier cas, la cible est l'individu ; dans le second, une population. »

(De Ketele & Roegiers, 1996).

In other words, the purposes differ between the educational side and the applied professional side. Our study is rather an experimental since it deals with a group of workers represented by the staff of the directorate of tourism and handicraft of Tlemcen, a sample population that provides us with the necessary information concerning the specialised translation in an official representative of tourism in the city of Tlemcen.

4-2- Interviews:

The employment of interviews plays a key role in illuminating certain realities regarding the conclusions we are deriving from our investigation. According to Gay and Airasian (2000), an interview is an intentional contact, generally between two persons, with one person attempting to obtain information from the other person.

It enables the researcher to collect critical data that would otherwise be impossible to gather from observation. Structured, semi-structured, and unstructured interviews are the most prevalent types of interviews. The most formal is the structured interview, in which the interviewer goes through a list of questions in a planned order. In semi-structured interviews, the interviewer has a basic concept of what questions to ask, but he or she does not enter the interviewee with a list of pre-set questions. The third style of interview, the unstructured interview, is directed by the interviewee's replies. It implies that the interviewer has no influence over the interview's direction is quite unexpected.

Interviews serve researchers because they allow for linguistic clarification and recording of respondents' answers and explanations, as well as a more in-depth investigation of specific concerns. This procedure, however, requires more time to administer and is best suited for smaller groups of participants.

This first stage of our empirical method also included carrying out interview with the director of the directorate of tourism and handicraft of Tlemcen to learn about his perspectives on the needs and expectations of translation services in general and of his employees in particular. According to Gillham (2000b), these were "elite" interviews because they engaged people who were in a position of advantage in terms of knowledge and authoritative in their field.

The interview was assigned at the end of the research, to the director of the directorate, in the headquarters of the department. This sort of interview is quite similar to a verbal questionnaire in that the researcher will prepare a set of questions in advance, and the interviewee will respond to those questions (Newell & Burnard, 2006)

4-3- Observations:

Observation is indeed frequently employed to collect primary data. It is an intended and methodical method of observing and listening to an interaction or phenomena as it occurs. There are two kinds of observations: participant observations and non-participant observations. Participant observation allows the observer to completely participate in the activity being researched while remaining anonymous to the participants. Instead, the observer might be an outsider or a non-participant in the activities of the group being studied; that is, he or she observes but does not participate. (Gay and Airasian , 2000)

This strategy is typically used to complement data obtained via surveys or interviews. It is suitable in instances where inquiry cannot obtain complete and precise information. People, on the other hand, do not always perform well while they are being observed. Because people's behaviour may vary when they are aware that they are being monitored in various circumstances, information prejudice may emerge. As a result, observation is a highly specialised talent. A good observer understands how to observe, what to look for, and how to use information.

4-4-Recommendations:

Dissertation recommendations are practical ideas and proposals presented following the completion of a research. These recommendations typically depend on what was discovered and help to direct future research or use in practice. It is best to put the dissertation recommendations at the end (professional writing, addressed to a specialist, changing the structure). When writing research recommendations, there are a few S.M.A.R.T things to keep in mind. The suggestions must include:

- **Specific:** State precisely how difficulties can be discussed for improved results, along with a strategy that demonstrates what can be accomplished.
- **Measurable:** To strengthen research recommendations, use verbs that denote measurable outcomes, such as identify, analyse, design, compute, assess, evaluate, revise, plan, and so on.
- **Attainable:** Recommendations should provide a solution-oriented approach to resolve issues and be expressed in an easy-to-follow format.
- **Relevant:** Research recommendations need to be reasonable, realistic, and based on results. Making sure to propose potential future directions for the research discipline.

- **Time-based** or time-sensitive research recommendations assist in splitting the action schedule into long-term or short-term (immediate) goals. A timeline can also help potential customers. (Doran,1981)

Upon completing the examination and analysis of the research pertaining to questionnaires and interview conducted with the directorate of tourism and handicraft of Tlemcen, it is imperative to present several significant recommendations that can serve as a foundation for the advancement of the sector as a whole and the enhancement of specialised translation services in the domain of tourism for the city of Tlemcen.

5- Research proceeding:

5-1-Mixed method:

A mixed approach that is both quantitative and qualitative appears to be appropriate because of the nature of the study itself since there is an urgent need in this study to examine the participants' requirements and collect information about what they seek and assume. It describes a process that combines quantitative and qualitative research methods in a single study (Creswell& Plano Clark, 2011; Wisdom, Cavaleri, Onwuegbuzie, & Green, 2012), going beyond the simple inclusion of open-ended questions or the gathering of data in a survey. It should be mentioned, too, that in the mixed method research, qualitative and quantitative approaches are not purely put juxtaposed side by side; they are also used to produce integrated results.

On the one side, quantitative research techniques enable researchers to make use of statistical data (Daniel, 2016). Besides that, consistency is another value obtained from the use of this approach as Brown (as cited in Daniel, 2016: 94) recognises:

"The research study using this research tool is conducted in a general or public fashion because of its clear objective and guidelines, and can therefore be repeated at any other time or place".

Qualitative data instruments, on the other hand, such as open-ended questionnaires and notes, are used to gather information from participants in their natural environments. The used data collection methods provide a comprehensive description of the research in terms of the involved parties (Daniel, 2016).

The framework of research that we believe is best suited to the theoretical choices and objectives of the study is that of ethnography of communication, a field discipline that provides us with the most significant contribution through observation and data collection.

Thus, the methodological choice was based on a qualitative ethnographic approach using questionnaires, observation, interview, and documentary analysis.

As previously stated, the two objectives of this survey were to:

- Ascertain what the requirements and expectations of the directorate of tourism and handicraft of Tlemcen are in terms of translation services, as seen by both translators and specialised in the matter.
- Ascertain what the expectations of the tourism market are in terms of translation services in the Algerian context by sampling Tlemcen metropolis.

5-2- Triangulation:

To verify that the data we rely on are effective and devoid of bias, and to assess the degree to which all evidence crosses, this study activity uses triangulation, which entails cross-checking multiple data sources for information and gathering processes. Triangulation is crucial because relying on just one source of data won't be enough to cover all the topics under investigation and provide adequate solutions to the research challenge. Given that it "*seeks new data, new information derived from the observation of data and from experimental work*" (Williams & Chesterman, 2002), it is clear that this research is empirical, the reason why several technics were used as stated before, basically questionnaires, interviews, and also by analysing translation quality on the directorate of tourism of Tlemcen web site, flyers, adverts, maps ...etc. In order to gain comprehensive answers to the research questions and boost the validity of the findings, it is necessary to use a variety of information sources and data gathering techniques. It is also required to examine the phenomenon from a variety of angles and consider many points of view. Seliger and Shohamy (1989) request that:

“Often, several different methods are used in the same study in order to compile a more complete picture of the activity covered”. (Seliger & Shohamy, 1989)

The triangulation of methodologies used in the current research is represented in diagram 5.2.1:

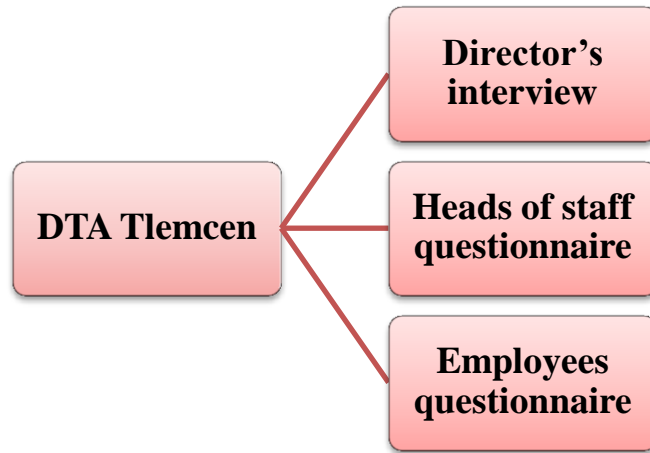


Diagram 5.2.1: Methodological Triangulation of the study.

5-3-Participants:

The primary participants of our investigation consisted of individuals from various levels and services employed within the directorate, including the director. The survey was conducted during the seasons of spring and summer of the year 2023, specifically divided into two parts. This division was necessary as not all employees were present initially, thus necessitating a return to the directorate for a second administration of the questionnaires in order to reach the maximum number of employees. The total number of employees within the directorate was 43(including the director). Sampling technique was used in the current study because it appears to be the most adequate. According to Long (2005), some of need analyses are carried out using a “convenience sample”, or informants whom are willing and able to take part.

5-4-Instrument:

In the current research, we used a mixed approach based on questionnaires and interview as a research instruments to try to achieve the objectives of the current study and answer the addressed research questions. The questionnaire was chosen because it is a helpful tool for collecting data, provides frequently numerical data, can be administered without the researcher's presence, and is relatively simple to analyse (Wilson and McLean as cited in Cohen et al., 2007). Furthermore, questionnaires can quickly and cheaply collect large amounts of focused, standardised, structured information from a large sample of respondents.

The questionnaire is comprised of restricted and open-ended queries organised into three major sections. The first section contains information about the employees' environments, such as age and gender. The second focuses on the multilingual communication abilities and skills required by staff at work. The third section looks into employees' perceptions and attitudes of the importance of the translation services. To facilitate interpretation of the findings, all data obtained is transformed into numerical data thanks to SPSS program. The survey was administrated into Arabic so as to reduce ambiguity and misunderstanding. To make sure the accuracy of the questionnaires, our redaction was altered and revised based on the supervisor's recommendations. Following that, a pilot study was carried out to assess the questionnaire's efficiency and to enhance its language rightness. Finally, the final write of the questionnaires were adjusted and distributed to the objective directorate of tourism and handicraft staff working.

Regarding the interview, a large array of inquiries was meticulously posed to the esteemed director of the directorate, pertaining to the various decisions that have been made in relation to the multifaceted and multilingual situation of the staff. This was done with the express purpose of appeasing the collective curiosity of the interviewer with regard to the precise and exacting nature of the missions undertaken within this sector. Furthermore, the interviewer was keen to gain insight into the behavioural patterns exhibited by the staff in their dealings with the translation services that are employed in order to effectively promote the tourism sector in the city of Tlemcen.

6-Questionnaire polls:

After the final design was agreed upon, the "real" questionnaires were distributed to the directorate of tourism and handicraft of Tlemcen heads of staff and employees. Inevitably, one of the most significant issues with questionnaires is that, unless the sample is captive, the response measure is frequently disappointingly low (Gillham, 2000a). As a result, Cohen et al. (2007) emphasise the importance of the questionnaire's form, which ought to "be easy, attractive, and captivating rather than complex, ambiguous, forbidding, and dull". As a result, we worked rigorously to make our questionnaires appear attractive to respondents.

6-1- The use of methodological tools:

Following the presentation of the most important points that revolve around the questionnaires and interview of this research, it became clear to use the tools and steps that were discussed above, while adapting them to the study's style and goals.

6-1-1-Respect the editorial principles:

The questionnaire was prepared using the aforementioned editing principles; we used a clear style in it and were keen to adopt a logical and consistent sequence between the questions as they were directed from easy to difficult. Whereas the first questions were related to the first contact with the respondents and asking them to introduce themselves (age, gender, mother tongue...), and some information was exploited through the classification of specialties group, for example, to maintain the research's reliability.

6-1-2- The determination of the nature of the questionnaire:

The type of questionnaire used in this research can be described as an open/close questionnaire, because it contains a mix of closed-ended questions as "yes" and "no" questions, and open-ended questions that require greater depth, in order to test the doctorate staff's knowledge and background knowledge about multilingual communication and translation services within the tourism sector of the city, and assess their ability to apply this in translation performances, indicating that the questionnaires are about a knowledge test conducted at the activity and content levels.

6-1-3-Motives of the questionnaires:

The main purpose of the questionnaires is to discover the directorate of tourism and handicraft of Tlemcen staff competences in translation services, as well as if they use translation in their work and advertisement to local tourism, if they were formed for this purpose, and how important multilingual communication is in their work.

6-2- The preparation of the form for gathering information:

At this stage, we monitor the information gradually when we receive the filled out forms. Then we proceed to replace instructions adopted at the beginning in order to adapt them according to what were the initial study objectives. And in order to facilitate the process of collecting information contained in the form, those steps must be followed:

- Delete sections that we will not use.

- Returning to the right place the information that was away from the question related to the topic.
- Encrypt the answers such as putting a number for a specific answer like; 1. Yes, 2. No, 3. I don't know.

Also, each question has a number that follows which is the same number as the answer accompanying it. (De Ketele & Roegiers, 1996).

As for the data of the respondent, it was agreed that it is useful to search for segments of age, residence, and family status, and attach them to a coded number (Fournis, 1996). Collecting information process varies according to the structure, design and the number of interrogations:

- Collection by classifying questions.
- Collection by setting tables to put the information.
- Collection through pushed cards.
- Direct collection through the computer. (Snouci Bixi, 2016).

In terms of the actual questions on the two questionnaires, the directorate of tourism and handicraft Tlemcen employee's questionnaire had 18 questions. Of these questions, nine were close-ended and nine were open-ended. Similarly, the head of staff's questionnaire consisted of 25 questions on their profile, 15 of which were open-ended and 10 of which were closed-ended. Appendix B contains samples of completed heads of staff's questionnaire in Arabic, while Appendix C contains the employees' completed sample questionnaire in the same language. The selection of the Arabic language was motivated by the desire to eliminate any potential language-related confusion among the staff members of the directorate. This decision was driven by doubts regarding their proficiency in foreign languages like French or English, as their respective fields of expertise may not necessarily include a focus on language acquisition. Hence, it was believed most appropriate to rely on their native language in order to ensure effective communication.

Both heads of staff and employees' surveys run concurrently within the directorate's seat, from June 02nd until the 05th June, 2023, as a first part, giving respondents 04 days to complete the questionnaires. The second instance happened from September 10th until the 12th of October 2023, with the aim of encompassing all personnel of the directorate, as not all of them were present during the initial phase, primarily due to their annual leave.

It should also be noted that participation in the survey was confidential, and responses were anonymous, which is why some questions on the heads of staff' or employees' profiles were optional (e.g., it was optional for both to say which city they live in). The questionnaires were supported by a thoughtfully written covering letter that briefly explained the purpose of the survey, arguing why the poll was of significance to the participants, and thanking them for their time and effort in contributing to the research. The questionnaires were distributed to nearly 42 employees from the wilaya of Tlemcen's directorate's staff, 04 of whom were heads of staff:

- Organization head. رئيس مصلحة.
- Office head. رئيس مكتب.
- Task head. رئيس مهمة.
- Inspector. مفتش.

We can summarize the reasons for selecting these sample questionnaire respondents as follows:

- ✓ They are nearly the only official representative of the tourism sector in the city of Tlemcen.
- ✓ The fact that all of the staff was gathered in one location aided the research investigations.
- ✓ The fact that the majority of the employees involved are from Tlemcen and its surrounding areas, which demonstrates the importance of their belonging to the city's cultural environment.
- ✓ The fact that each employee received different training allows us to demonstrate the role of translation across all domains and determine whether they are familiar with translation services.

What is crucial for this study is to demonstrate that the phenomenon of multilingual communication, as a general concept, and the act of translation, in specific terms, represent a shared aspect across all fields, with particular relevance in the field of tourism.

This field assumes a significant role in its interactions with both tourists and foreign companies, as it necessitates direct engagement with clients, thus necessitating language-based communication where the mastery of translation abilities becomes indispensable.

6-3-Presentation of the questionnaires:

It was previously stated that two questionnaires were used for this research: one for the heads of staff and responsables of the directorate of tourism and handicraft of Tlemcen, and the other for the employees of the same administration.

The first questionnaire contains 25 questions about and is preceded by a brief presentation of the questionnaire's content, the purpose of the study, and words of gratitude for their participation. The first questions were standard (age, gender, mother tongue), but starting from the eighth question, there were special questions about the corpus, such as whether they had special training in foreign languages or if they use translation services in their daily administrative activities.....

The same questionnaire is used for employees; with the exception that there are fewer questions (18) because employees have less responsibility than their head of staff. The questions are standard at first, and starting with the eighth question, they are specialised questions about the study's corpus.

Of course, we explained the questionnaires to the personnel chief, who is in charge of external affairs, before handing them over to him, and after he distributed them to heads of staff and employees. The sample form that was unloaded and analysed for this study is shown below.

6-4- The presentation of the interview:

The interview was assigned at the end of the research, to the director of the directorate on the 05th September 2023, in the headquarters of the directorate. Initially, we introduced ourselves and proceeded to present our research. We provided the interviewee with relevant information regarding the investigation. The interview encompassed a series of 10 questions encompassing both open-ended and close-ended formats. This method was employed to acquire a comprehensive understanding of the phenomenon being studied. The close-ended questions were primarily composed of inquiries requiring a simple "yes" or "no" response. Furthermore, the director was encouraged to provide detailed responses concerning the state of multilingualism and translation services within the directorate. The utilisation of open-ended questions granted the respondent the opportunity to freely express his thoughts and ideas. In the later interview conducted after the training session,

we made a combined effort to excavate further into the concepts of the subsequent nature; here are its main ideas:

- The efficacy of translation services in the field of tourism.
- The primary deficiencies and merits.
- The contentment of staff members regarding their benefits.
- The anticipations of both the director and the employees, in essence, what aspects could potentially be modified moving forward.

7- The applied study:

7-1- The questionnaires form:

7-1-1-The heads of staff's questionnaire:

The goal of this questionnaire is to create a percentage representation of the directorate of tourism and handicraft requirements for Tlemcen staff in terms of multilingual communication competences, particularly translation competences. This study aims to highlight the relationship between mastering multiple languages and knowing how to translate documents, flyers, advertisements, or interpret when in direct contact with tourists, within the framework of a doctoral thesis in specialised translation. The information of the persons who answered the questionnaire will not appear in the study.

الهدف من هذا الاستبيان هو تمثيل نسب لمتطلبات موظفي مديرية السياحة والصناعة التقليدية لتلمسان من حيث مهارات التواصل متعدد اللغات، وخاصة مهارات الترجمة. تهدف هذه الدراسة أيضا إلى إبراز العلاقة بين إتقان لغات متعددة ومعرفة كيفية ترجمة المستندات أو النشرات أو الإعلانات أو الترجمة الشفهية عند الاتصال المباشر بالسياح، في إطار تحضير أطروحة دكتوراه في الترجمة المتخصصة.

نؤكد أن المعلومات الشخصية للمبحوثين في هذه الدراسة لن تظهر.

التعريف بالمبحوث	Introducing the interviewee
<p>1-السن Age</p> <p>2-الجنس Sexe : <input type="checkbox"/> ذكر <input type="checkbox"/> أنثى</p> <p>3-اللغة الأم : Mother tongue</p> <p>4-اللغة الثانية : Second language</p> <p>5- الشهادة المتحصل عليها : The obtained degree</p> <p>6-الرتبة المهنية أو الأكاديمية :Professional or academic status</p> <p>7- مجال الإختصاص : Field of speciality</p> <p>8- المدينة الأصلية :Original city</p>	

تمثيلات أرباب العمل حول موضوع البحث	
Heads of staff representations about the research topic	
<p>9-لغة العمل Work language : <input type="checkbox"/> عربية Arabic <input type="checkbox"/> فرنسية French <input type="checkbox"/> إنجليزية English</p> <p>10-هل تستعمل لغة العمل غالبا في: <input type="checkbox"/> الوثائق و النصوص <input type="checkbox"/> التواصل الشفوي</p> <p>Do you use the work language mostly in : <input type="checkbox"/> documents and texts</p> <p style="text-align: center;"><input type="checkbox"/> Oral communication</p>	
<p>11-هل تابعت أو تتابع تكويننا في لغة أخرى؟ <input type="checkbox"/> نعم <input type="checkbox"/> لا</p> <p style="text-align: right;">ماهي؟ لماذا؟</p> <p>Have you followed or are following a formation in another language? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>What is it?</p> <p>Why?</p>	
<p>12-هل لديك اتصال مباشر مع السياح؟ <input type="checkbox"/> نعم <input type="checkbox"/> لا</p> <p>Do you have direct contact with tourists? Yes <input type="checkbox"/> No <input type="checkbox"/></p>	

<p>13- هل تلجأ إلى الترجمة في عملك؟ <input type="checkbox"/> نعم <input type="checkbox"/> لا</p> <p>- ما نوعها؟ <input type="checkbox"/> تحريرية <input type="checkbox"/> شفوية</p> <p>Do you use translation in your work? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>What kind? <input type="checkbox"/> written <input type="checkbox"/> oral</p>
<p>14- هل تستعمل تكنولوجيا الترجمة؟ <input type="checkbox"/> نعم <input type="checkbox"/> لا</p> <p>Do you use translation technology? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>15- أهمية الترجمة في عملك : <input type="checkbox"/> قصوى <input type="checkbox"/> متوسطة <input type="checkbox"/> ضعيفة</p> <p>The importance of translation in your work: <input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Weak</p>
<p>16- هل ترى ضرورة لتكوينكم في الترجمة؟ <input type="checkbox"/> نعم <input type="checkbox"/> لا</p> <p>لماذا؟</p> <p>Do you see the necessity of training you in translation? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Why?</p>
<p>17- ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟</p> <p><input type="checkbox"/> ممتاز <input type="checkbox"/> جيدة <input type="checkbox"/> متوسطة <input type="checkbox"/> ضعيفة <input type="checkbox"/> منعدمة</p> <p>What is your evaluation of language/translation services in the tourism sector in Tlemcen?</p> <p><input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> None</p>
<p>18- كم هو عدد العمال في المديرية؟</p> <p>How many workers are there in the directorate?</p>
<p>19- هل لدى العمال تكويننا متعدد اللغات؟</p> <p>Do the workers have a multilingual training?</p>
<p>20- هل توظفون مترجمين مختصين في السياحة؟</p> <p>Do you employ specialised translators in tourism?</p>
<p>21- هل هناك برنامج وطني أو مقرر رسمي ينص على تكوين العمال في مجال السياحة واللغات الأجنبية المتخصصة؟</p> <p>Is there a national program or an official course that provides training for workers in the field of tourism and specialised foreign languages?</p>
<p>22- هل ترى أن للترجمة دورا فعالا في مجال السياحة؟</p> <p>Do you think that translation has an effective role in tourism?</p>

23-كيف كان التعامل مع السياحة و الخدمات الترجمية في فترة كوفيد 19؟ How was dealing with tourism and translation services during the period of Covid 19?
24-بصفتك مسؤولاً، هل لديك الصلاحية لإدماج المترجمين المتخصصين في المديرية و الوكالات السياحية بتلمسان؟ As an official, do you have the authority to integrate specialised translators in the tourist administrations and agencies in Tlemcen?
25-ما توقعاتكم للخدمات الترجمية في المديرية مستقبلاً؟ What are your expectations for translation services in the directorate in the future?

7-1-2-The employees' questionnaire:

التعريف بالمبحوث	Introducing the interviewee
1-السن Age	
2-الجنس Gender : ذكر <input type="checkbox"/> أنثى <input type="checkbox"/>	
3-اللغة الأم :Mother tongue	
4-اللغة الثانية :Second language	
5-الشهادة المتحصل عليها : The obtained degree	
6-الرتبة المهنية أو الأكاديمية :Professional or academic status	
7-مجال الإختصاص : Field of specialty	
8- المدينة الأصلية : Original city	
تمثيلات الموظفين حول موضوع البحث	
Staff representations about the research topic	
9-لغة العمل : Work language : <input type="checkbox"/> إنجليزية English <input type="checkbox"/> فرنسية French <input type="checkbox"/> عربية Arabic	
10- هل تستعمل لغة العمل غالباً في: <input type="checkbox"/> الوثائق و النصوص <input type="checkbox"/> التواصل الشفوي	
Do you use language work mostly in : <input type="checkbox"/> Documents and texts <input type="checkbox"/> Oral communication	
11-هل تابعت أو تتابع تكويننا في لغة أخرى؟ <input type="checkbox"/> نعم <input type="checkbox"/> لا	

ما هي؟	
لماذا؟	
Did you follow or are following formation in another language?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What?	
Why?	
12- هل تلجأ إلى الترجمة في عملك؟	<input type="checkbox"/> نعم <input type="checkbox"/> لا
Do you use translation in your work?	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<input type="checkbox"/> Written <input type="checkbox"/> Oral
13- هل تستعمل تكنولوجيا الترجمة؟	<input type="checkbox"/> نعم <input type="checkbox"/> لا
Do you use translation technology?	<input type="checkbox"/> Yes <input type="checkbox"/> No
14- أهمية الترجمة في عملك :	<input type="checkbox"/> قصوى <input type="checkbox"/> متوسطة <input type="checkbox"/> ضعيفة
The importance of translation in your work:	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Weak
15- هل ترى ضرورة لتكوينكم في الترجمة؟	<input type="checkbox"/> نعم <input type="checkbox"/> لا
لماذا؟	
Do you see the need to train you in translation?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Why?	
16- ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟	
	<input type="checkbox"/> ممتاز <input type="checkbox"/> جيدة <input type="checkbox"/> متوسطة <input type="checkbox"/> ضعيفة <input type="checkbox"/> منعدمة
What is your assessment of the language/translation services in the tourism sector in Tlemcen?	
	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> None <input type="checkbox"/>
17- هل تأمن بضرورة توظيف مترجمين مختصين في السياحة؟	
Do you believe in the need to hire specialised translators in tourism?	
Any addition?	18- أية إضافة؟

8-Unpacking the first questionnaire (heads of staff):

Question's number	Answers	No answer
1	Between 38/49 years old	00/04
2	Male : 03/04 Female : 01 /04	00/04
3	Mother tongue : 4/4 Arabic language	00/04
4	Second language : 04/04 : French	00/04
5	Professional or academic status : -Head of department -Office head -Task boss -Inspector	00/04
6	Specialty field : Administration/ Tourism	00/04
7	Original city : Tlemcen	00/04
8	Obtained degree : -Management sciences and marketing. -Bachelor in financial economics. -Bachelor in media and communication. -Master degree (undefined).	00/04
9	Work language: Arabic :03/04 French :01/04 English :00/04	00/04
10	The use of the language in :	00/04

	Documents:03/04 Oral communication:01/04	
11	Training in another language : No: 03/04 Yes:01/04	00/04
12	Direct contact with tourists Yes: 02/04 No:02/04	00/04
13	The use of translation Yes:02/04 No:02/04	Written translation:02/04 Oral translation:00/04
14	The use of technology in translation Yes:03/04 No:01/04	00/04
15	The importance of translation in the work: Utmost:00/04 Medium:03/04 Weak:01/04	00/04
16	The necessity of your training in translation: Yes:04/04	00/04
17	The assessment of translation services in the tourism sector in Tlemcen : Excellent:00/04 Good:01/04 Medium:02/04 Weak:01/04	00/04

	Nonexistent:00/04	
18	The number of workers within the administration:04/04	00/04
19	The multilingual training of workers: No:04/04	00/04
20	Hiring the specialised translators : No : 04/04	00/04
21	The existence of a national program or an official training for the staff in foreign languages and touristic translation: Don't exist:03/04 I don't know: 01/04	00/04
22	The efficiency of translation in the work: 04/04	00/04
23	The deal with tourism and translation services in the Covid 19 period:02/04	02/04
24	The authority's validity to integrate translators into directorates and tourism agencies: No:04/04	00/04
25	The expectations for the translation services within the administration:02/04	02/04

9-Unpaking the second questionnaire:

Question's number	Answers	No answer
1	Age : Between 30/57 years old	00/38
2	Male : 15/38	00/38

	Female : 23 /38		
3	Mother tongue : 38/38 Arabic language		00/38
4	Second language : 30/38 : French 02/38 : English 04/38 : Arabic		02/38
5	Professional or academic status : 38/38		00/38
6	Specialty field : 38/38		00/38
7	Original city :38/38		00/38
8	Obtained degree :38/38		00/38
9	Work language: Arabic :21 French :17 English :00		00/38
10	The use of the language in : Documents:20 Oral communication:18		00/38
11	Training in another language : Yes: 10/38 No:28/38		00/38
12	The use of translation Yes:31/38 No:07/3	Written translation:20/38 Oral translation:10/38	01/38
13	The use of technology in translation:		01/38

	Yes:27/38 No:10/38	
14	The importance of translation in the work: Utmost:06/38 Medium:25/38 Weak:07/38	00/38
15	The necessity of the training in translation: Yes:32/38 No:06/38	00/38
16	The assessment of translation services in the tourism sector in Tlemcen : Excellent:00/38 Good:01/38 Medium:28/38 Weak:08/38 Nihilistic:01/38	00/38
17	The necessity of hiring specialised translators: Yes: 30/38 No: 04/38	04/38
18	Any addition:10/38	28/38

10- The first questionnaire (heads of staff) data analysis:

Upon conducting an information-gathering strain among the heads members of the directorate of tourism and handicraft of Tlemcen, it has come to light that the discovery of the data store was nothing short of surprising. This is particularly true when it comes to their perspective on translation and multilingual communication in general. Their comprehension of the issue at hand and their enthusiasm to make a difference has been

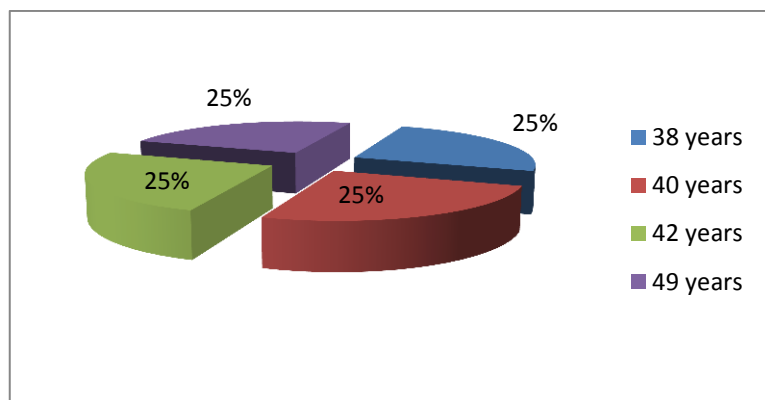
illuminated by this newfound knowledge. Additionally, they have demonstrated a deep understanding of the importance of their contributions to their competences in translating various tourism elements. In terms of data analysis, the questionnaire survey data is being analysed using specialist software SPSS, the Statistical Package for the Social Sciences, which provides *"virtually all the tests of statistical significance appropriate for sample survey data,"* according to Rose & Sullivan (1996). It is a powerful statistical software platform. It offers a user-friendly interface and a robust set of features that lets any organisation quickly extract actionable insights from its data.

Advanced statistical procedures help ensure high accuracy and quality decision making. All facets of the analytics lifecycle are included, from data preparation and management to analysis and reporting. (IBM SPSS Statistics, 2023)

1-Age:

		Frequency	Percentage	Valid Percentage	Percentage cumulative
Valid	38,00	1	25,0	25,0	25,0
	40,00	1	25,0	25,0	50,0
	42,00	1	25,0	25,0	75,0
	49,00	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10. 1. Age

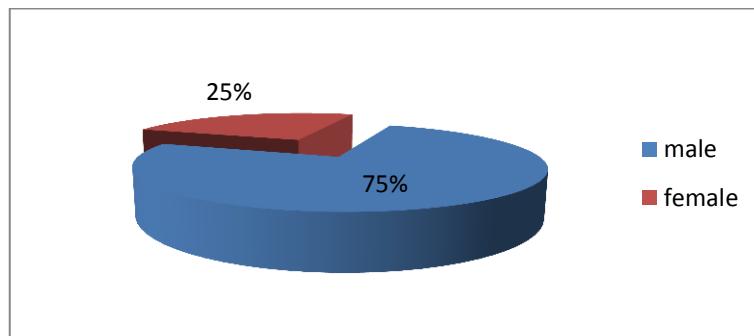


Pie-Chart.10. 1.Age

2-Gender:

		Frequency	Percentage	Valid Percentage	Percentage cumulative
Valid	Male	3	75,0	75,0	75,0
	Female	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10. 2. Gender



Pie-Chart 10.2. Gender

The composition of doctorate heads of staff consists of a representation of three males and one female, wherein the male gender holds a significant proportion of 75%.

. 3-Native language:

		Frequency	Percentage	Percentage Valid	Cumulative percentage
Valid	Arabic	4	100,0	100,0	100,0

Table10.3. Native language

4- Second language :

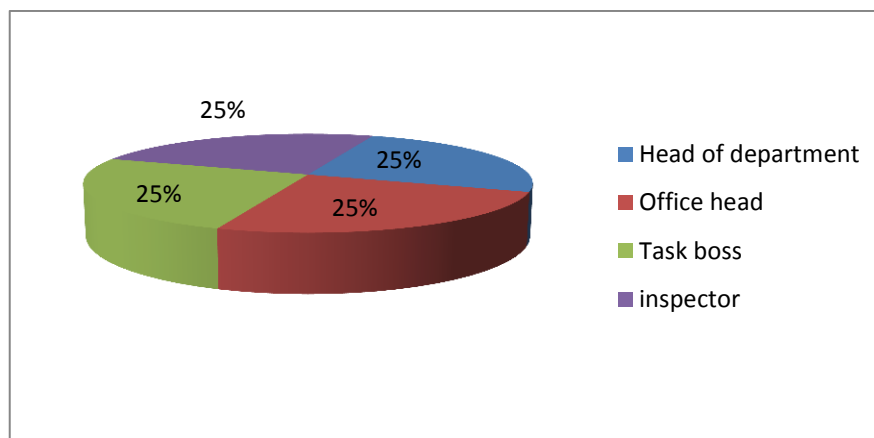
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valide	French	4	100,0	100,0	100,0

Table10.4. Second language

5- Professional or academic rank :

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Head of department	1	25,0	25,0	25,0
	Office head	1	25,0	25,0	50,0
	Task boss	1	25,0	25,0	75,0
	Inspector	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10. 5. Professional or academic rank

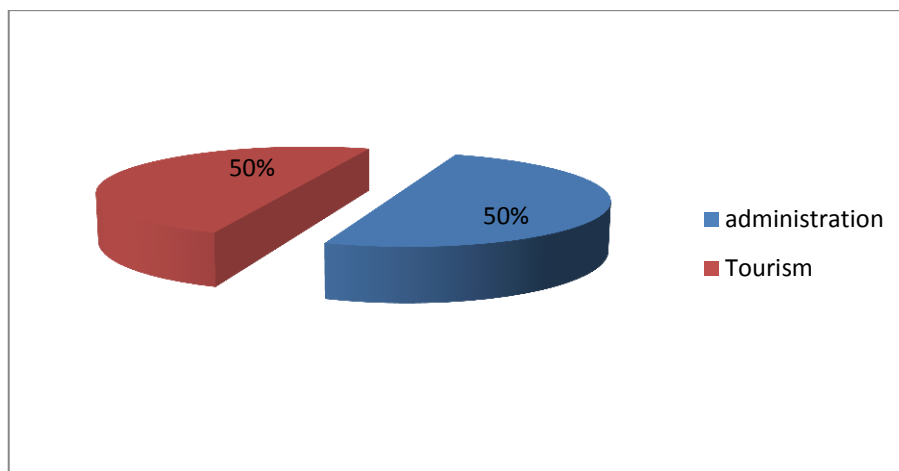


Pie-Chart 10. 3. Professional or academic rank

6- Field of speciality :

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Administration	2	50,0	50,0	50,0
	Tourism	2	50,0	50,0	100,0
	Total	4	100,0	100,0	

Table10. 6. Field of speciality



Pie-Chart 10.4. Speciality

The field of expertise of the heads of staff is divided into two equivalent parts, wherein one part is designated for administrative duties, while the other part is specialised in tasks pertaining to the tourism industry.

7-Original city:

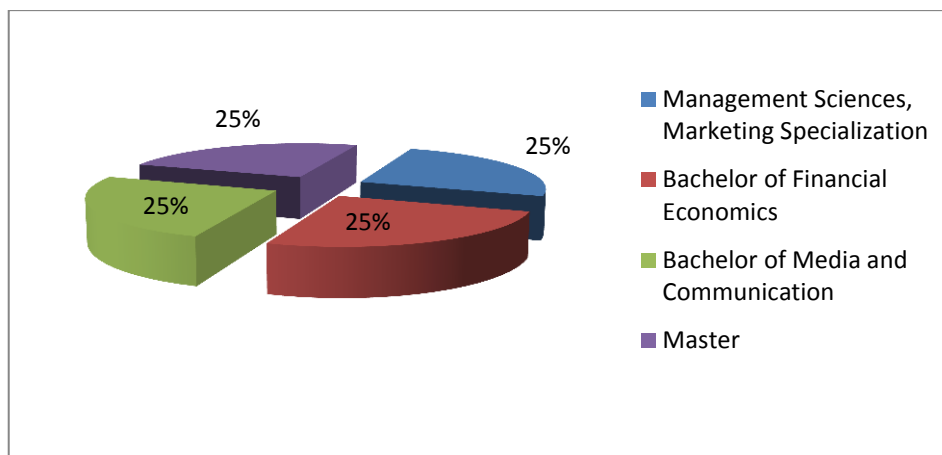
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Tlemcen	4	100	100	100

Table10. 7. Original city

8- Certificate:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Management sciences and marketing .	1	25,0	25,0	25,0
	Bachelor in financial economics.	1	25,0	25,0	50,0
	Bachelor in media and communication	1	25,0	25,0	75,0
	Master degree(undefined)	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table 10.8. Certificate



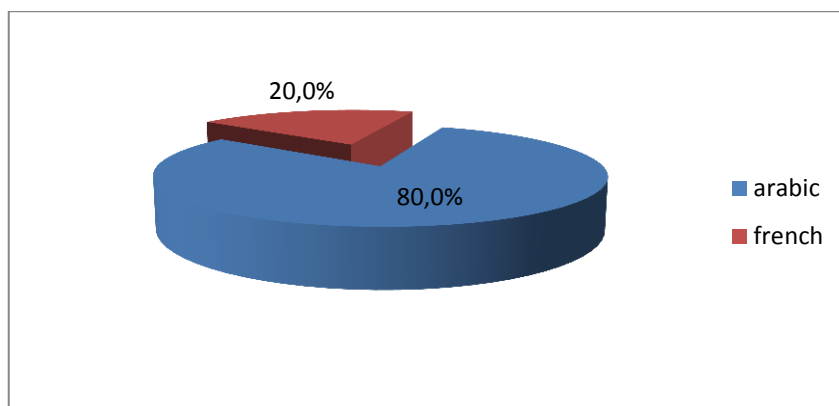
Pie-Chart 10.5: Certificate

The heads of staff possess various certificates, including management, media and communication, marketing, and financial economics.

9-Work language:

		Reponses		Percentage observations
		N	Percentage	
Work language	Arabic	4	80,0%	100,0%
	French	1	20,0%	25,0%
Total		5	100,0%	125,0%

Table 10.9. Work language



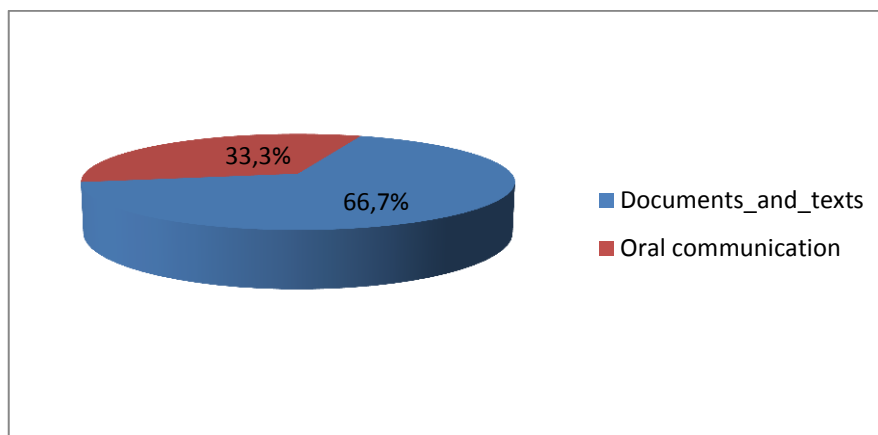
Pie-Chart.10.6: Work language

The dominant language in their work is the Arabic language, with the percentage of 80 %.

10-The use of the work language:

		Reponses		Percentage observations
		N	Percentage	
	Documents and texts	4	66,7%	100,0%
	Oral communication	2	33,3%	50,0%
Total		6	100,0%	150,0%

Table 10.10. The use of the work language



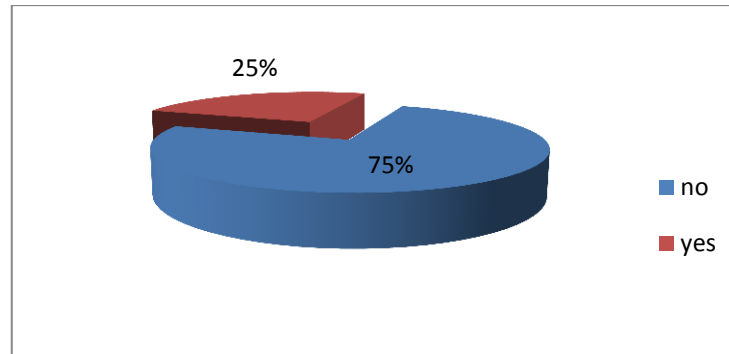
Pie-Chart.10. 7. Use of work language

The Arabic language is used mainly in documents and written supports with a percentage of 66.7%.

11- Other language training:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	3	75,0	75,0	75,0
	Yes	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10.11 . Other language training



Pie-Chart.10.8. Other languages training.

what language did you take training in?					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	English, Spanish and Dutch	1	100,0	100,0	100,0

Table10.12. Language trainin

Why?					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	To improve CV	1	100,0	100,0	100,0

Table10.13.Reason

Why didn't you follow foreign language formation?					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No answer	3	100,0	100,0	100,0

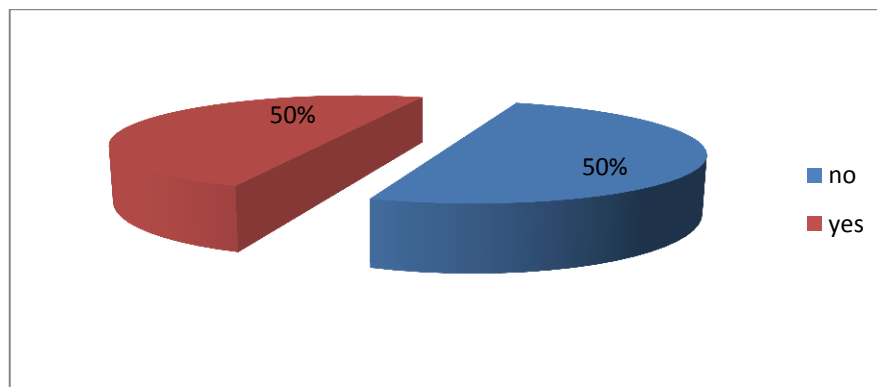
Table10.14. Foreign language formation

Most of the heads of staff did not experience any form of training in a foreign language, with only one individual, representing a quarter of the total, having done so.

12-The direct contact with tourists:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	2	50,0	50,0	50,0
	Yes	2	50,0	50,0	100,0
	Total	4	100,0	100,0	

Table10.15. The direct contact with tourists



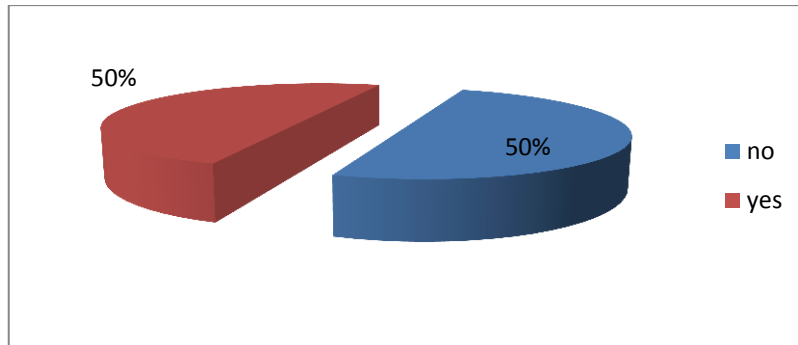
Pie-Chart.10.9. Direct contact with tourists

Half of the respondents answered that they have a direct contact with tourists

13- The resort to translation in work:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	2	50,0	50,0	50,0
	Yes	2	50,0	50,0	100,0
	Total	4	100,0	100,0	

Table10.16. The resort to translation in work



Pie-Chart 10.10. The resort to translation in the work.

Translation type				
		Reponses		Percentage observations
		N	Percentage	
What type of translation at work?	written translation	2	100,0%	100,0%
Total		2	100,0%	100,0%

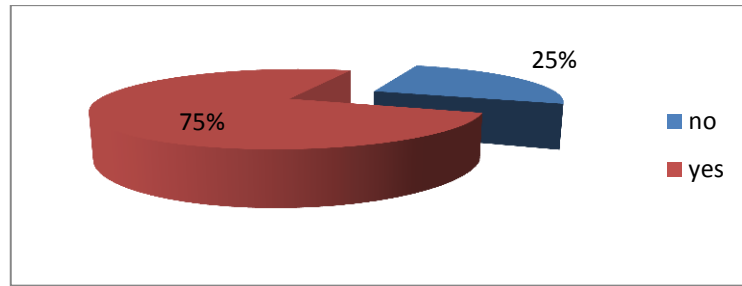
Table10. 17. Translation type

Two of the respondents from four answered that they use translation in their work, especially the written form.

14- The use of translation technology:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	1	25,0	25,0	25,0
	Yes	3	75,0	75,0	100,0
	Total	4	100,0	100,0	

Table10.18. The use of translation technology



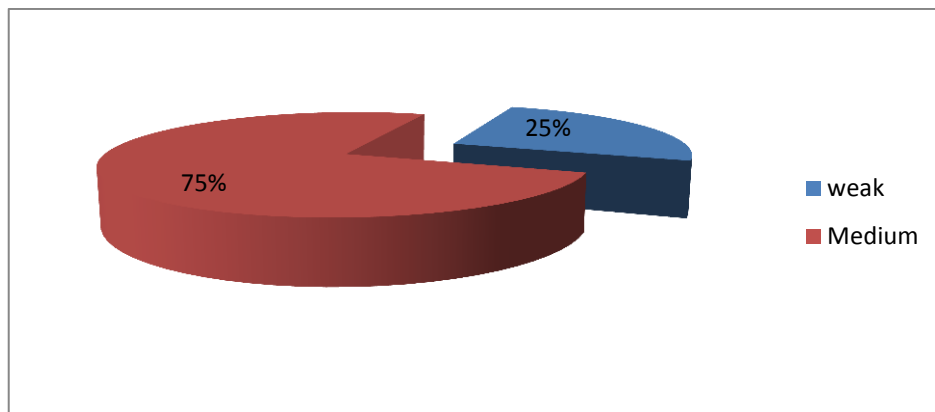
Pie-Chart.10.11: The use of translation technology.

The majority of the heads of staff use translation technology, with the amount of 75 %.

15-The importance of translation in the work:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Weak	1	25,0	25,0	25,0
	Medium	3	75,0	75,0	100,0
	Total	4	100,0	100,0	

Table10.19. The importance of translation in the work



Pie-Chart.10.12. The importance of translation in the work

75% of respondent answered that they give an average importance to translation services, and just one of them found that there is a weak importance of it, with an absent answer of a great importance of translation services.

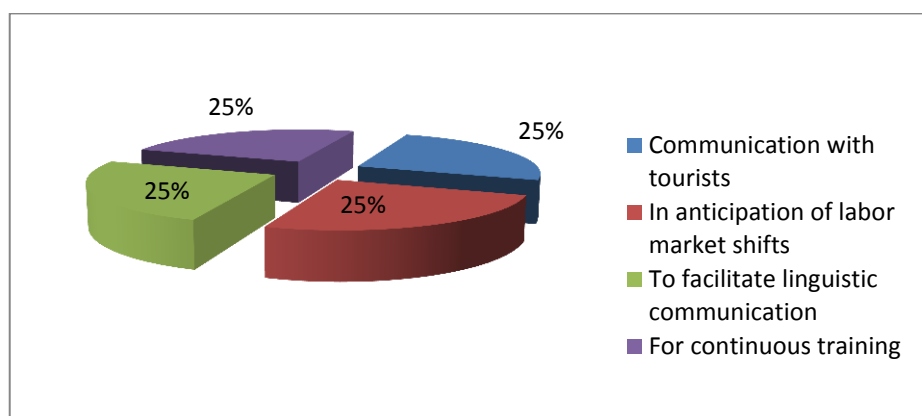
16- The need for training in translation:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Yes	4	100,0	100,0	100,0

Table10.20. The need for training in translation

Why do you see the need for your training in translation?					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Communication with tourists	1	25,0	25,0	25,0
	In anticipation of labour market shifts	1	25,0	25,0	50,0
	To facilitate linguistic communication	1	25,0	25,0	75,0
	For continuous training	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10.21. The reasons for the need for training in translation.



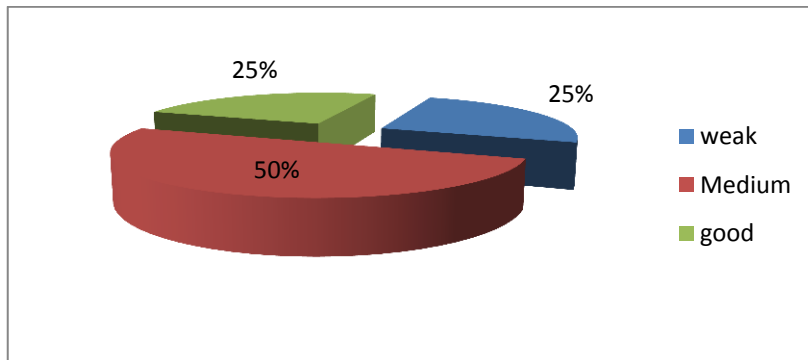
Pie-Chart.10. 13. The reasons for the need of training in translation.

All of the respondents agreed that there is a need for their formation in translation.

17- The assessment for the translation and linguistic service in Tlemcen’s tourism sector:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Weak	1	25,0	25,0	25,0
	Medium	2	50,0	50,0	75,0
	Good	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10.22.The assessment for the translation and linguistic service in Tlemcen’s Tourism sector



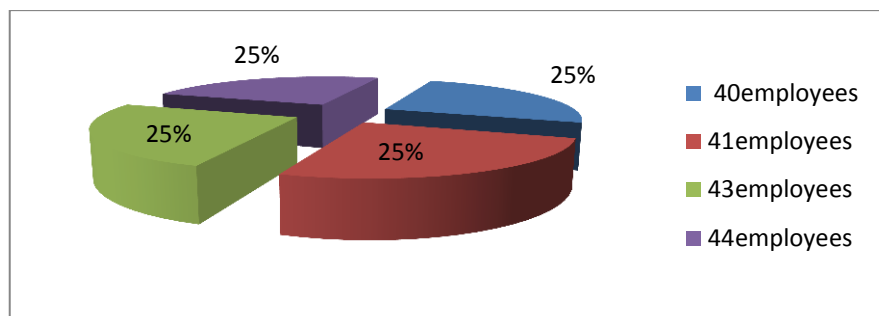
Pie-Chart.10.14: The translation services assessment.

Two of the respondents which represent 50% answered that they find the touristic translation services in Tlemcen city rather average quality, whereas the two other varied between good and weak quality service.

18-Workers number:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	40 employees	1	25,0	25,0	25,0
	41 employees	1	25,0	25,0	50,0
	43 employees	1	25,0	25,0	75,0
	44 employees	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10.23.Workers number



Pie-Chart.10.15: Workers number in the directorate.

Each respondent gave a different number of the doctorate employees.

19-Do the workers have multilingual training?

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	4	100,0	100,0	100,0

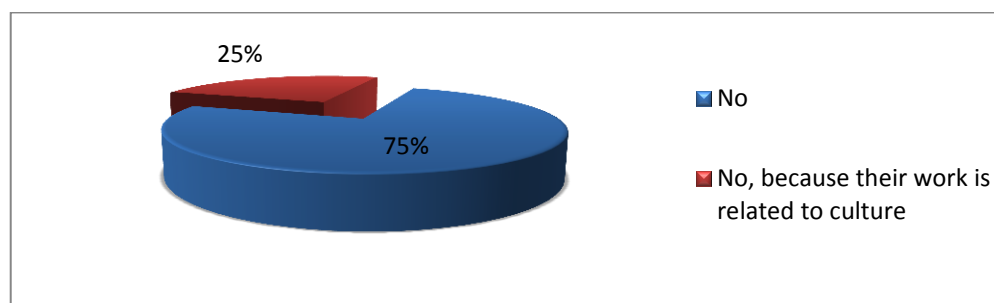
Table10. 24. Multilingual training

No one is trained in multilingual communication.

20-Do you employ specialised translators in tourism?

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	3	75,0	75,0	75,0
	No, because their work is related to culture	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10.25. Specialised translators' employment.



Pie-Chart.10.16: The employment of specialised translators in tourism speciality.

All of the heads of staff answered that the directorate don't employ specialised translators.

21- National program or official course that provides a training of workers in the field of languages and tourism.

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	I don't know	1	25,0	25,0	25,0
	Don't exist	3	75,0	75,0	100,0
	Total	4	100,0	100,0	

Table10.26 . National program or official course that provides a training of workers in the field of languages and tourism



Pie-Chart.10.17: The existence of any national program or official course for training workers of the field of tourism in foreign languages.

22- The effective role of translation in the field of tourism.

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Yes	4	100,0	100,0	100,0

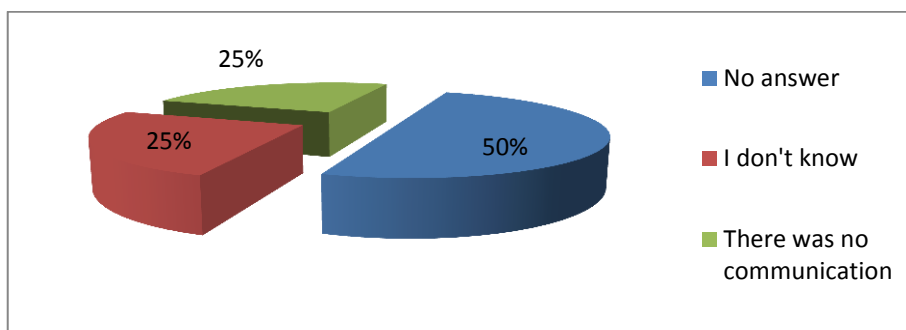
Table10. 27. The effective role of translation in the field of tourism.

They all agreed about the effective role of translation in the field of tourism.

23- The Covid-19 period :

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No answer	2	50,0	50,0	50,0
	I don't know	1	25,0	25,0	75,0
	No communication	1	25,0	25,0	100,0
	Total	4	100,0	100,0	

Table10.28. The Covid-19 period



Pie-Chart10.18. The dealing with translation services during the covid-19 period.

Only 25% of the respondents answered that there was no communication during the Covid 19 pandemic period.

24- As an official, do you have the authority to integrate specialised translators into tourist agencies in Tlemcen?

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	4	100,0	100,0	100,0

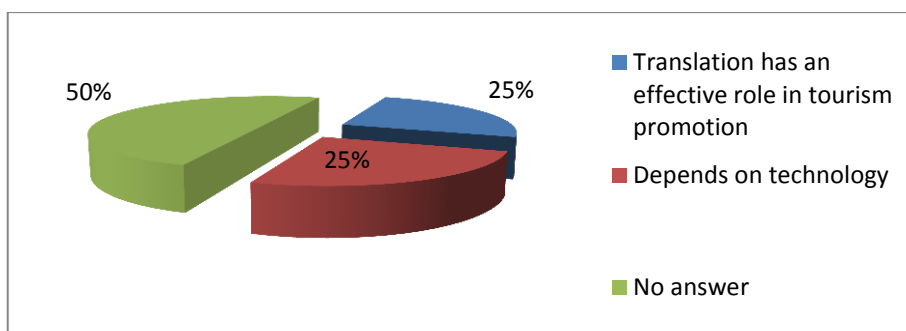
Table10. 29. The authority to integrate specialised translators into tourist agencies in Tlemcen

None of them have the authority to integrate specialised translator in tourism agencies.

25-What are your expectations for translation services at the agency in the future?

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Translation Has an effective role in tourism promotion	1	25,0	25,0	25,0
	Depends on technology	1	25,0	25,0	50,0
	No answer	2	50,0	50,0	100,0
	Total	4	100,0	100,0	

Table10.30. Expectations for translation services at the agency in the future.



Pie-Chart.10.19: Heads of staff expectations for translation services in the directorate.

From the four asked heads of staff, only two answered about the expectations for the translation future services in Tlemcen city.

10-1- The first questionnaire (heads of staff) data findings' inference:

According to the previous questionnaire, our observations reveal that the male gender predominates among heads of staff and those in positions of authority within the directorate. This can be attributed to their respective ranks, such as the head of missions and the head of office. It is important to deduce that the majority of these individuals have Arabic as their native language, since it is the official language in Algeria. Additionally, French is considered as the first foreign language for all heads of staff, according to Algeria's historical issues with French colonialism. All of the respondents belong to Tlemcen city so it means that they possess an innate familiarity with the various tourist

attractions in Tlemcen. In addition, they possess a comprehensive understanding of the requirements of this field. Their certifications involve diverse disciplines such as management, economics, marketing, and finance. However, none of them possess a certificate in tourism or language studies, or any related specialisation. Arabic assists as their primary language of work, accounting for nearly 80% of their communication, particularly in documents and texts. The majority of them have not studied any additional language training. Only one person has received training in English, German, and Spanish languages. However, this training was not intended to reinforce linguistic proficiency but rather to enhance their curriculum vitae. Consequently, it can be drawn that heads of staff do not place significant significance on multilingual communication, even working in a field that heavily relies on such skills and requires direct and indirect interaction with tourists. A majority of the staff members have stated that translation does not hold significant importance in their work; this could be due to their reliance on machine translation whenever they need a translation. However, all of them are in agreement concerning the necessity of training in translation and multilingual communication.

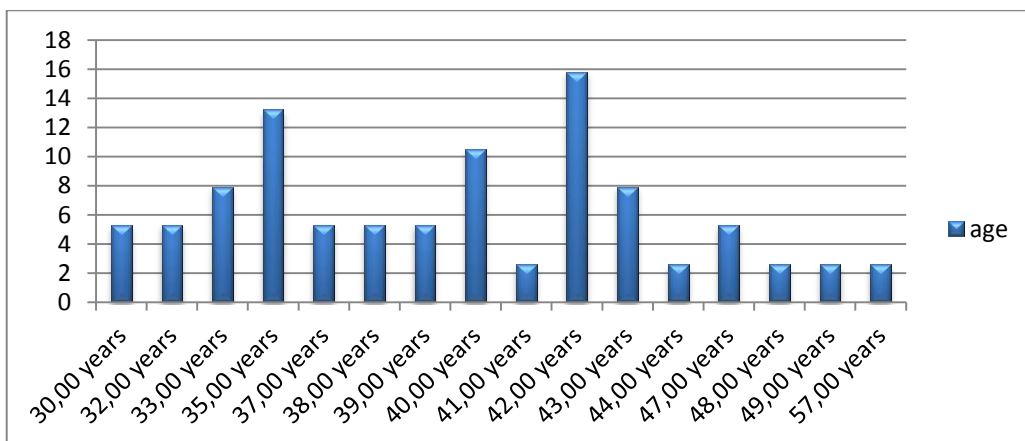
They acknowledge its importance in facilitating communication with foreigners and recognise it as a tool for a good preparation for the labor market. Simultaneously, they have confirmed the thorough weakness of translation services in the tourism sector in the city of Tlemcen. The directorate does not employ specialised translators as they see their work to be more closely associated with cultural establishments rather than tourism.

11-The second questionnaire (employees) data analysis:

1- Age :

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	30,00years	2	5,3	5,3	5,3
	32,00 years	2	5,3	5,3	10,5
	33,00 years	3	7,9	7,9	18,4
	35,00 years	5	13,2	13,2	31,6
	37,00 years	2	5,3	5,3	36,8
	38,00 years	2	5,3	5,3	42,1
	39,00 years	2	5,3	5,3	47,4
	40,00 years	4	10,5	10,5	57,9
	41,00 years	1	2,6	2,6	60,5
	42,00 years	6	15,8	15,8	76,3
	43,00 years	3	7,9	7,9	84,2
	44,00 years	1	2,6	2,6	86,8
	47,00 years	2	5,3	5,3	92,1
	48,00 years	1	2,6	2,6	94,7
	49,00 years	1	2,6	2,6	97,4
	57,00 years	1	2,6	2,6	100,0
	Total		38	100,0	100,0

Table11. 1. Age.

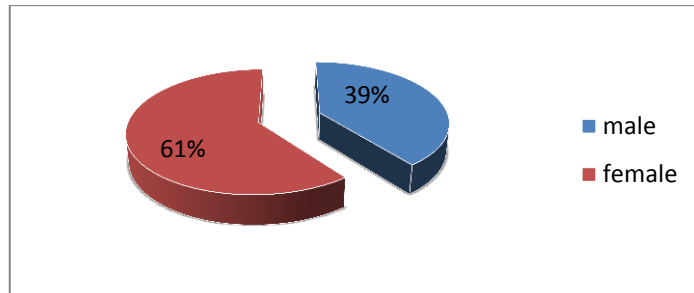


Bar-Graph.11. 1: Participants' Age.

2-Gender :

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Male	15	39,5	39,5	39,5
	Female	23	60,5	60,5	100,0
	Total	38	100,0	100,0	

Table11. 2. Gender



Pie-Chart. 11. 1 : Participants' gender.

3- Mother tongue :

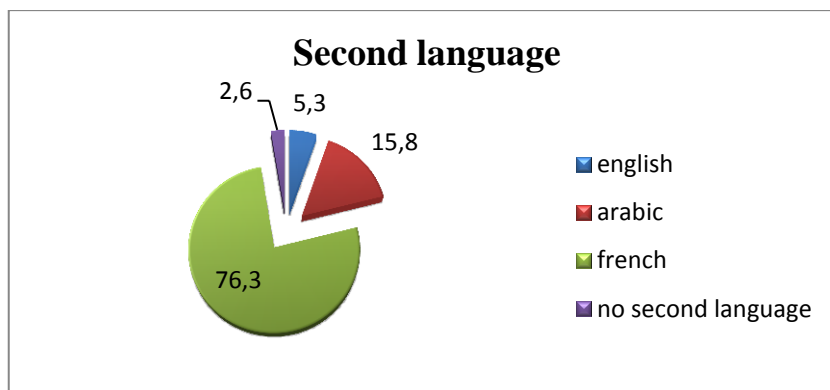
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Arabic	38	100,0	100,0	100,0

100% of the participants' mother tongue is Arabic.

4-Second language :

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valide	English	2	5,3	5,3	5,3
	Arabic	6	15,8	15,8	21,1
	French	29	76,3	76,3	97,4
	Not existent	1	2,6	2,6	100,0
	Total	38	100,0	100,0	

Table11. 3. Second language



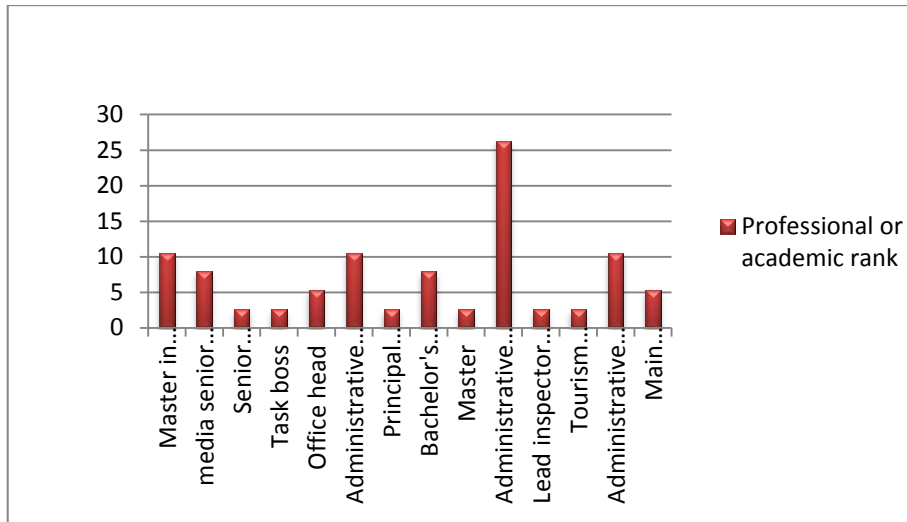
Pie-Chart.11.2: Second language.

The dominant second language for the employees is French, with a proportion of 76.3%, and the other language are very less used as a second language with 5.3 % for English and only 2.6% for Arabic.

5-Professional or academic rank:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Master in tourism translation and cultural heritage.	4	10,5	10,5	10,5
	Senior media technician.	3	7,9	7,9	18,4
	Technician in accounting Senior	1	2,6	2,6	21,1
	Task boss	1	2,6	2,6	23,7
	Office head	2	5,3	5,3	28,9
	Administrative assistant	4	10,5	10,5	39,5
	Principal administration assistant	1	2,6	2,6	42,1
	Bachelor's degree	3	7,9	7,9	50
	Master	1	2,6	2,6	52,6
	Administrative manager	10	26,3	26,3	78,9
	Lead inspector in traditional industry	1	2,6	2,6	81,6
	Tourism inspector	1	2,6	2,6	84,2
	Administrative attached	4	10,5	10,5	94,7
	Main supplement for administration	2	5,3	5,3	100
Total	38	100	100		

Table11.4. Professional or academic rank



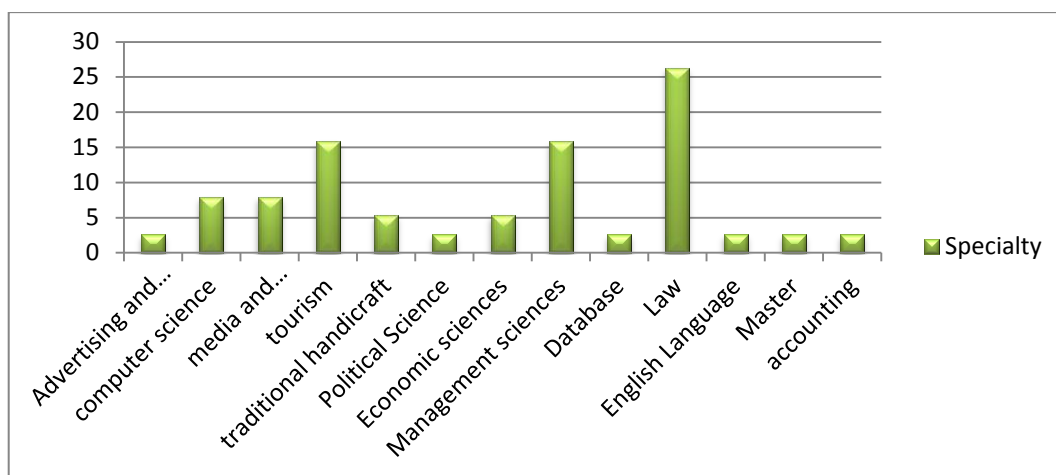
Bar-Graph.11.2. Professional or academic rank.

The professional rank appears with varied percentages, with the dominant profession of administrative manager 26.3%.

6-Speciality:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Advertising and tourism development	1	2,6	2,6	2,6
	Computer sciences	3	7,9	7,9	10,5
	Media and communication	3	7,9	7,9	18,4
	Tourism	6	15,8	15,8	34,2
	Traditional handicraft	2	5,3	5,3	39,5
	Political science	1	2,6	2,6	42,1
	Economic sciences	2	5,3	5,3	47,4
	Management sciences	6	15,8	15,8	63,2
	Database	1	2,6	2,6	65,8
	Law	10	26,3	26,3	92,1
	English language	1	2,6	2,6	94,7
	Master	1	2,6	2,6	97,4
	Accounting	1	2,6	2,6	100,0
Total	38	100,0	100,0		

Table11. 5. Speciality

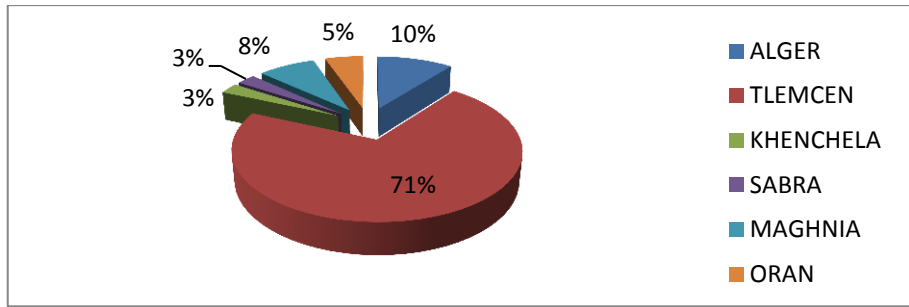


Bar-Graph 11.3. Specialty.

The specialties in the directorate of tourism and handicraft of Tlemcen are varied, and the most dominant one is law with 26.3%, followed by management sciences and Tourism with 15.8% each.

7- Degree:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Bachelor of Management and Economics	1	2,6	2,6	2,6
	Master of Management Sciences	1	2,6	2,6	5,3
	media senior technician	3	7,9	7,9	13,2
	Senior technician in marketing	1	2,6	2,6	15,8
	Senior technician in accounting	1	2,6	2,6	18,4
	Certificate of Applied University Studies	1	2,6	2,6	21,1
	Master's degree in translation, tourism and cultural heritage	4	10,5	10,5	31,6
	Administrative Sciences	2	5,3	5,3	36,8
	Bachelor's degree	2	5,3	5,3	42,1
	Bachelor of Financial Economics	1	2,6	2,6	44,7
	Bachelor of Economic Sciences	1	2,6	2,6	47,4
	Bachelor of Science in Media and Communication	1	2,6	2,6	50
	Bachelor of Management Sciences	1	2,6	2,6	52,6



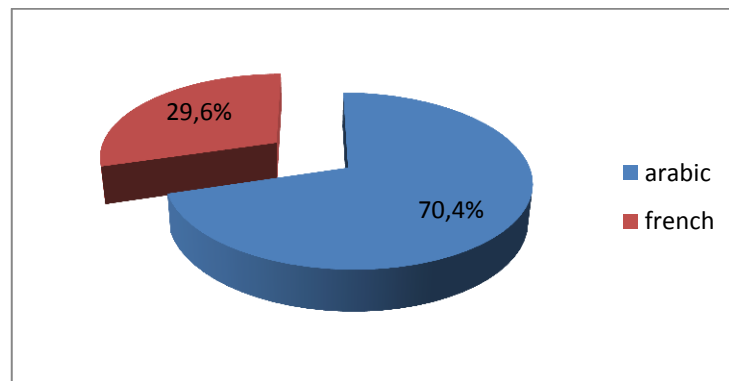
Pie-Chart 11. 3: Original city.

The DTA employees are from different cities, but we record that the majority of them are from Tlemcen city 71.1%, and the others are from Algiers 10.5%, Oran 5.3%, Khenchla 2.6%.

9- Work language:

		Responses		Observations percentage
		N	Percentage	
Arabic		38	70,4%	100,0%
	French	16	29,6%	42,1%
Total		54	100,0%	142,1%

Table11. 8. Work language

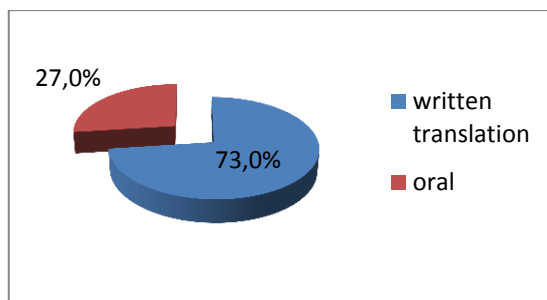


Pie-Chart 11. 4: Work language.

10-Work language type:

		Reponses		Observations percentage
		N	Percentage	
Documents		27	73,0%	90,0%
	Oral	10	27,0%	33,3%
Total		37	100,0%	123,3%

Table11. 9. Work language type



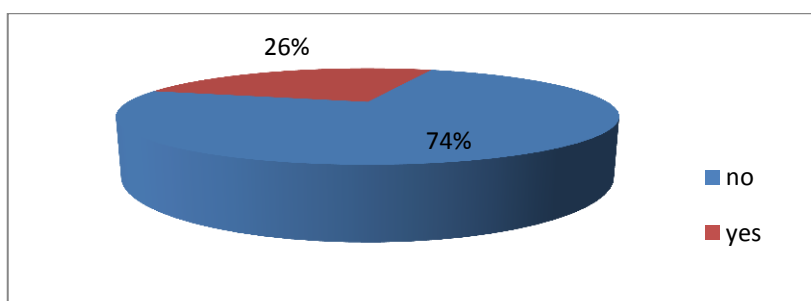
Pie-Chart 11. 5: Work language type.

They use Arabic as a principle work language, 21 employee answered that they use the Arabic language, whereas the rest 17 employees answered that they use both, Arabic and French, and they use them basically in written form (documents and texts) with the percentage of 73%.

11-Language training:

		Frequence	Percentage	Percentage valid	Cumulative percentage
Valid	No	28	73,7	73,7	73,7
	Yes	10	26,3	26,3	100,0
	Total	38	100,0	100,0	

Table11. 10. Language training

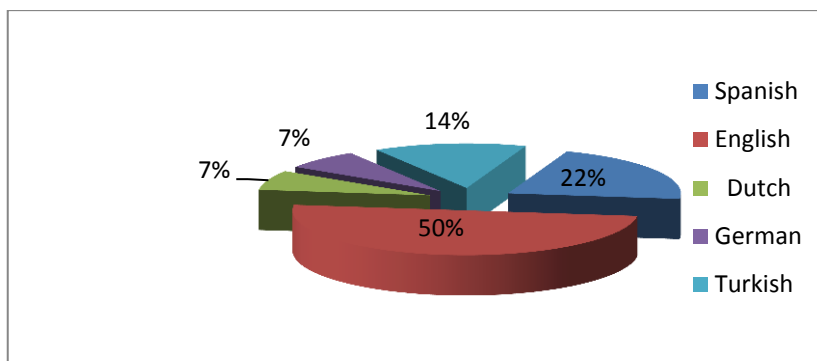


Pie-Chart 11.6: Following language training.

11-1-What language did you take training in?

	Frequence	Percentage
Spanish	3	21,4285714
English	7	50
Dutch	1	7,14285714
German	1	7,14285714
Turkish	2	14,2857143
Total	14	100

Table11. 11.Language training type.



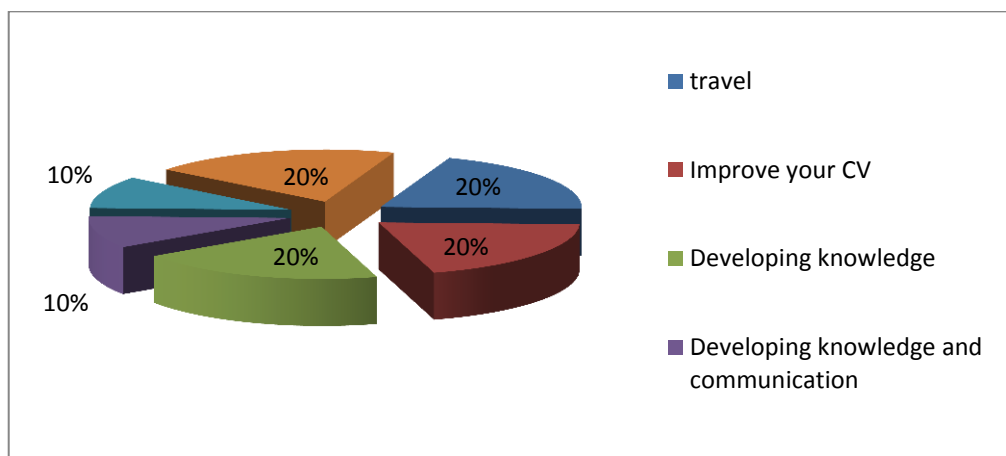
Pie-Chart 11.8. Which language?

Only 23 % from the employees take courses in a foreign language, principally the English language with 50%, followed by Spanish 22% and Turkish 14%.

11-2- The reason for the second language studying:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Travel	2	20,0	20,0	20,0
	Improve the CV	2	20,0	20,0	40,0
	Developing knowledge	2	20,0	20,0	60,0
	Developing knowledge and communication	1	10,0	10,0	70,0
	World's communication language	1	10,0	10,0	80,0
	Hobby	2	20,0	20,0	100,0
	Total	10	100,0	100,0	

Table11. 12. The reason for the second language studying



Pie-Chart 11.9. The reason for the second language studying.

11-3 Why didn't you follow foreign language training?

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	I will study it soon.	1	3,6	3,6	3,6
	Shortage of time	4	14,3	14,3	17,9
	No answer	22	78,6	78,6	96,4
	No education courses.	1	3,6	3,6	100,0
	Total	28	100,0	100,0	

Table11. 13.Reasons for not following language training.



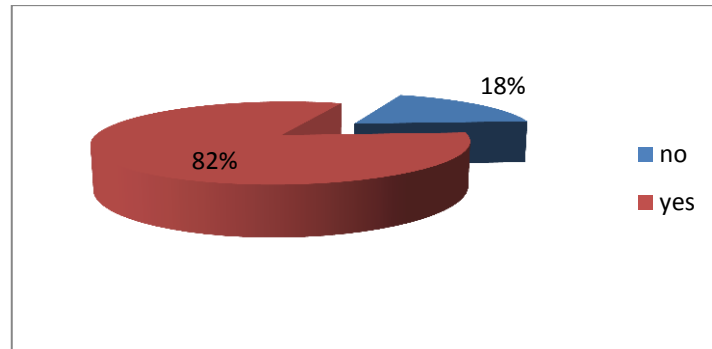
Pie-Chart 11.10. The reasons for not following foreign language training.

The motivations behind studying a language were diverse, embodying 20% for the purpose of travel, 20% for enhancing the curriculum vitae, and 20% for expanding one's knowledge or following it as a hobby. The remaining 28 respondents indicated a negative response, stating that there is not enough time to engage in a specified activity, or may be later, or there is no training courses at the city. Consequently, we recorded a total of 22 answers where the respondents did not provide any response.

12- The resort of translation in the work:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	7	18,4	18,4	18,4
	Yes	31	81,6	81,6	100,0
	Total	38	100,0	100,0	

Table11. 14. The resort of translation in the work



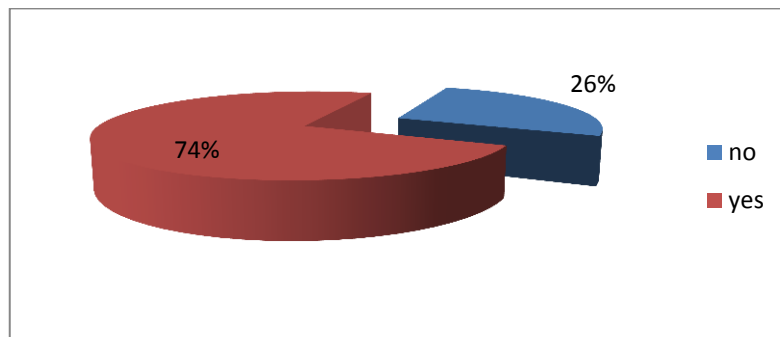
Pie-Chart 11.11 .Translation resort.

The use of translation services in the employees' professional daily work received a great degree of affirmative response. The total count of employees who expressed their approval came to 31 members, comprising 82% of the personnel.

13- The use of translation technology:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	10	26,3	26,3	26,3
	Yes	28	73,7	73,7	100,0
	Total	38	100,0	100,0	

Table11. 15. The use of translation technology



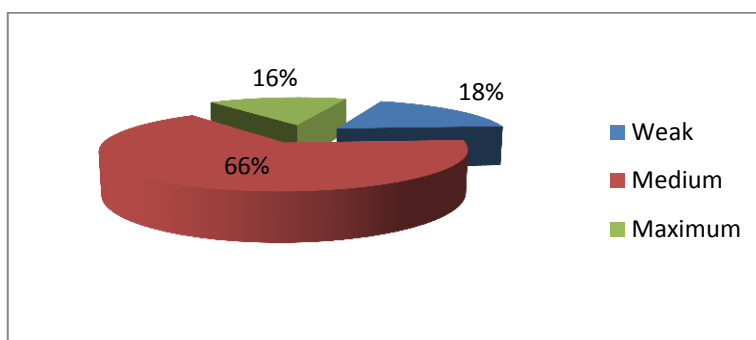
Pie-Chart 11.12.The use of translation technology.

According to the statistics, we observed that 27 employees of the directorate use machine translation. It should be noted that only 10 of these respondents provided a negative response, suggesting that it is possible that they possess a high level of proficiency in translation or possess advanced skills in foreign languages.

14- Translation importance in the work:

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Weak	7	18,4	18,4	18,4
	Medium	25	65,8	65,8	84,2
	Maximum	6	15,8	15,8	100,0
	Total	38	100,0	100,0	

Table11. 16. Translation importance in the work



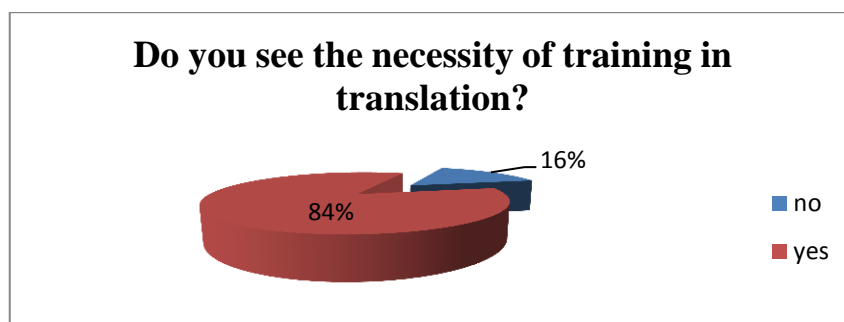
Pie-Chart 11.13. The importance of translation in the work.

66% of the respondents affirmed that translation is averagely important in their work, 16% consider it as very important and the rest don't give an importance to translation services.

15- The necessity of training in translation:

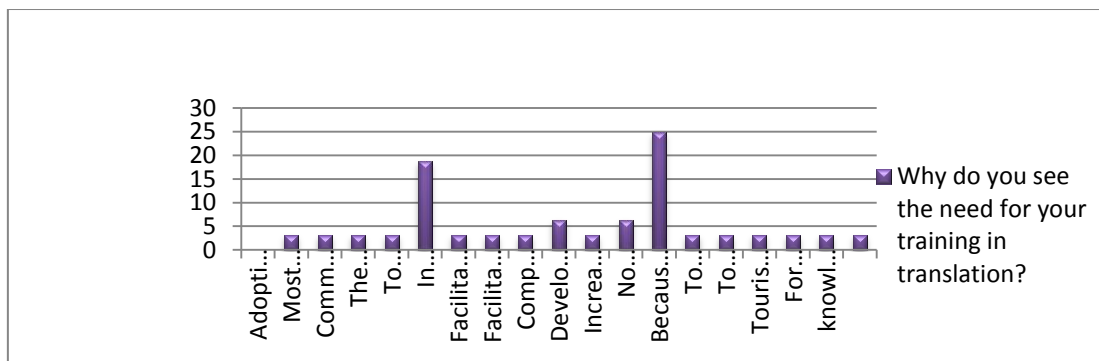
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	No	6	15,8	15,8	15,8
	Yes	32	84,2	84,2	100,0
	Total	38	100,0	100,0	

Table11. 17. The necessity of training in translation



Pie-Chart 11. 2 The necessity of training in translation.

15-1-Why do you see it important?



Bar-Graph 11.5: The reason for the need for the training.

		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Adopting English as the primary language	1	3,1	3,1	3,1
	Most of the documents are in French	1	3,1	3,1	6,3
	Communication with tourists	1	3,1	3,1	9,4
	The need for data and references is not available	1	3,1	3,1	12,5
	To raise the level	6	18,8	18,8	31,3
	In anticipation of labor market shifts	1	3,1	3,1	34,4
	Facilitating linguistic matters in administration	1	3,1	3,1	37,5
	Facilitating work, transferring knowledge and improving skills	1	3,1	3,1	40,6
	Competency development	2	6,3	6,3	46,9
	Developing the tourism field	1	3,1	3,1	50
	Increase the balance of knowledge	2	6,3	6,3	56,3
	No answer	8	25	25	81,3
	Because it is a way to communicate	1	3,1	3,1	84,4
	To facilitate research and work	1	3,1	3,1	87,5
	To promote tourists' understanding of texts quickly	1	3,1	3,1	90,6
Tourism has a direct relationship with translation	1	3,1	3,1	93,8	

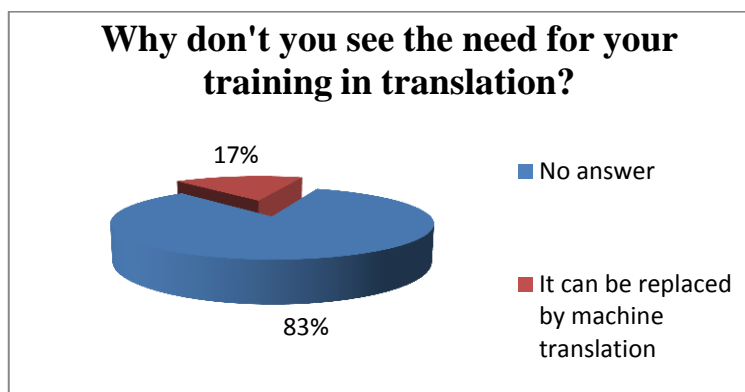
services					
For continuous training	1	3,1	3,1	96,9	
knowledge transfer	1	3,1	3,1	100	
Total	32	100	100		

Table11. 18.The reasons for need of training.

15-2- Why don't you see the need for a training in translation?

		Frequence	Percentage	Percentage valid	Cumulative percentage
Valid	No answer	5	83,3	83,3	83,3
	It can be replaced by machine translation	1	16,7	16,7	100,0
	Total	6	100,0	100,0	

Table11. 19. The reason for not having training in translation



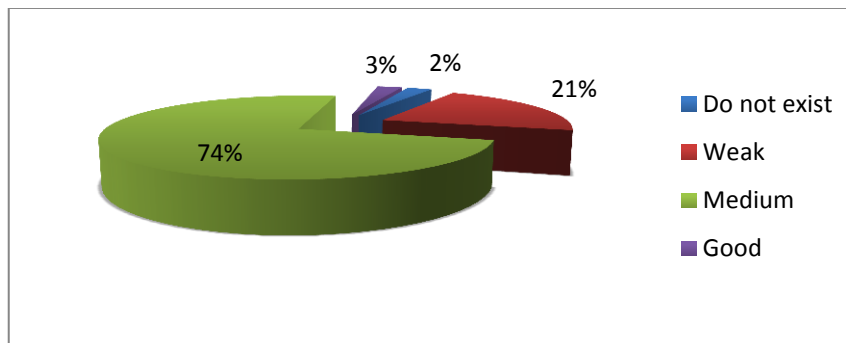
Pie-Chart 11.15. The reasons for not having training in translation.

We have observed a significant rate of employees who express a strong desire to boost their translation abilities, representing 84% of the total, for various motives such as the advancement of their linguistic proficiency and the improvement of their communication with tourists. Additionally, this group seeks to promote the sector and also for other reasons. Conversely, 16% of the respondents pointed that they do not require any form of training as they rely on machine translation.

16-What is your assessment of translation services in Tlemcen’s tourism sector?

		Frequence	Percentage	Percentage valid	Cumulative percentage
Valid	Do not exist	1	2,6	2,6	2,6
	Weak	8	21,1	21,1	23,7
	Medium	28	73,7	73,7	97,4
	Good	1	2,6	2,6	100,0
	Total	38	100,0	100,0	

Table11. 20. The assessment of translation services in Tlemcen tourism sector.



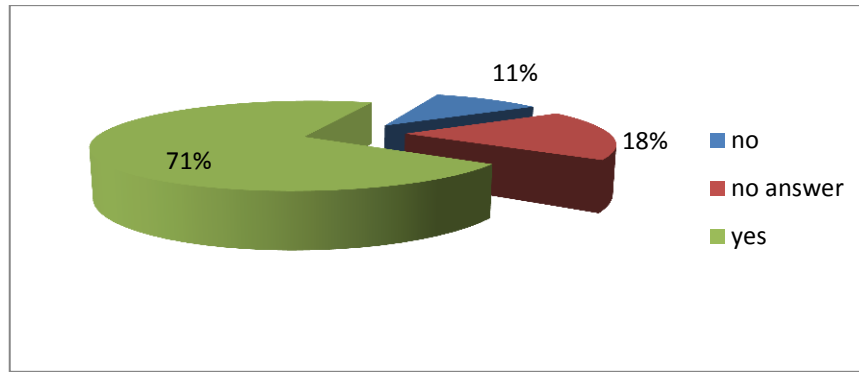
Pie-Chart 11.16. The assessment of translation services in Tlemcen tourism sector.

We have noticed that a significant part of the sample, amounting to 74%, expresses dissatisfaction with the translation services in the context of Tlemcen's tourism services. Additionally, 21% of the respondents characterized these services as being of a weak quality. Furthermore, it is noteworthy that one individual went so far as to describe the services as being not existing.

17- The necessity of hiring specialised translators:

		Frequence	Percentage	Percentage valid	Cumulative percentage
Valid	No	4	10,5	10,5	10,5
	No answer	7	18,4	18,4	28,9
	Yes	27	71,1	71,1	100,0
	Total	38	100,0	100,0	

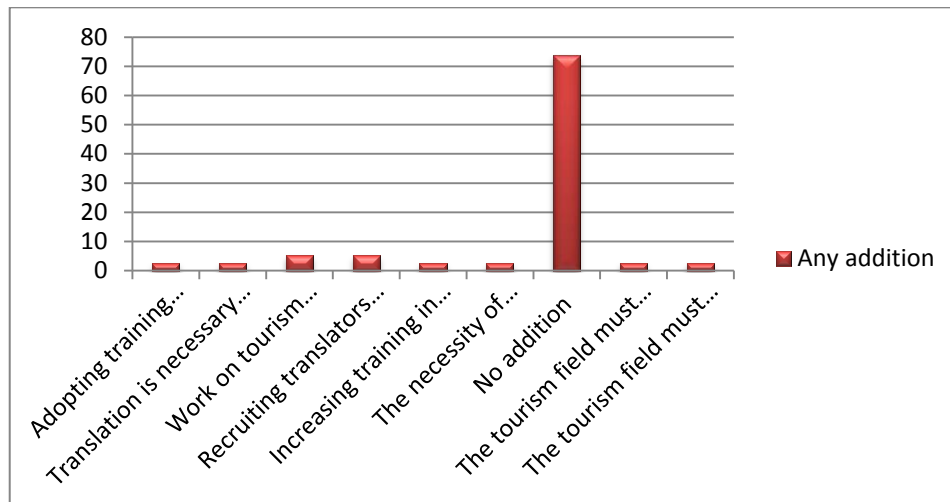
Table11. 21 The belief in hiring specialised translators in tourism.



Pie-Chart 11.17. The belief in hiring specialised translators in tourism.

30 individuals from 38 confirmed that there is a necessity of hiring specialised translators within the directorate, 18% stated that it is not necessary and the rest 11% didn't give any answer.

18- Any addition:



Bar-Graph 11.6 Additions.

		Frequence	Percentage	Percentage valide	Cumulative percentage
Valid	Adopting training especially for young people	1	2,6	2,6	2,6
	Translation is necessary for all sectors and is a means of transferring knowledge and communication	1	2,6	2,6	5,3
	Work on tourism promotion	2	5,3	5,3	10,5
	Recruiting translators specialised in tourism	2	5,3	5,3	15,8
	Increasing training in the English language for employees of the directorate of tourism and cultural exchange within the framework of international student exchange	1	2,6	2,6	18,4

and the exchange of experiences between employees internationally.				
The necessity of training tourism and traditional industry employees in the English language to participate in international forums and exhibitions and to promote tourism to the city of Tlemcen.	1	2,6	2,6	21,1
No addition	28	73,7	73,7	94,7
The tourism field must be developed	1	2,6	2,6	97,4
The tourism field must be developed, including linguistic communication	1	2,6	2,6	100
Total	38	100	100	

Table 11. 22. Additions.

28 participants from the staff did not provide a response to this inquiry, while the remaining 10 individuals marked a range of divergent responses.

11-1- The second questionnaire (employees) data findings’ inference:

According to SPSS statistics, we have deduced that the age range of the employees varies between 30 and 57 years, indicating the integration of different generations within the same organization, which means that the younger generations are conscious about the importance of foreign language proficiency in their professional lives, according to modern globalization and fast technology communicating. The native language of all the employees is Arabic, as is inborn in Algeria. However, their second language differs, with French being the most prevalent and English for only 5% of responses. Thus, it is evident that French remains the predominant second language among Algerians, highlighting their status as a bilingual community. Also, there is diversity in the employees' professional ranks, with the administrative assistant role being the most prevailing. It should be noted that not all employees have the same specialization, with some centering on communication and economic sciences, while others have a setting in legal sciences. It is crucial to emphasise that all these disciplines require a multilingual education or, at the very least, training upon employment in establishments related to tourism in the city of Tlemcen, since it serves as a fundamental aspect of transactions and services within this sector.

The majority of the employees descend from the city of Tlemcen, with extra representation from Maghnia and Sabra. This selection norm holds merit as these individuals possess an understanding of Tlemcen's potential in the field of tourism. Regarding work language, respondents showed their predominant use of Arabic in their daily activities within the directorate. Another group of respondents mentioned employing both Arabic and French in document transactions, yet it is worth noting that English was not used in any case. Consequently, we can deduct that translation efforts are not extensive, and only two languages are available. This indicates a bilingual rather than multilingual skill in this particular domain, although a few employees hold a degree in English language, this alone is not enough. However, it is remarkable that 26% of the DTA staff have undergone training in a foreign language, primarily English, followed by Spanish and Turkish. The reasons for conducting such training vary, including travel, curriculum vitae boost, and knowledge development. On the other hand, 06 respondents expressed a negative response due to a lack of available time for engaging in such training.

Though, they expressed a desire to study a foreign language at a later time, in addition to the aforesaid reasons. 22 of the respondents did not provide any explanations, proposing either a lack of interest in the training or an understanding that it is not essential for their work. Interestingly, 81.6% of the respondents recognised the use of translation in their work, while 66% admitted an average level of importance to translation. This clear contradiction asserts the necessity of translation services within the directorate. To address this need, the use of machine translation has been adopted, although without full recognition of its limitations. The directorate's personnel have expressed a need for translation training, realizing the importance of English as a leading language for effective communication. They also believe that upgrading this sector will contribute to the country's economic development and enables them to anticipate the shifts in the labor market. Even though 06 employees stated that they do not require training in translation services due to the availability of machine translation, it is noticeable that 74% of the sampled individuals expressed their dissatisfaction with the quality of translation services in the tourism domain in the city of Tlemcen. This indicates their knowing of the current situation and their support for change. Furthermore, they affirmed the necessity of employing specialised translators and interpreters in this sector, as they recognize the significant role that translators play in promoting tourism. When asked if they had any additional remarks, 30% of the respondents expressed various desires, primarily the

ambition to receive training in the English language to actively participate in international conferences and exhibitions.

They also aimed to contribute to the promotion of Tlemcen's tourism and attract investment, as well as facilitating cultural exchanges between nations. Additionally, they expressed the need to hire specialised translators and staff with expertise in advertising and communication. These individuals affirmed the importance of translation across all sectors, as it serves as a tool for knowledge transfer, competency development, communication, and economic profit.

12-The DTA director interview:

In this study, we conducted an interview for various reasons as mentioned earlier. One of the reasons was our desire to obtain more comprehensive responses regarding our investigation into the translation services provided by the directorate of tourism and handicraft in Tlemcen. Interview was chosen as the preferred method due to their inherent flexibility, allowing for open discussion of ideas with the interviewee. Additionally, opting for an interview instead of a questionnaire was justified by the limited number of individuals involved in the interview process, only one person in our case. This approach was considered essential for obtaining precise and official information pertaining to our research objective.

On September 5th 2023, we successfully conducted an interview with the director of the directorate of tourism and handicraft in Tlemcen. We inquired from him numerous inquiries in the Arabic language, given its status as the official language of the country, concerning the state of translation services in both the directorate and the official representatives of the sector in Tlemcen. Herein lies the English translation of the posed questions with the Arabic version:

Questions	Answers
1-هل تمانعون بذكر اسمكم? 1-Do you mind mentioning your name?	نعم نمانع. Don't mention it.
2-هل لدى المديرية مترجم أو ترجمان? 2-Does the directorate have a translator or interpreters?	لكل مكتب أو مصلحة في المديرية مهام خاصة, و لكن ليس لدينا مترجم أو ترجمان. ليست من مهام المديرية الأمور اللغوية, بل نحن نهتم بتسهيل الأمور الإدارية و

	<p>المرافقة للمعاملات السياحية في المدينة, نحن نقوم مثلا بأعمال الصيانة و المقابلة في الشواطئ, متابعة الاستثمارات السياحية, الموافقة على الترخيص للوكالات السياحية, الخزجات الميدانية و التقديرية للمرافق السياحية, تفتيش المصالح, و لكن دون علاقة مباشرة مع السياح.</p> <p>Each office or department in the directorate has special tasks, but we do not have a translator or translator. Language matters are not among the directorate's tasks. Rather, we are concerned with facilitating administrative matters and accompanying tourism transactions in the city. We carry out, for example, maintenance and supervising work at beaches, following up on tourism investments, approving licensing for tourist agencies, field and inspection trips to tourist facilities, inspection of interests, but without a direct relationship with tourists.</p>
<p>3-هل لدى المديرية مرشد سياحي مكون في اللغات؟</p> <p>3- Does the directorate have a tour guide trained in languages?</p>	<p>No</p> <p>لا</p>
<p>4-هل لدى المديرية وسائل لنقل السياح؟</p> <p>4-Does the directorate have means of transporting tourists?</p>	<p>No</p> <p>لا</p>
<p>5-هل خدمات نظام تحديد المواقع GPS مستحدثة ومتوفرة بعدة لغات؟</p> <p>5-Are GPS services up to date and available in several languages?</p>	<p>No</p> <p>لا</p>

<p>6-هل توفر لافقات التوجيه بعدة لغات؟</p> <p>6-Do you provide directional signs in several languages?</p>	<p>لدى المديرية جزء من مسؤولية وضع اللافتات في مدينة تلمسان , و لكن تلك هي مهمة مصالح البلدية. أغلب لافقات التوجيه في تلمسان متوفرة باللغة العربية و الفرنسية, و ربما مستقبلا ستكون باللغة الإنجليزية.</p> <p>The directorate has part of the responsibility for placing signs in the city of Tlemcen, but that is the task of the municipality's interests. Most of the directional signs in Tlemcen are available in Arabic and French, and perhaps in the future it will be in English.</p>
<p>7-هل موظفو المديرية من مدينة تلمسان؟</p> <p>7-Are the directorate's employees from the city of Tlemcen?</p>	<p>لا أعرف, و لكن ليس بمعيار, فهناك من لا يقطن المدينة و لكنه يعلم جيدا الأماكن السياحية و التاريخ لتلك المدينة أحسن من أبنائها المولودين بها.</p> <p>I don't know, but it is not a standard, as there are those who do not live in the city, but they know the tourist attractions and history of a given city better than its people who are natives.</p>
<p>8-ما هي جنسيات السياح الكثر ترددا على مدينة تلمسان؟</p> <p>8-What are the nationalities of the tourists who most frequent the city of Tlemcen?</p>	<p>يمكنك معرفة ذلك في مصلحة الإحصاء.</p> <p>You can find out at the department of Statistics.</p>
<p>9-كيف كانت أجواء العمل في فترة كوفيد 19؟</p> <p>9 -What was the work environment like during the Covid-19 period?</p>	<p>لا يجب أن نتحدث عن الماضي نحن أبناء اليوم و يجب أن نعمل للمستقبل.</p> <p>عموما كانت الأجواء في تلك الفترة كارثية, حيث أنه لم يكن هناك أية معاملات سياحية داخل أو خارج الوطن, لدرجة أن الحكومة أوقفت كل وسائل نقل السياح في البلد, و حتى الموظفين لم يتمكنوا بالتنقل للمديرية في تلك الفترة, فكما نعلم, قطاع السياحة كان أكثرهم تضررا.</p> <p>We shouldn't discuss the past. We must work for the future since we are today's</p>

	<p>people. In general, the situation was disastrous because there were no tourist transactions taking place inside or outside the nation. As a result, the government stopped all forms of domestic tourist transportation, and even staff members were unable to come to the directorate during that time. The tourism industry, as we all know, was hardest impacted.</p>
<p>10- ما هي تطلعاتكم المستقبلية لخدمات الترجمة؟ 10- What do you hope to achieve with translation services in the future?</p>	<p>يجب تطوير مواقع التواصل الاجتماعي من حيث تعدد اللغات و استعمال الترجمة المتخصصة ليس بالفرنسية فقط و لكن حتى اللغات الأخرى مثل الإنجليزية, و ذلك من أجل الترويج لسياحة ولاية تلمسان لأن السياح غالبا ما يعتمدون على تلك المواقع. كما يجب أيضا على الفنادق و الموانئ و المقاهي و المطاعم المصنفة تطوير مواقع الإنترنت لديهم و توفيرها بعدة لغات من أجل جلب السياح. و ذلك من خلال المتعاملين السياحيين مثل وكالات السياحة.</p> <p>In order to promote tourism in the city of Tlemcen, social networking sites must be created in terms of multilingualism and the use of specialised translation, not just in French but even in other languages like English, because tourists frequently rely on these sites. To draw tourists, hotels, ports, cafes, and categorised restaurants, they must also create their websites and make them available in multiple languages. This is done through tourism suppliers like tourism agencies.</p>

12-1-The director's interview findings' analysis:

The interview was administered to the director of the directorate of tourism and handicraft of Tlemcen who had participated in the study. The purpose of conducting an interview with the director at the conclusion of the study is to acquire perspectives on his view and attitudes towards translation services within the directorate. The interview questions primarily consist of open-ended inquiries along with a few closed-questions. The interview encompasses ten questions that facilitated the attainment of insightful conclusions regarding the analysed case. At the start, the director opted to maintain his anonymity and declined to reveal his identity in the research. Subsequently, he affirmed that each office or department within the directorate possesses distinct responsibilities, and it does not possess translators, interpreters, a tour guides, means of transporting tourists or even an up dated multilingual GPS services. The directorate does not have command over language affairs. Furthermore, he added that their main focus is on arranging administrative matters and facilitating tourism transactions within the city, such as overseeing and supervising operations at the beaches, monitoring tourism investments, issuing licenses for tourist agencies, conducting field visits and inspections to tourist establishments, and monitoring interests.

Nevertheless, these duties do not involve direct interaction with tourists. Regarding the signage that provides guidance to tourists in various tourist destinations, it has been confirmed through communication with the director that the directorate holds some responsibility in terms of placing signs within the city of Tlemcen. However, it should be noted that this task falls under the rule of the municipality's interests. Currently, the majority of directional signs in Tlemcen are available only in Arabic and French, with the potential for English signage to be introduced in the future.

In relation to the accommodation for staff members, the director expressed uncertainty but emphasized that it does not be a standard. This is due to the fact that there are individuals who do not reside in the city, yet possess a superior understanding of the city's tourist attractions and historical significance compared to the local inhabitants. As for the most frequent nationalities visiting Tlemcen, the department of statistics within the directorate is responsible for providing this information. During the period of the Covid-19 pandemic, the director expressed the opinion that it is not appropriate to engage in discussions about past events. Instead, efforts should be focused on working towards the future.

In general, the situation was estimated catastrophic due to the absence of any tourist transactions, both within the nation and abroad. Consequently, the government implemented a halt on all forms of domestic tourist transportation, which also resulted in the inability of staff members to access the directorate during that time. It is widely known that the tourism industry suffered the most severe repercussions. Looking ahead, and in order to foster tourism in the city of Tlemcen, the director affirmed that the establishment of social networking sites is imperative. These platforms should prioritize multilingualism and use specialised translation services, not limited to French but extending to other languages such as English. This is necessary as tourists often heavily rely on these online channels. Additionally, hotels, ports, cafes, and categorised restaurants must also develop their own websites, which should be accessible in multiple languages. This can be achieved through means of tourism providers such as tourism agencies.

12-2- The director's interview findings discussion:

In order to ascertain the position of the directorate of tourism and handicraft of Tlemcen regarding the provision of translation services within their establishment, we conducted an interview with the director of said directorate. The interview comprised of 10 inquiries aimed at obtaining various information. The initial query posed was a simple request for the director's willingness to disclose his name for the purpose of our study. We were somewhat taken aback by his refusal. Moving on to the subsequent questions, the second and third inquiries revolved around the directorate's accessibility to an interpreter, a translator, and a tour guide who possess the necessary skills in multilingual communication. To our surprise, the response indicated that the directorate does not possess any of these personnel, despite the expectation that they should! It is imperative for an establishment that officially represents the tourism sector in the city of Tlemcen to have, at the very least, one translator or interpreter-tour guide, who is required to enable any touristic operation documents or direct oral dialogue between a tourism investigator, for instance, someone who wants to invest in tourism services in the city of Tlemcen.

The directorate lacks means of transportation for tourists. According to the director, they are not responsible for tourists when they visit Tlemcen. This responsibility falls on tourist agencies and offices, whether they are static or private establishments like tourism agencies. These entities are charged with the task of welcoming tourists, providing transportation, and facilitating necessary linguistic communication through translation services. In contrast, the directorate should possess material resources equipped with

translators or interpreters to enable liaison translation. Regarding GPS services, no clear response was given, nor was there any disposition to update it with different languages to enhance tourists' mobility within the city. This situation frustrates tourists and slows the growth of tourism in Tlemcen. The advantage lies in the fact that the directorate has the ability to interfere in the development of the indication panels, though with a limited extent. Unfortunately, these panels are only available in Arabic and French, with no provision for other languages. There is a desire to incorporate English, but this remains a simple idea without any concrete implementation. The primary responsibility for the indication panels rests with the municipality, yet the directorate typically plays a dynamic role in introducing at least English in order to cater to a wide range of tourists from various nationalities.

The director lacked precise knowledge regarding the residential locations of the staff. The objective was to ascertain whether the staff members were acquainted with the touristic potential possessed by the city of Tlemcen. It is believed that individuals born in the city possess superior knowledge about the various touristic attractions in comparison to non-natives. However, the director holds a divergent perspective, asserting that this is not necessarily the norm. As per the statistical service within the directorate, the most common nationalities of tourists who visit Tlemcen are basically French, Chinese, Italian, Spanish and Moroccan, according to the head of the directorate's statistical service, asked on 06/11/2023. This signifies that multilingual communication is fundamental, not only the use of the French language as it is a second language of the country, but obtaining for other languages use , primarily English language, since there is other nationalities that come to visit Tlemcen, not only the francophone one. This is applicable not only for the tlemcenian tourism situation, but also for all the Algerian cities, as declared by the minister of tourism and handicrafts Mokhtar Didouche that Algeria witnessed, from January until August 2023, a distinctive influx of foreign tourists of various nationalities, as about 2.3 million tourists were registered, including 1.5 million foreign tourists. He also revealed, in a statement to Al-Masaa' newspaper on the side-lines of the evaluation meeting for the summer season, that most of the foreign tourists who prefer Algeria as a tourist destination are from European countries, led by the Germans, French, and Italians, indicating that this year was marked by the entry of tourists from Russia, Bulgaria, and even from other Arabic countries. (Al Massa', 2023)

During the Covid-19 pandemic and in light of the imposed lockdown, tourist activities in Algeria, comparable to the global scenario, were rendered non-existent. Consequently, the operations within the directorate came to a stand, and even the routine duties of the personnel were unavailable. This is a rational outcome considering the vulnerable nature of the disease during that specific period.

The director emphasized the crucial role of social media in relation to the future ambitions of the tourism sector in the city of Tlemcen. This serves as a means of promoting the tourism sector and attracting tourists from all around the globe. Additionally, he stated that in this regard, the significance of multilingual communication cannot be undermined.

In other words, the social media platforms must offer various language options and translations to cater to the diverse nationalities. This is applicable not only to the tourism directorate but also to other private establishments such as tourism agencies, which play a crucial role. Undoubtedly, the social media advertisements for tourism attractions, such as Facebook and Instagram, are valuable resources for seducing tourists. They provide videos and photos displaying specific attractions like monuments, hotels and restaurants. Furthermore, it is worth noting that these advertisements should be available in multiple languages. However, the significance of the directorate's involvement in attracting tourists through touristic disposal cannot be denied. The utilization of social media is an integral component of promoting tourism services. Nevertheless, the responsibility for touristic transactions with other pertinent infrastructures such as hotels, pleasure ports, highly-rated restaurants, and partnerships with tourism dealers, whether in the public or private sector, falls upon the official establishments of a particular city. It is imperative that these establishments possess specialised touristic translation services in all categories to facilitate multilingual activities, and put different strategies that captivate tourists and investors to come and visit the city, and give a great importance to multilingual communication and specialised translation services, as a tool for touristic promotion, instead of relying entirely on social networks and virtual operations.

13-The DTA adverts language analysis:

During our visit to the directorate, we obtained several pamphlets, advertisements, and postcards that are dedicated to promote the services of the directorate of tourism and handicraft of Tlemcen. These advertisements display photographs of the most popular tourist destinations in Tlemcen, encompassing the Grand Mosque of Tlemcen, the

Mechouar palace, the Benni Add caves, the Mansourah mosque, Sidi Boumedién shrine, and others. Furthermore, they display the customary outfit of the city, notably the Chedda. Additionally, the advertisements provide detailed descriptions of these locations and clothing articles as a form of commentary. Additionally, we received a comprehensive map of the city of Tlemcen and its surrounding areas from the DTA staff. (refer to appendix D).

13-1-The adverts components:

- 9 postcards:
 - Sidi Boumedién Tlemcen.
 - La citadelle El Mechouar de Tlemcen.
 - Les grottes magiques de Beni-Add à Ain Fezza à Tlemcen.(02)
 - El Mansourah (02).
 - La grande mosquée de Tlemcen.
 - Two postcards without title, representing little girls wearing the traditional outfit the « Chedda » of Tlemcen.
- Two booklets entitled:
 - “Tlemcen, civilization et histoire.”
 - ”مونوغرافيا سياحية لولاية تلمسان...حضارة و تاريخ”
- A map entitled: « Tlemcen civilisation et histoire; carte touristique ».

13-2-The linguistic study of the published adverts:

The primary observation made from the DTA brochures and postcards that we have gathered, is their exclusive utilization of two languages, namely Arabic and French. Notably, even within a single item, only one language is employed, either Arabic or French, without any provision for translation. With regard to the postcards, their content is entirely written in the French language, and each postcard is accompanied by a brief description of the respective tourist advertisement. Furthermore, the contact details of the directorate (phone number, e-mail, etc.) are provided. The map, too, is presented exclusively in the French language, while the two brochures are composed separately in Arabic and French. In no instance we encountered an instance of translation, denoting the absence of an assemblage of two or more languages to explicate data in numerous languages for the understanding of diverse tourists’ nationalities’ languages. Another observation we made revolves around the exclusive presence of Arabic and French

languages, with French being more pronounced, while neither English nor Spanish, for instance, were employed.

13-3- The DTA linguistic study discussion:

According to the multitude of information we have accumulated regarding the various printed publications used for the advertisement of the directorate of tourism and handicrafts of Tlemcen, it can be asserted that translation services are not of paramount importance to them. No attempts have been made to employ at least two languages in a single item, despite the fact that the central theme of the directorate revolves around tourism, necessitating interaction with foreign entities and tourists. This, in turn, requires a minimum of translated documents to effectively promote the country's tourism services and foster economic growth. The printed materials uniquely employ Arabic, the native language, and French, which is considered as the secondary language. Thus, their focus is only on a limited customer base, namely the francophone community. However, if they were to include English, even in the modest capacity, they would be able to guarantee a much larger audience.

14- The DTA web site language analysis:

During the interview conducted with the director of the directorate of tourism and handicrafts of Tlemcen, numerous inquiries were made concerning the multilingual environment within the directorate, as we have previously mentioned. One noteworthy aspect emphasised by the director to enhance the promotion of local attractions in Tlemcen was the use of online and the social media advertising. This method allows, according to him, quicker and more effective outcomes in attracting a greater number of tourists. He articulated the significance of the concept in a notation appended to the conclusion of the directorate webpage, wherein he extended an invitation to visitors to engage with the governing body via a digital portal, with the intention of advancing the city's tourism offerings and facilitating closer ties between the state and potential investors. He affirmed also that the portal was fashioned in a contemporary manner that aligns with the technological advancements of the modern era. Furthermore, he emphasised that the essential objective of this effort is to promote the national identity and market the city as an affluent tourist destination, abridged in an image entitled "Tlemcen...a title of beauty." Additionally, he extended a warm reception to all visitors who wish to communicate their observations or provide advice through the portal or social media platforms such as

Facebook, Twitter, and YouTube, as their input is instrumental in enhancing the quality of services and enriching the tourism experience in Tlemcen.(Nouar Hamada, 2023)

Consequently, we proceeded to examine the DTA website, accessible at <http://dta-tlemcen.dz/>, and we observed several linguistic characteristics that can be identified. First and foremost, the initial webpage of the website is full of visual representations pertaining to various tourist destinations within the city of Tlemcen, such as the Mechouar and the Mansourah mosque.

Furthermore, the definitions and titles are predominantly presented in the French language. Additionally, an icon is provided for individuals seeking to alter the language; however, regrettably, only the Arabic language option is available. Thus, the languages currently accessible on the directorate website are limited to Arabic and French, like it was the case in the adverts like the brochures, pamphlets and postcards.

14-1- The DTA web site language discussion:

The tourism sector is one sector that necessitates a multitude of language services with regards to multilingual communication. Consequently, translation services are required, which entails the use of multiple languages concurrently. The purpose of this is to attract the maximum number of visitors and investors, in order to promote the tourism sector of a specific region and augment the country's revenue. Notably, the directorate of tourism and handicraft of Tlemcen exclusively employs two languages for linguistic interactions on their website, namely Arabic and French. However, it would be advantageous to incorporate at least the English language, as it is considered the universal language, or other commonly used languages such as Spanish or German. It can be inferred that the authorities do not place great importance on multilingual communication, even in the event that the personnel of the directorate would find it more favourable to possess a linguistic foundation in their instructional program, despite the director's insistence on promoting tourism in Tlemcen city. Nevertheless, according to the director, this can be achieved only through the use of social media pages. However, for social media to be effective, it must be propagated in multiple languages, particularly the English language, if they intend to attract the maximum number of visitors and increase their revenue.

By solely using Arabic and French, the audience is limited to Arabic-speaking individuals and Francophone communities, rather than reaching worldwide communities across the globe, especially that the most common nationalities coming to visit Tlemcen are from

different European countries like Italians and Germans, and even Asian tourists like Chinese, who are in mass, coming to visit Tlemcen or work there. If people from around the world are unable to comprehend Arabic or French; therefore, they prefer to visit other destinations that offer services in a clear and comprehensible language!

15-The general analytical reading:

In this chapter, our attempt has been to coordinate the functioning of various translation stations with a view to showcasing their indispensable role in the tourism industry, as exemplified by the city of Tlemcen. This has been achieved through an on-field study, constituting the practical aspect of this research, which has facilitated the collection of data that is directly pertinent to the comprehension of translation competencies and the services offered by the personnel of the directorate of tourism and handicraft of Tlemcen, by examining the attitudes and practices of individuals in administrative roles, one area of particular interest is their perspective on the utilization of translation services in their day-to-day duties. It is of utmost importance to explore and understand the ways in which the aforementioned professionals approach the process of translation, and the extent to which it factors into their overall workflow. By delving into this topic, we can gain valuable insights into the various challenges and opportunities that arise when navigating language barriers in administrative settings. Therefore, it is imperative to conduct a thorough investigation into the attitudes and practices of administrative personnel with regards to translation services. The analysis of the questionnaires, interview, and various other items related to the promotion of tourism services conducted in the directorate revealed that the importance of translation services is not being acknowledged.

Furthermore, it was observed that multiple languages are not used in their written documents or oral communication. However, the results indicate that the director, as well as the responsible individuals and staff members, are highly interested in adopting a multilingual approach to communication. They express a desire to receive training in foreign languages, particularly English, for various purposes such as effective communication, personal growth, and travel. Despite this interest, the directorate does not employ translators or interpreters, even though they express a wish to do so.

This incoherence raises the question of why such a contradiction exists. It is important for any administration in any domain, including establishments with communicative objectives like the DTA, to incorporate the use of various languages in their routine administrative

work or verbal exchanges. Alternatively, it is essential to provide staff members with the option to receive training in multilingual communication, as desired, in order to ensure effective performance.

The use of foreign languages within the directorate is restricted only to the French language, thereby limiting their target audience to the Francophone population. It is evident that this limitation is observed in their choice of languages in their promotional materials such as pamphlets, brochures, and their website. The directorate places significant emphasis on using social media as a means of promoting tourism in the city of Tlemcen. However, it seems that the aspect of translation has been overlooked; disregarding the fact that multilingualism is crucial in attracting tourists from all around the world. While the use of social media is indeed an effective method of promoting tourism, it should not be the only approach employed. The directorate should explore various other methods to generate interest in spreading information about tourism in the city of Tlemcen. This could include updating GPS services and ensuring the provision of accurate signage panels, particularly in multiple languages such as English, in addition to Arabic and French.

In a general, we can assert that the translation situation within the directorate of tourism and handicraft of Tlemcen is unsatisfactory. Various measures need to be implemented in order to enhance this crucial instrument for promoting tourism in the city. Consequently, we can propose a set of solutions and recommendations in the concluding section that might foster the multilingual environment within the directorate, as well as sustain the tourism sector in the city of Tlemcen, as these actions will also contribute to the advancement of the country's economic sector.

GENERAL CONCLUSION

The tourism sector presently holds a position of great significance as one of the most crucial fields for propelling growth. Despite the considerable potential and capacity for tourism in Algeria, the nation shows off an abundance of historic, cultural, and archaeological landmarks, as well as geographical diversity. This sector has the ability to significantly contribute to the maximisation of economic returns, injecting foreign currency into the national economy and providing new and improved branches of basic facilities, thereby facilitating the development of the social and economic level of society. Despite the state's efforts to activate the tourism sector in Algeria by setting a new strategy for tourism development in accordance with the national plan to prepare tourism for the horizons of 2025, the sector has not been able to live up to its full potential, remaining far from the value and importance of the qualifications and tourism resources available in Algeria.

Concerning the multilingual communication in this sector, translation services, as a crucial tool of communicating, serves as a key instrument for the tourism sector in surmounting linguistic obstructions and expanding its market potential even that research that concentrates on translation in the Algerian tourism sector has not obtained the same level of significance as that of cultural or linguistic studies, which focus on the internal examination of language. This can be attributed to the slowness of the emergence of the field of translation in comparison to that of language studies, resulting in the delayed graduation of translation specialists across various disciplines, including translation within the Algerian tourism industry.

Hence, it is imperative to accord tourism translations their due significance and rely on the expertise of proficient translators. Additionally, further investigations and analyses are necessary to identify the language needs of tourism with a view to enhance the preparation for multilingualism in tourism-related fields. These studies would expand the institutional perspectives on how to improve the multilingualism preparation for tourism purposes. The stages and results of our research have confirmed the importance of addressing the issue of translation services in the field of tourism as an important component in the progress and prosperity of this field. It also embodies the multitude of tourism assets in the country that will effectively boost the country's economy if all basic requirements are met. Therefore, we had to consider the most important aspects in the field of translation and linguistic communication, and to extract the factors that hinder and facilitate translation

services, exemplified by the directorate of tourism and handicraft of Tlemcen, which acts as an official representative of tourism in the city.

Our goal was to study how the directorate's staff deal with translation services and examine their approach to linguistic matters, as the study indicated. The analysis reveals that the problematic areas they faced included different levels that were highlighted in the practical chapter conclusions.

The stages of the research and then its results confirmed the importance of solving the problem of translating tourism necessities, which we can say is a fundamental component of the domain's success. It also expresses the Algerian people's identity, which is fixed in physical, social, cultural, and linguistic frameworks that have resulted in a unique heritage that draws keen tourists to discover its potential.

So we must stop at the most important translation dimensions of this research and extract from them what hinders or facilitates the translation services procedures of Tlemcen's directorate of tourism and handicraft, and our interest in this research has regressed on the heads of staff and employees of this establishment. Thus, we attempted to find out how they handle the translation of their tourism papers, such as flyers and brochures, as well as how they interact with tourists in terms of multilingual communication. This brings us to certain recommendations which we estimate indispensable and supplementary to the novel approach for the advancement of strategy for development tourism is out.

I-The results of the study:

Based on the information presented, the study came to the following conclusions:

- 1-Translation services are an essential aspect of any tourist establishment's everyday operations.
- 2- Tourism is a major economic industry that contributes significantly to national GDP and tourism development. The balance of payments, a source of hard currency, a chance to hire labour, and an aim for enhancing development programmes, are all factors to consider.
- 3-Algeria has many qualifications and tourism resources, and Tlemcen is one of the cities at the national level, which has this feature, but despite this profit, it did not pay enough attention to this sector in the process of multilingual communication and thus, the economic and social development.

4-The majority of the staff of the directorate of tourism and handicrafts of Tlemcen use French language as the first foreign language in their employment, after Arabic as their mother tongue.

5-Workplace communication takes the form of documents and texts, but oral conversation is less used.

6- The establishment has no direct relationship with the tourist, when it should, because the tourism sector is not limited to interactions of paperwork, and the worst is that there is not even a dedicated real budget for translation work, probably one of the reasons for the lack of translation and interpreting activities, and the language used in translation are very restrain (only Arabic and French) within the establishment.

7-The majority of employees and heads of staff have Bachelor's or Master's degrees in a range of fields, the majority of which are law sciences or media and communication sciences.

8-The majority of employees did not participate in multilingual training because there is no national programme or government decision requiring employees formation in the field of touristic multilingual communication competencies, and few employees are pursuing private training in English language (but general English rather than ETP one) and Turkish for the purpose of their curriculum vitae or as a hobby, and no employee is interested in translation or communicating with foreigners, even though they mostly rely on translation services in their work, particularly the editorial ones.

9- All staff members, regardless of their designation as either heads of staff or employees, agree that instruction in the field of translation is crucial, since it assumes a significant function in the tourism industry, even that the recognition of many officials that the personnel are deficient in translation training. Their drive to institute this training program is carried on by various factors, the most significant of which are:

- The desire to communicate effectively with tourists.
- The ability to facilitate work by translating documents, which are predominantly in the French language.
- The desire to enhance and refine skills.
- The objective of ensuring continuous growth.
- Mitigating the risk of labour-market disturbances.

10- We didn't certain who had the right to integrate specialised translators into Tlemcen's tourist organizations because the officials' responses alternated between denial and affirmation.

11- All employees believe in the importance of employing specialised translators in all sectors, particularly tourism, in order to attract tourists locally as well as externally, encourage tourism, transfer information, skills, and communication, expand the economy and profit, and promote local tourism.

12- The lack of specialised translators and interpreters in the directorate, with the exception of one who holds a Master's degree in translation, specialised in tourism and cultural heritage, but his/her position is not that of a translator, or even a tour guide, and he/she is not proficient in at least ESP language as the English language is being the language of the trip, as these experiences are the bare minimum that can be available in a touristic organisation.

13- Translating at the directorate of tourism and handicraft of Tlemcen is everyone's job when it is needed, rather than it should be for specialists!

II-Results of hypotheses selection:

1-First hypothesis:

- The different certificates of employees in the tourism directorate, which are not necessarily of a linguistic nature.

The study showed the validity of this hypothesis, when making the questionnaires, the majority of the heads of staff and employees were graduates from different disciplines such as legal sciences or management sciences, and as a result, they did not have a good stock in matter of multilingual communication.

2-Second hypothesis:

- The rareness of specialised translators in tourism at the level of the city of Tlemcen, because we know that the University of Tlemcen only graduated from three promotions in translation specialising in tourism and cultural heritage, so it is possible that they did not practice their work as a specialised translator in the domain due to a lack of those positions or for other reasons.

The study showed the validity of this hypothesis, because only two employees from the directorate were graduated with a Master's in translation specialised in tourism and cultural patrimony from the university Abou Bakr Belkaid of Tlemcen, and this led to the lack of professionals in touristic translation in the directorate, and bothers the translation services procedures that are crucial in the development of the sector.

3-Third hypothesis:

- Few tourists relatively, resulting in a lack of translation work for the personnel, which does not advertise correctly for the city, or they don't pay much attention to translation in general.

The study showed again the validity of this hypothesis because we confirmed that employees as well as their superiors don't give a great importance to translation services, even that they wish to have training in that field, so the contradiction is clear.

4-Fourth hypothesis:

- The directorate's personnel are reliant on machine translation, such as electronic applications and Google Translate.

Many employees responded positively to the use of technology in their translation works, the hypothesis is valid.

5-Fifth hypothesis:

- Algeria's failure to profit from other nations' pioneers tourist experiences in the development and growth of the tourism sector due to a lack of tourism culture and tourism promotion, as well as the implementation of random tourism regulations.

The study demonstrated the validity of this concept since we didn't find in any moments of our investigation the idea of taking other nations' tourism successful experience as a model, as well as when asking officials of the directorate if they follow any national or official curriculum in the matter of translation or foreign languages in the sector tourism, or government decisions requiring employees formation in the field of touristic multilingual communication competencies, we discovered negative responses, and only few employees are pursuing private training in English language and Turkish for the purpose of their curriculum vitae or as a hobby, in an unplanned behaviours.

6- Sixth hypothesis:

- Algeria has no clear-cut development strategy in the tourism industry despite having a significant tourism potential and capabilities that can make it a competitive tourism country.

Also according to the officials in the directorate, we found that the tourism sector in Algeria is still hesitating due to the adoption of unclear tourism policies and a lack of financial funds allocated to it, as well as the weakness of tourism development and tourism promotion programs.

Throughout all the findings we have derived from the field investigation that we conducted at the directorate of tourism and handicrafts of Tlemcen, and also based on the information we have gathered from the theoretical analysis, we are able to affirm that a significant inconsistency exists between the employees' aspirations to enhance their linguistic aptitude and their actual training in the field of multilingual communication in their workplace. We discovered during our research that there were many contradictions in the feedback of managers or employees, although Tlemcen has a number of department at universities ,institutes and private school for the training in foreign languages , including translation studies for touristic purposes (even though the number of promotions is limited). This is surprising because Algeria is a country that encourages tourism, so on the ground we find a lot of gaps and failures.

Such a conflict is evident in the reality in which they operate, be it as heads of staff or employees, with regards to the specialised competencies that pertain to language for specific purposes (LSP) which suffer from a severe lack of professional training and the establishment of teams of translators specialised in tourism translation (LTP), since this is critical for the advancement of the Algerian tourism sector, which aims to elevate it and place it among the ranks of other sectors. Or at the very least, certifying each and every employee, regardless of their scope of expertise, in the domains of languages and multilingual communication, especially that their perception that such training would greatly facilitate their administrative transactions with tourists and tourism services.

This is due to the fact that the field of translation can be applicable to any specialty and department, acting as a nexus point for all areas of study , especially in our country that values language acquisition.

III-Recommendations:

In light of our previous findings, we propose a number of recommendations, with the most noteworthy being:

1-Though most fields appear to be moving in an international direction, we believe that this movement should not come at the expense of the local context. As a result, the purpose of this study is to provide stakeholders, officials, teachers and curriculum developers with the information and tools they need to design and create their own LSP courses and programs by providing examples from a variety of languages, purposes and contexts, and any translation course must be based on an LSP methodology in order to train specialised translators.

2-Presently, it is considered essential for graduates to have generic or transferable linguistic skills in order to operate effectively in the global environments in which they will be moving; in other words, they require general skills for performing professional tasks and interacting in the workplace that are not subject dependent. Communication skills, both spoken and written, are critical, and include team interaction, project management, presentation, negotiation, analysis, synthesis, and focused writing, including the ability to conduct operations via distance technology. (TNP3 Dissemination Document, 2007.)

3- The necessity of integrating specialised translators and interpreters in the directorate of tourism and handicrafts of Tlemcen, and all tourism establishments of the city, while also being fluent in foreign languages, to contribute in the development of the whole establishment's multilingual communication strategy.

4- Integration of tourist guides in the directorate, who are both acquainted about tourist attractions and fluent in foreign languages.

5-Algeria's translation curriculum should shift from general to specialised translation.

6-There is an urgent need for specialised touristic translation dictionaries.

7-Establishing institutes for training specialised translators and interpreters who are subject-matter experts, at universities. These translators must be trained in a variety of touristic subject areas.

8-There should be a link between theory and practice when teaching translation.

9-Empirical studies specialised in tourism translation is likely to provide more in-depth insights into the field.

10- The employees of the directorate of tourism and handicraft in Tlemcen are required by the responsible authorities to receive training in multilingual communication and translation in both written and spoken forms.

11- For better results, the ministries of high education and tourism should collaborate to develop some curriculums for multilingual communication, and they should share equal responsibility for the methodologies used in training.

12- Every employee, regardless of rank, in all departments in general and in the tourism directorate in particular, should have at least a basis in language acquisition, particularly English, as ESP curriculums, given that French is the first foreign language according to what was mentioned in the questionnaires, as it has become necessary in all transactions of any kind.

13- Having access to professional training and being open to information and communication technologies in order to implement a quality tourism plan for the development of tourism offerings.

14-The ministry of high education should include the quality of translation in all fields, whether at the level of the university of Tlemcen or institutions for the linguistic communication, bridging the gap between theory and practice, and open up to all languages, not just English, and place a high value on multilingual communication, which leads to the mastery of specialised translation.

15- The authorities should activate cultural and educational demonstrations like the exchange of knowledge between two countries in terms of prosperity in linguistic transactions and gaining experience in linguistic communication, such as exchanging groups of employees, lay in the case of twinning between two institutions, or linguistic vacations.

16- The creation of a new specialty at the university of Tlemcen level (or even other cities) , named "Tourism Sciences", and it must deal with every domain that has a direct or indirect relationship with tourism, such as translation, history, geography, tourist guides, redaction...etc.

17- Introducing an up to date GPS services, to help tourists navigate around and it should be available in at least three languages, such as Arabic, French and English.

18- Updating the orientation indication in Arabic and English as it is the lingua franca, on Tlemcen's roadways to facilitate visitor movement, and even with other languages like Italian or Spanish , to satisfy all variety of communities that come to visit Tlemcen.

19-The DTA and all establishments involved in the tourism industry, such as hotels, travel agencies, and highly-rated restaurants, are required to deliver a precise advertisement via the social media platform. This advertisement must be presented in at least three languages, namely Arabic, French, and English, as it has become the prevailing method for approving tourism and attracting tourists.

20- Collaboration with the private sector through tourism chain articulation, by establishing private educational institutions that provide specialised translation training in various sectors, as there is a demand for such education among numerous individuals.

21- Provide trainings at private schools level on each type of translation.

22- Developing a multilingual platform for showcasing the rich Algerian heritage as the most effective approach to achieve international audience, through the use of numerical blogging. This strategy not only aids in marketing and promoting Algerian tourism, but also supports the advancement of traditional handicrafts and various related domains.

23- Forming alliances among scholars and experts in the field of history, in close cooperation with specialised translators.

24- The ministry of education should introduce of fundamentals of translation for learners of third year of high school, with the objective of mentally preparing them for future translational operations and multilingual communication.

25- Return to reintegrate the Master's degree in translation sciences specialising in tourism and cultural heritage in three languages, as was previously (in the years 2011-2017 at the University of Tlemcen).

Finally, and in the context of talking about the possibility of achieving tourism development in Algeria in light of the current global developments, many issues are raised that need further research and expansion.

Developing linguistic skills is a highly valuable asset, it provides a significant benefit and clearly contributes to the growth of tourism in Algeria. Algeria's multilingualism status is

far from that of a linguistically disadvantaged nation or one where the languages spoken are confined to internal dialects that do not cross national borders.

On the contrary, the languages spoken in Algeria have an international flavour, which can encourage the growth of translation services within the official institutions that promote Algerian tourism. Furthermore, this reflects the country's uniqueness, its rise of unusual and distinctive tourist sites, and, of course, Algerians' warm welcome and hospitality.

IV-Future directions for research:

We would like to offer a concise overview of potential areas of future research that may arise from this doctoral research. One potential avenue of exploration would involve the investigation of translation learners and market demands in various other cities, particularly those in Algeria. Both questionnaires and interviews that have been carefully conceived possess a sufficient level of generality that render them applicable to other cities as well. It would thus prove beneficial to ascertain whether the workforce and market demands exhibit similarities or differences in cities beyond Tlemcen, in a matter of multilingual communication.

Given the rapid progression of our society towards globalisation within the marketplace (e.g.: international translation companies establishing branches worldwide) , and even within the educational sector, it appears increasingly pertinent to examine the extent to which workers, learners, and market demands are converging, as well as the specific directions in which this convergence is occurring.

Another potential avenue for research would involve enhancing the precision of our research by exploring the most suitable methodologies for conveying specific individual modules within the field of didactics. Examples of such modules include practical translation that concentrate all the didactic operation for practicing translation, especially interpreting which is completely neglected in the Algerian universities, and to be specialised in a specific domain, like tourism, law sciences, and similar subjects. It is worth mentioning that our research employs a comprehensive approach, but an in-depth analysis of individual modules has not been the main focus.

Conceivably, our findings could assist other scholars in determining which areas warrant greater attention and therefore should be examined in order to identify the most effective methods of instruction. Given the vastness of subjects encompassed within the discipline

of translation studies (including theoretical, practical, and technological aspects), the pedagogy for each should be investigated independently.

For instance, it is evident that teaching translation theories necessitates an entirely different approach compared to teaching specialised translation.

In addition to the aforementioned general suggestions regarding potential future research avenues, our study yielded a substantial amount of data that, at times, generated inquiries that may serve as the groundwork for exploring novel areas of investigation.

At the end, we hope that we have covered the most essential aspects of the research, and that this study contributes to the crystallization of projects related to specialised translation in the tourism sector in order to increase translation science devotion, and also to be as a starting point for further researches, and complement what we have presented and investigates what we have overlooked.

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APPENDICES

Appendix A:
Empty questionnaires

استبيان لمسؤولي مديرية السياحة و الصناعة التقليدية- تلمسان-

كجزء من تعزيز العلاقة بين الشركات والمؤسسات الأكاديمية في إجراء البحوث والتقارير، إنه لشرف عظيم لنا أن نلتزم منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". هذا الاستبيان مخصص للرؤساء التنفيذيين و المديرين العامين، و كل المسؤولين لدى المديرية. من أجل مساعدتنا في هذا المشروع، نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية. شكرا لمشاركتم في بحثنا، ستكون مساهماتك غاية في الأهمية بالنسبة لنا. أرجو أن نتقبل سيدي أسمي آيات التقدير والامتنان.

1-السن:

2-الجنس: ذكر أنثى

3-اللغة الأم:

4-اللغة الثانية:

5-الرتبة المهنية أو الأكاديمية:

6-مجال الاختصاص:

7-المدينة الأصلية:

8-الشهادة المتحصل عليها:

9-لغة العمل: عربية فرنسية إنجليزية

10-هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي

11- هل تابعت أو تتابع تكويننا في لغة أخرى؟ نعم لا

ماهي؟

لماذا؟

12-هل ليك اتصال مباشر مع السياح؟ نعم لا

13-هل تلجأ إلى الترجمة في عملك؟ نعم لا

ما نوعها؟ : تحريرية شفوية

14- هل تستعمل تكنولوجيا الترجمة؟ نعم لا

15- أهمية الترجمة في عملك : قصوى متوسطة ضعيفة

16- هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا

لماذا؟

17- ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟

ممتاز جيدة متوسطة ضعيفة منعدمة

18- كم هو عدد العمال في المديرية؟

19- هل لدى العمال تكوينا متعدد اللغات؟

20- هل توظفون مترجمين مختصين في السياحة؟

21- هل هناك برنامج وطني أو مقرر رسمي ينص على تكوين العمال في مجال السياحة واللغات الأجنبية المتخصصة؟

22- هل ترى أن للترجمة دورا فعالا في مجال السياحة ؟

23- كيف كان التعامل مع السياحة و الخدمات الترجمة في فترة كوفيد 19؟

24- بصفتك مسؤولا, هل لديك الصلاحية لإدماج المترجمين المتخصصين في المديرية و الوكالات السياحية بتلمسان؟

25- ما توقعاتكم للخدمات الترجمة في المديرية مستقبلا؟

شكرا

استبيان لموظفي مديرية السياحة و الصناعة التقليدية- تلمسان-

من أجل إحصائيات لدراسة دكتورالية. (علم الترجمة)

نلتبس منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

- 1-السن:
- 2-الجنس: ذكر أنثى
- 3-اللغة الأم:
- 4-اللغة الثانية:
- 5-الرتبة المهنية أو الأكاديمية:
- 6-مجال الاختصاص:
- 7-المدينة الأصلية:
- 8-الشهادة المتحصل عليها:
- 9-لغة العمل: عربية فرنسية إنجليزية
- 10-هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي
- 11-هل تابعت أو تتابع تكويننا في لغة أخرى؟ نعم لا
- ما هي؟
- لماذا؟
- 12-هل تلجأ إلى الترجمة في عملك؟ نعم لا
- تحريرية شفوية
- 13-هل تستعمل تكنولوجيا الترجمة؟ نعم لا
- 14-أهمية الترجمة في عملك: قصوى متوسطة ضعيفة
- 15-هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا
- لماذا؟
- 16-ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟
- ممتاز جيدة متوسطة ضعيفة منعدمة
- 17-هل تأمن بضرورة توظيف مترجمين مختصين في السياحة؟
- 18-أية إضافة:

شكرا

Appendix B:
Sample of completed Heads of Staff's
Questionnaires

استبيان لمسؤولي مديرية السياحة و الصناعة التقليدية- تلمسان-

كجزء من تعزيز العلاقة بين الشركات والمؤسسات الأكاديمية في إجراء البحوث والتقارير، إنه لشرف عظيم لنا أن نلتزم منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". هذا الاستبيان مخصص للرؤساء التنفيذيين و المديرين العاملين، و كل المسؤولين لدى المديرية.

من أجل مساعدتنا في هذا المشروع، نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

شكرا لمشارككم في بحثنا، ستكون مساهماتك غاية في الأهمية بالنسبة لنا.

أرجو أن نقبل سيدي أسمي آيات التقدير والامتنان.

1- السن: 34

*الجنس: ذكر أنثى

*اللغة الأم: العربية

*اللغة الثانية: العربية

*لغة العمل: عربية فرنسية إنجليزية

*هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي

2- الشهادة المتحصل عليها: ماجستير

3- هل تابعت أو تتابع تكويننا في لغة أخرى؟ نعم لا

ماهي؟

لماذا؟

4- هل لديك اتصال مباشر مع السياح؟ نعم لا

5- هل تلجأ إلى الترجمة في عملك؟ نعم لا

ما نوعها؟ تحريرية شفوية

6- هل تستعمل تكنولوجيا الترجمة؟ نعم لا

7- أهمية الترجمة في عملك: قصوى متوسطة ضعيفة

8- هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا
 لماذا؟ لتكاملنا المتبادل والتوجه هيل كل مجال السياحة

9- ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟
 ممتاز جيدة متوسطة ضعيفة منعدمة

10- كم هو عدد العمال في المديرية؟

..... 64

11- هل لدى العمال تكوينا متعدد اللغات؟ نسيو حيسو

12- هل توظفون مترجمين مختصين في السياحة؟
 كلوهم متعلقين معهم مع المقابلة

13- هل هناك برنامج وطني أو مقرر رسمي ينص على تكوين العمال في مجال السياحة في مجال اللغات الأجنبية؟

..... نسيو حيسو

14- هل ترى أن للترجمة دورا فعالا في مجال السياحة؟

..... نعم

15- كيف كان التعامل مع السياحة و الخدمات الترجمة في فترة كوفيد 19؟

..... لم يكن هناك تروا على

16- بصفتك مسؤولا، هل لديك الصلاحية لإدماج المترجمين المتخصصين في الوكالات السياحية بتلمسان؟

..... نسيو حيسو

17- ما توقعاتكم للخدمات الترجمة في الوكالة مستقبلا؟

..... يمكننا ان نلعبه دور فعال في الترويج للسياحة

شكرا

استبيان لمسؤولي مديرية السياحة و الصناعة التقليدية تلمسان-

كجزء من تعزيز العلاقة بين الشركات والمؤسسات الأكاديمية في إجراء البحوث والتقارير، إنه لشرف عظيم لنا أن نلتزم منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". هذا الاستبيان مخصص للرؤساء التنفيذيين و المديرين العامين و كل المسؤولين لدى المديرية.

من أجل مساعدتنا في هذا المشروع، نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

شكرا لمشاركتكم في بحثنا، ستكون مساهماتك غاية في الأهمية بالنسبة لنا.

أرجو أن تتقبل سيدي أسمي آيات التقدير والامتنان.

1- السن: 20.....

*الجنس: ذكر أنثى

*اللغة الأم: العربية

*اللغة الثانية: العربية

*لغة العمل: عربية فرنسية إنجليزية

*هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي

2- الشهادة المتحصل عليها: علوم الاعلام و الاتصال

3- هل تابعت أو تتابع تكوينا في لغة أخرى؟ نعم لا

ماهي؟ الإنجليزية

لماذا؟ لتتحدث مع الزوار

4- هل لديك اتصال مباشر مع السياح؟ نعم لا

5- هل تلجأ إلى الترجمة في عملك؟ نعم لا

ما نوعها؟ تحريرية شفوية

6- هل تستعمل تكنولوجيا الترجمة؟ نعم لا

7- أهمية الترجمة في عملك: قصوى متوسطة ضعيفة

Appendix C:
Sample of Completed Employees Forms

استبيان لموظفي مديرية السياحة و الصناعة التقليدية- تلمسان-

من أجل إحصائيات لدراسة دكتورا لية. (علم الترجمة)

نلتزم منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

- 1-السن: 44.....
- 2-الجنس: ذكر أنثى
- 3-اللغة الأم:العربية
- 4-اللغة الثانية:فرنسية
- 5-الرتبة المهنية أو الأكاديمية:تفني سام على الإعدادات
- 6-مجال الاختصاص:الإعدادات
- 7-المدينة الأصلية:تلمسان
- 8-الشهادة المتحصل عليها:بكالوريوس في العلوم التطبيقية
- 9-لغة العمل: عربية فرنسية إنجليزية
- 10-هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي
- 11-هل تابعت أو تتابع تكويننا في لغة أخرى؟ نعم لا
ما هي؟العربية والإنجليزية
لماذا؟المسخر
- 12-هل تلجأ إلى الترجمة في عملك؟ نعم لا
- 13-هل تستعمل تكنولوجيا الترجمة؟ تحريرية شفوية
- 14-أهمية الترجمة في عملك: قصوى متوسطة ضعيفة
- 15-هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا
لماذا؟تكوين (المستوى)
- 16-ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟
 ممتاز جيدة متوسطة ضعيفة منعدمة
- 17-هل تأمن بضرورة توظيف مترجمين مختصين في السياحة؟
نعم
- 18-أية إضافة:
.....

استبيان لموظفي مديرية السياحة و الصناعة التقليدية- تلمسان-

من أجل إحصائيات لدراسة دكتورا لية. (علم الترجمة)

نلتبس منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

- 1-السن:
 2-الجنس: ذكر أنثى
 3-اللغة الأم:
 4-اللغة الثانية:
 5-الرتبة المهنية أو الأكاديمية:
 6-مجال الاختصاص:
 7-المدينة الأصلية:
 8-الشهادة المتحصل عليها:
 9-لغة العمل: عربية فرنسية إنجليزية
 10-هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي
 11-هل تابعت أو تتابع تكوينا في لغة أخرى؟ نعم لا

ما هي؟
 لماذا؟

- 12-هل تلجأ إلى الترجمة في عملك؟ نعم لا
 تحريرية شفوية
 13-هل تستعمل تكنولوجيا الترجمة؟ نعم لا
 14-أهمية الترجمة في عملك: قصوى متوسطة ضعيفة
 15-هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا

لماذا؟
 16-ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟

- ممتاز جيدة متوسطة ضعيفة منعدمة

17-هل تأمن بضرورة توظيف مترجمين مختصين في السياحة؟

نعم
 18-أية إضافة:
 شكرا

استبيان لموظفي مديرية السياحة و الصناعة التقليدية بتمسان-

من أجل إحصائيات لدراسة دكتورا لية. (علم الترجمة)

30

نتمس منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

1-السن: 33

2-الجنس: ذكر أنثى

3-اللغة الأم: اللغة العربية المغربية

4-اللغة الثانية: اللغة الإنجليزية

5-الرتبة المهنية أو الأكاديمية: متخصص في الترجمة

6-مجال الاختصاص: المعلومات السياحية

7-المدينة الأصلية: تمسان

8-الشهادة المتحصل عليها: ص.م.س

9-لغة العمل: عربية فرنسية إنجليزية

10-هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي

11-هل تابعت أو تتابع تكويننا في لغة أخرى؟ نعم لا

ما هي؟ /

لماذا؟ /

12-هل تلجأ إلى الترجمة في عملك؟ نعم لا

تحريرية شفوية

13-هل تستعمل تكنولوجيا الترجمة؟ نعم لا

14-أهمية الترجمة في عملك: قصوى متوسطة ضعيفة

15-هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا

لماذا؟ لنقل المعلومات بظننا من وجهة نظرنا في اللغة الإنجليزية

16-ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتمسان؟

ممتاز جيدة متوسطة ضعيفة منعمة

17-هل تأمن بضرورة توظيف مترجمين مختصين في السياحة؟

نعم إذا أمكن

18-أية إضافة:

لتسببنا في زيادة التكوين في اللغة الإنجليزية ليعرف المزيد من السياح باعتبارها اللغة الأولى عالميا شعرا وتبادل الثقافات في إطار التبادل الطلابي له ليا به تبادل الخبرات بين الموظفين دوليا.

استبيان لموظفي مديرية السياحة و الصناعة التقليدية- تلمسان-

من أجل إحصائيات لدراسة دكتورا لية. (علم الترجمة)

نلتبس منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

1-السن: 43.....

2-الجنس: ذكر أنثى

3-اللغة الأم: اللغتين العربية والفرنسية.....

4-اللغة الثانية: الفرنسية.....

5-الرتبة المهنية أو الأكاديمية: دكتورا في السياحة التقليدية.....

6-مجال الاختصاص: السياحة التقليدية.....

7-المدينة الأصلية: تلمسان.....

8-الشهادة المتحصل عليها: ليسانس في العلوم الاقتصادية والاجتماعية.....

9-لغة العمل: عربية فرنسية إنجليزية

10-هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي

11-هل تابعت أو تتابع تكوينا في لغة أخرى؟ نعم لا

ما هي؟ /.....

لماذا؟ /.....

12-هل تلجأ إلى الترجمة في عملك؟ نعم لا

تحريرية شفوية

13-هل تستعمل تكنولوجيا الترجمة؟ نعم لا

14-أهمية الترجمة في عملك: قصوى متوسطة ضعيفة

15-هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا

لماذا؟ لزيادة الوعي السياحي.....

16-ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟

ممتاز جيدة متوسطة ضعيفة منعدمة

17-هل تأمن بضرورة توظيف مترجمين مختصين في السياحة؟

نعم.....

18-أية إضافة:

.....

شكرا

استبيان لموظفي مديرية السياحة و الصناعة التقليدية- تلمسان-

من أجل إحصائيات لدراسة دكتورا لية. (علم الترجمة)

نلتبس منكم مساعدتنا في الإجابة على هذا الاستبيان حول "دور خدمات الترجمة في الترويج السياحي لمدينة تلمسان"، وذلك لإعداد أطروحة دكتوراه في "الترجمة المتخصصة". نطلب منكم بكل احترام الإجابة على جميع الأسئلة بموضوعية. جميع المعلومات المقدمة ستكون سرية ولن تستخدم إلا لأغراض المراجعة العلمية.

1-السن: 49.....

2-الجنس: ذكر أنثى

3-اللغة الأم: العربية

4-اللغة الثانية: الفرنسية

5-الرتبة المهنية أو الأكاديمية: مهندس في السياحة

6-مجال الاختصاص: السياحة

7-المدينة الأصلية: تلمسان

8-الشهادة المتحصل عليها: دبلوم في اقتصاد مالي

9-لغة العمل: عربية فرنسية إنجليزية

10-هل تستعمل لغة العمل غالبا في: الوثائق و النصوص التواصل الشفوي

11-هل تابعت أو تتابع تكوينا في لغة أخرى؟ نعم لا

ما هي؟

لماذا؟

12-هل تلجأ إلى الترجمة في عملك؟ نعم لا

تحريرية شفوية

13-هل تستعمل تكنولوجيا الترجمة؟ نعم لا

14-أهمية الترجمة في عملك: قصوى متوسطة ضعيفة

15-هل ترى ضرورة لتكوينكم في الترجمة؟ نعم لا

لماذا؟ للترويج السياحي والتعامل مع السياح

16-ما هو تقييمكم للخدمات اللغوية/ الترجمة في قطاع السياحة بتلمسان؟

ممتاز جيدة متوسطة ضعيفة منعمة

17-هل تأمن بضرورة توظيف مترجمين مختصين في السياحة؟

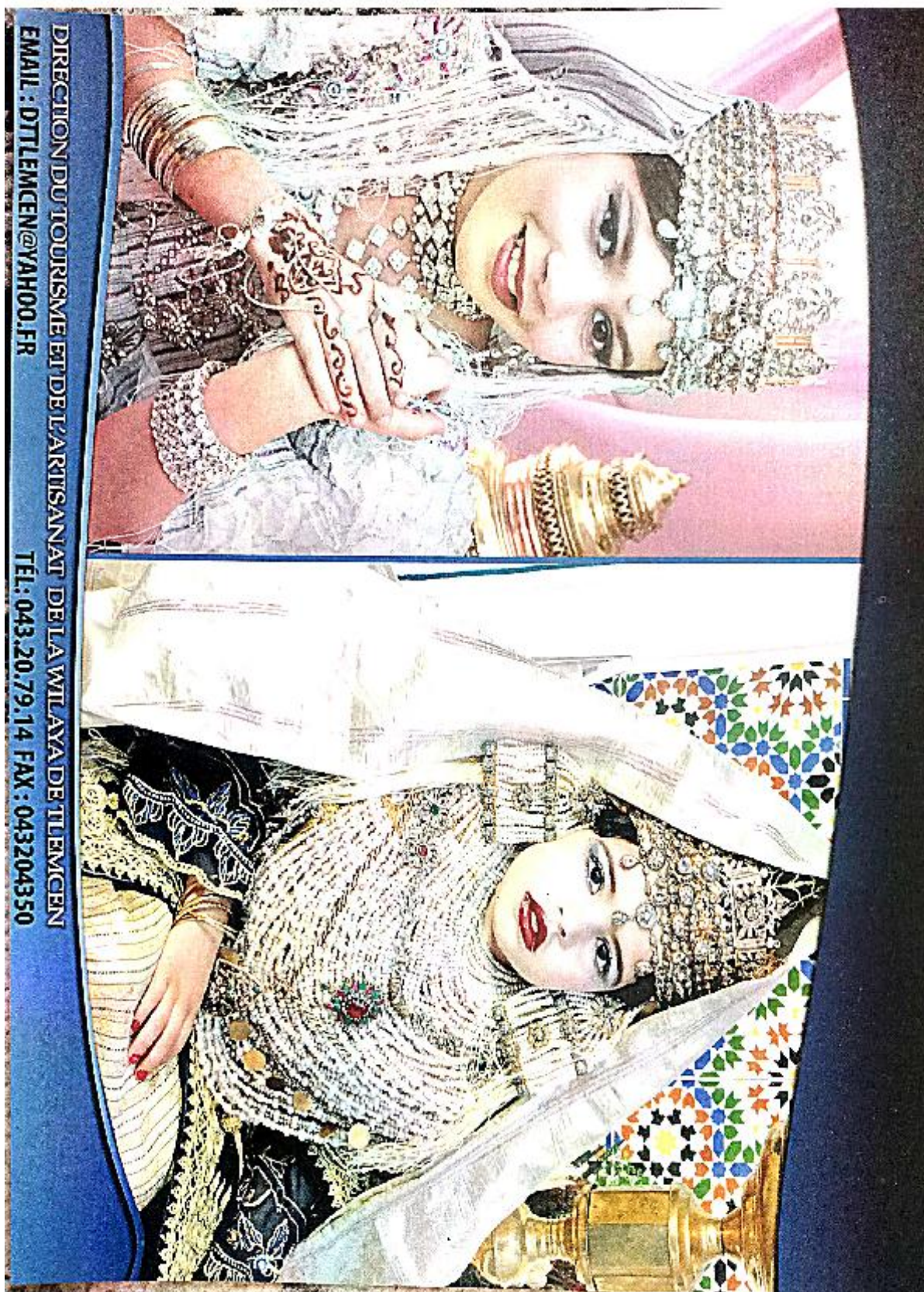
نعم لأن المترجمين يكون لهم دور كبير في الترويج

18-أية إضافة: السياحي بعدة لغات ولعدة دول لبناء المقصد السياحي

شكرا

Appendix D :

DTA Adverts Samples



DIRECTION DU TOURISME ET DE L'ARTISANAT DE LA WILAYA DE TLEMCCEN
EMAIL : DTTLEMCCEN@YAHOO.FR
TEL: 043.20.79.14 FAX : 043204350

Chedda de Tlemcen

La chedda de Tlemcen est une tenue traditionnelle algérienne, plus précisément de la ville de Tlemcen, mais également portée dans l'ouest du pays notamment à Oran et Mostaganem². Pur produit de l'artisanat tlemcénien, elle était portée par les princesses tlemcéniennes d'antan

Direction du tourisme
Et de l'artisanat de la wilaya de Tlemcen
Adresse: Siège de la Wilaya, 13000, Tlemcen
T.él: 043 20 79 14
Fax: 043 20 43 50
E-mail: Dttlemcen@yahoo.fr



Les Grotte de Béni-Add AinFezza

À environ 5 kilomètres du village Ain Fezza, se trouvent les grottes naturelles de Béni Add qui sont une impressionnante cavité creusée dans la roche calcaire du massif de TLEMCEM Elle comporte plusieurs salles aménagées et éclairées

Direction du tourisme
Et de l'artisanat de la wilaya de Tlemcen
Adresse: Siège de la Wilaya, 13000, Tlemcen
Tél: 043 20 79 14
Fax: 043 20 43 50
E-mail: Dttlemcen@yahoo.fr



MANSOURAH 1299

Mansourah (signifiant Victorieuse), faubourg ouest de la ville algérienne de Tlemcen, est surtout connue pour ses vestiges datant du XIV^e siècle. Tlemcen fut la capitale du Maghreb central au XI^e siècle, puis du XIII^e au XV^e siècles. C'était une place stratégique au départ de la Route de l'Or vers le Soudan. Convoitée par ses voisins mérinides de Fès, Tlemcen eut à résister plusieurs fois à leurs assauts. Et, sous le règne du zianide Abou Saïd Othman, elle eut à se défendre contre l'un des sièges les plus longs de l'histoire de l'humanité qui dura huit années, du 6 mai 1299 au 13 mai 1307. Le sultan Abou Yacoub Youcef fit ériger la ville de Mansourah (la Victorieuse) au voisinage de la cité assiégée. Mansourah finit par se substituer à Tlemcen

Direction du tourisme

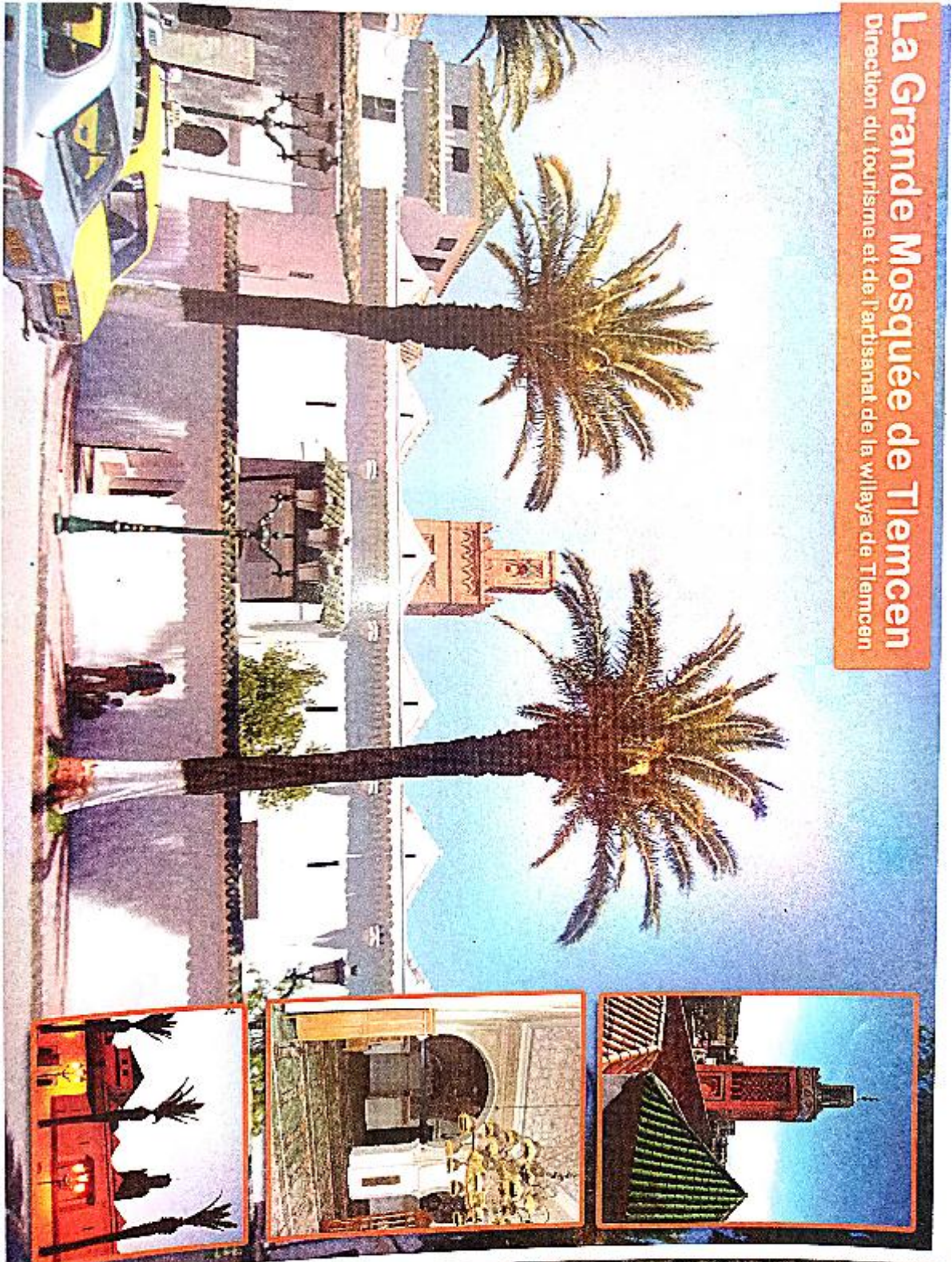
Et de l'artisanat de la wilaya de Tlemcen

Adresse: Siège de la Wilaya, 13000, Tlemcen

T él: 043 20 79 14

Fax 043 20 43 50

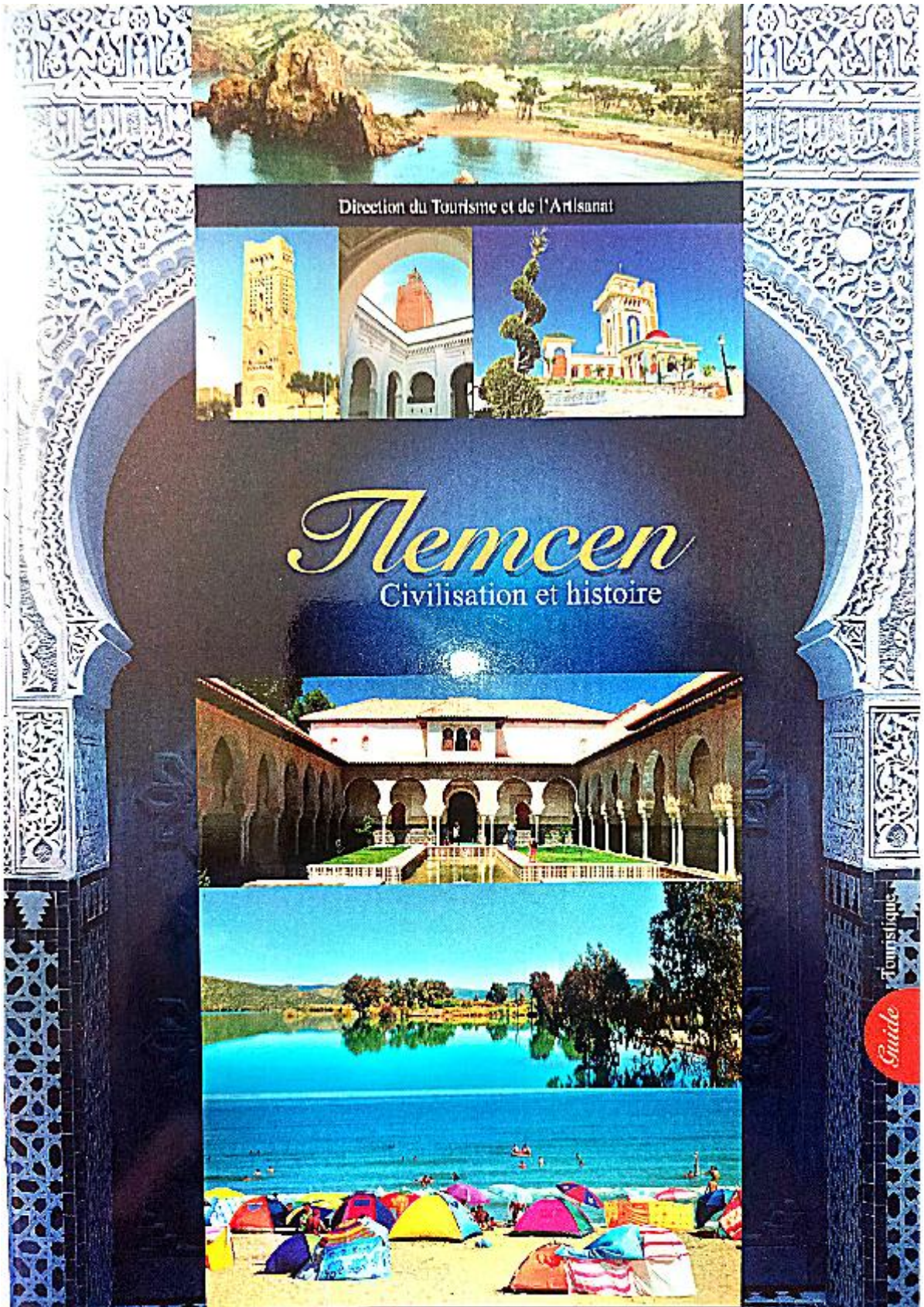
E-mail: Dttlemcen@yahoo.fr

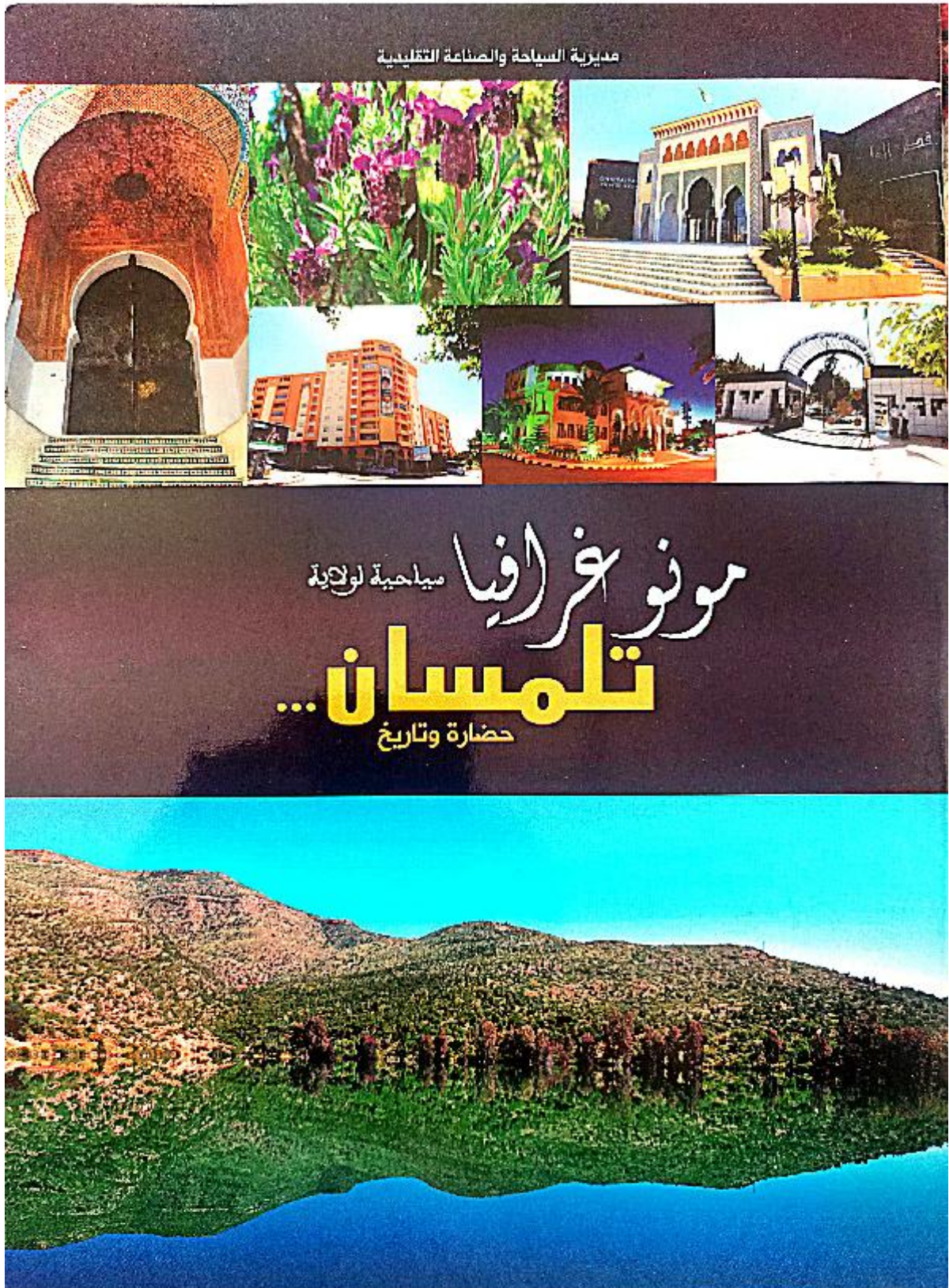


LA GRANDE MOSQUEE 1091

Situé en plein centre ville, elle est remarquable par la régularité de ses proportions et l'imposante harmonie de l'ensemble. Huit portes y donnent accès. Elle occupe une superficie de 3000m² environ, et justifie son nom par l'importante étendue de ses constructions

Direction du tourisme
Et de l'artisanat de la wilaya de Tlemcen
Adresse: Siège de la Wilaya, 13000, Tlemcen
Tél: 043 20 79 14
Fax: 043 20 43 50
E-mail Dttlemcen@yahoo.fr







Appendix E:
**Supervisor's authorisation for
questionnaires and interview.**

Dr. Abdelkader BELGUERNINE
Département d'Anglais
Université de Tlemcen

La Direction du Tourisme et de l'Artisanat de la wilaya de Tlemcen

Monsieur le Directeur

Objet : Lettre de recommandation pour l'étudiante Naziha RAHMOUN

Monsieur,

Dans le cadre des conventions de partenariat entre l'Université Aboubekr BELKAID et la Direction du Tourisme et de l'Artisanat de la wilaya de Tlemcen, Je vous écris pour recommander l'étudiante Naziha RAHMOUN, qui réalise actuellement sous ma direction, une thèse de doctorat en Traduction, dont le thème porte sur le rôle de la traduction dans la promotion du tourisme. L'étudiante en question a besoin de mener une étude d'investigation auprès des différents services de votre établissement, et je suis convaincu que vous pourrez l'aider dans son projet.

Naziha RAHMOUN est une étudiante motivée, sérieuse et professionnelle qui possède les compétences nécessaires pour mener à bien cette étude. Elle a choisi votre établissement pour mener son étude d'investigation en raison de son expérience et de son expertise dans le domaine de la traduction touristique.


L'étudiante a besoin d'acquérir un accès à vos locaux et de collaborer avec votre personnel pour mener à bien son étude d'investigation. Elle a besoin de réaliser des entretiens et des questionnaires auprès de vos employés et/ou usagers. Je suis convaincu que vous pourrez l'assister dans son projet, en lui accordant le soutien et les facilités nécessaires.

Je vous remercie d'avance pour votre collaboration et votre aide à l'étudiante. Si vous avez besoin de plus amples informations, n'hésitez pas à me contacter.

Cordialement,

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SUMMARIES

Summary

The tourism sector is a complex discipline involving specialised translation. It emphasises culturally sensitive and accurate content conversion related to travel and hospitality. This expertise includes translating various materials that aid communication in the global tourism sphere. Countries must establish well-equipped tourism facilities with translation services to attract tourists and investors. Specialised tourism translators require exceptional linguistic skills and heightened cultural awareness. Their goal is to capture a location's essence and engage audiences through cultural resonance. Additionally, they must adapt content for diverse markets, ensuring linguistic accuracy aligned with audience expectations. In culturally diverse cities like Tlemcen, these services address the needs of both international and domestic travelers, reflecting the thriving global tourism demand for specialised translation. By providing precise translations, tourism entities enhance accessibility to Algeria's rich heritage and scenery, and contribute to its economic development. Therefore, authorities should implement strategies to boost this sector, create job opportunities, and enhance national income.

Résumé

Le secteur du tourisme est une discipline complexe qui fait appel à la traduction spécialisée. Elle met l'accent sur la traduction de contenus culturellement sensibles et précis liés aux voyages et à l'hôtellerie. Cette expertise comprend la traduction de divers documents qui facilitent la communication dans la sphère touristique mondiale. Les pays doivent mettre en place des installations touristiques bien équipées avec des services de traduction pour attirer les touristes et les investisseurs. Les traducteurs spécialisés dans le tourisme doivent posséder des compétences linguistiques exceptionnelles et une conscience culturelle accrue. Leur objectif est de saisir l'essence d'un lieu et d'engager le public par le biais d'une résonance culturelle. En outre, ils doivent adapter le contenu à divers marchés, en garantissant une précision linguistique conforme aux attentes du public. Dans des villes culturellement diverses comme Tlemcen, ces services répondent aux besoins des voyageurs internationaux et nationaux, reflétant la demande touristique mondiale florissante en traduction spécialisée. En fournissant des traductions précises, les entités touristiques améliorent l'accessibilité au riche patrimoine et aux paysages de l'Algérie et contribuent à son développement économique. Par conséquent, les autorités devraient mettre en œuvre des stratégies pour stimuler ce secteur, créer des opportunités d'emploi et augmenter le revenu national.

الملخص

يعتبر قطاع السياحة تخصصاً متشعباً يتضمن خدمات الترجمة المتخصصة، مؤكداً على تحويل المحتوى الحساس والدقيق ثقافياً المتعلق بالسفر والضيافة، و الذي يتمثل في ترجمة مواد مختلفة من شأنها أن تساعد على التواصل في مجال السياحة العالمية. من الضروري أن تمتلك كل دولة مرافق سياحية مجهزة تجهيزاً جيداً مع خدمات الترجمة لجذب السياح والمستثمرين، كما يجب أن يتمتع مترجمو السياحة المتخصصون بمهارات لغوية استثنائية ووعياً ثقافياً متزايداً، و أن يكون هدفهم هو النقاط جوهر الموقع وإشراك الجماهير من خلال الرنين الثقافي. بالإضافة إلى ذلك، يجب عليهم تكييف المحتوى للأسواق المتنوعة، وضمان الدقة اللغوية بما يتماشى مع توقعات الجمهور. وفي المدن المتنوعة ثقافياً مثل تلمسان، يجب أن تلبي هذه الخدمات احتياجات المسافرين الدوليين والمحليين، مما يعكس الطلب السياحي العالمي المزدهر على الترجمة المتخصصة. ومن خلال توفير ترجمات دقيقة، تعمل كيانات السياحة على تعزيز إمكانية الوصول إلى التراث الغني والمناظر الطبيعية في الجزائر، والمساهمة في تنميتها الاقتصادية. لذلك، يجب على السلطات تنفيذ استراتيجيات لتعزيز هذا القطاع، وخلق فرص العمل، وتعزيز الدخل الوطني.