

Received: 28/04/2025

Accepted: 09/11/2025

Published: 30/11/2025

Boosting Desert Tourism through Quality Translation: Elevating Algeria's Desert as a Flourishing Tourist Destination

تعزيز السياحة الصحراوية من خلال الترجمة عالية الجودة:
الارتقاء بصحراء الجزائر كوجهة سياحية مزدهرة

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Abstract:

Desert tourism is a rapidly expanding sector that brings a unique flavor to Algeria's economy. Nevertheless, it is still lagging due to various reasons. High-quality translation, as a marketing factor, has the potential to greatly enhance communication within the travel and tourism industry in the Sahara region and exceed the expectations of tourists. This work purports to underscore the critical role of high-quality translation in the tourism sector and the essential need for the specialized services offered by translation professionals. The article, as an analytic basis, draws upon Munoz's tourism discourse features to critically examine the translations of promotional content on Algerian travel websites. It delves into linguistic, lexical, and cultural challenges and offers practical suggestions to enhance the translation of promotional material for better communication and impact.

Keywords: tourism, quality, translation, communication, desert.

الملخص:

إن السياحة الصحراوية قطاع متوسع له نكهة فريدة في اقتصاد الجزائر؛ وإن كان لا يزال متخلفًا عن الركب لأسباب متعددة. إن الترجمة الجيدة، كعامل تسويقي، يمكن أن تحقق خطوات كبيرة نحو تعزيز صناعة السفر والسياحة في منطقة الصحراء وترقى في النهاية إلى مستوى التوقعات السياحية.

يهدف هذا العمل إلى تسليط الضوء على أهمية الترجمة عالية الجودة في قطاع السياحة وضرورة التأكيد على المتخصصين المهرة في الترجمة لأغراض السياحة. يستند المقال، الذي يعمل كأساس تحليلي، إلى ميزات خطاب السياحة لدى دنتي لتحديد الصعوبات اللغوية والتحديات وبعض التفسيرات الخاطئة التي ارتكبتها بعض مواقع السفر على الإنترنت. وقد تم إرفاق اقتراحات على طول التحليل مع توصيات للتعامل بشكل أفضل مع رفاهية السياحة.

الكلمات المفتاحية: السياحة، الجودة، الترجمة، الاتصال، الصحراء.

1. Introduction:

In the realm of tourism, translation has become paramount in effectively bringing people together. It enables world customers to fully indulge in exciting destinations and to gain insights into their history, culture, geography, and traditions through compelling promotional content. Leveling up the quality of translation in the tourism industry would act as a powerful marketing asset and a great communication tool to attract foreign tourists and travelers.

However, Travel agencies often sidestep the transformative impact of finely-tuned translations that consider the target language's syntax, vocabulary, style, and cultural nuances for tourist content, as these features must align with each country's language preferences and cultural specifics. To that end, tailoring promotional content to attract potential

visitors and tourists by understanding how information is conveyed in each language is key

Tourism translators should, therefore, be knowledgeable of the cultural factors determining how and in what way communication can be suitable for foreigners. According to Gile (1992), different nations have distinct communication styles, such as the allegedly Cartesian style of the French; the formal, punctilious style of the Germans; and the more informal style of the Americans. This knowledge is vital for tailoring promotional materials to resonate with diverse audiences.

Developing specialized tourism language requires specific standards for translation services intended for tourism purposes. To ensure high-quality translation and interpreting services, a nationwide plan should be established, outlining the competencies and skills that future tourism translators must possess.

In this initial study, we will thoroughly examine the extent to which translations by travel agencies adhere to the syntactic, lexical, and cultural features of the target language. Our analysis will be accompanied by specific suggestions to pinpoint imperfections and enhance the rendering, aligning with Munoz's tourism language features and aspects. This research is driven by the need for precise and culturally sensitive translations in the travel industry.

2. Review of the literature:

Studies examining the tourism industry from a translation perspective are plentiful, although they vary in content and purpose.

The paper presented under the title; *The Role of Translation in the Development of Tourism in Algeria: Obstacles and Opportunities*, delves into the critical role of translation in shaping the tourism industry in Algeria. This

theoretical study explores the factors influencing translation quality and envisions a brighter future for Algerian tourism.

In a study titled "Tourism Discourse Analysis: Comparing the Vocabulary Features Used in the Original and Translation of Iranian Tourism Texts," the importance of tourism language was emphasized by comparing Persian source texts and their English translations. The comparison was based on Durán Muñoz's (2011) suggestions for a specialized tourist language and discourse in terms of vocabulary features. The study concluded that translations by travel agencies do not adhere to any specific vocabulary requirements for tourism discourse as a specialized language.

In the study entitled: Role of Translators–Interpreters in the Development of Regional Tourism Cluster. The authors highlighted the crucial need to train translators and interpreters for tourism purposes. The study draws attention to the effect of interdisciplinarity between translation academics and the tourism industry as a means to develop strategies devoted to the systematization of factors contributing to the realization of tourism potential.

In the present work, we will delve into the features characterizing tourism texts as outlined by Munoz (2011). We will also analyze how these characteristics are reflected in translations by Algerian travel agencies, identifying syntactic, lexical, and cultural inconsistencies and offering suggestions for improvement.

3. The language of tourism:

The tourism industry has multi-faceted language aspects, including a wide vocabulary, extensive terminology, and specific syntactic and semantic structures. The effectiveness of language in the tourism field is allied to the quality of translation services, particularly the translation skills utilized to ensure

accurate translation of promotional materials. Additionally, tourism is interdisciplinary; intertwined with geography, history, traditions, and more. This results in a specialized language with distinct discourse features that imperatively require specialized translation procedures. Subsequently, translators need to be well-versed in the field and be cautiously selective when it comes to the typology of tourist texts, which serve different communication purposes; be it informative, evocative, or persuasive. (Calvi 2005: 33 as cited by Munoz, 2011).

Munoz (2011) suggests that translating tourist texts revolves around categorizing and adapting the language to suit the tourists' needs and interests. It is essential, therefore, for the language used in tourism to be appealingly accessible to foreigners with varying levels of education and backgrounds, and not overly formal or specialized.

3.1 Algerian desert tourism:

In the southern part of Algeria, you'll find vast, Mars-like terrain with breathtaking landscapes waiting to be discovered. Despite its natural beauty, this area lacks the promotion it deserves. Most travel agencies lack the necessary language skills to effectively promote this hidden gem, and traditional barriers also hinder its recognition.

In the southern part of Algeria, vast swaths of Mars-like terrain with stunning sights and awe-inspiring landscapes still lack the effective advertising gimmick to turn it into a must-visit city. Part of the reason lies in the fact that most travel agencies do not subscribe to the required translation and communication skills. Moreover, time-honored techniques still permeate the entire field of tourism philosophy, in addition to the widespread use of monolingual content (mostly in Arabic).

4. Quality Translation for tourism purposes:

The application of translation theory can significantly enhance tourists' experiences and expectations in the tourism industry. By leveraging specialized language and specific vocabulary in advertisements, industry professionals can captivate travelers seeking recreation, relaxation, and pleasure. Individuals in the industry must be well-versed in terms such as ecotourism, courier, attraction, low season, high season, Mecca, backpacker, and sightseeing, as these are essential to the specialized language of the tourism sector (Munoz, 2011).

When crafting tourism content, it's crucial to employ specialized vocabulary and lexicons that align with the specific themes being promoted, whether it's history, geography, architecture, anthropology, or local customs. Tailoring the language to match the theme accurately is essential for engaging and informing the audience effectively.

In this connection, Munoz highlighted some specific Features governing tourism texts which are divided into three levels: lexical level, syntactic level and functional level.

4.1 Lexical level:

A/ when translating tourism content, it's highly recommended to use positive and vivid adjectives that could generate lively descriptions; leaving clear and detailed images in the mind such as breathtaking, picturesque, awe-inspiring, striking, vibrant, off-the-beaten track.

B/ As a way of conveying the idea of exclusivity, The use of superlatives is closely linked to the creative language of attraction such as: the largest domes, The tallest hotels, the most-visited museums, the longest rivers.etc

C/ Careful lexical choices of keywords:

As a means of fueling the tourist's wanderlust, incorporating words such as: experience the pleasure of visiting, escape from the hustle and bustle of the city, away from the daily grind,

explore the beauty of the Algerian desert, and fuel your desire to travel to HOGGAR and Tassili. Epic things to see in Askrem are hugely impactful.

4.2 Syntactic level:

- Using nominalizations:

Nominalization of verbal structures in tourism content is a widely used syntactic feature. Nominalizations such as (e.g. when you arrive at the hotel > upon arrival at the hotel).

- Using imperatives:

Leech (1966) categorizes linguistic elements, usually found in advertisements, into six categories, including (a) imperatives, (c) noun phrases, (d) quality adjectives, (e) personal pronouns, (f) verbs, and (g) descriptive words added to motivate tourists.

According to Leech (1966), imperatives are used to persuade readers by making suggestions or inviting someone to do something.

- Ego targeting

In most tourist attractions, tourist professionals often use the pronouns: YOU, YOUR, and WE in their tourist brochures to build relationships and make tourist bonds even closer. (Iborra & Garrido (2001). Addressing the tourists directly with the pronoun *You* can have a deeper impact on their willingness to engage in the promoted product. Leech (1966)

- The use of present simple tense:

It is commonly known that tourist brochures and leaflets prioritize the use of the present simple tense to showcase the everlasting effect of the promotional material, for instance: ‘the Great Wall of China, a UNESCO world heritage site since 1987, is one of the seven wonders of the world. It remains unquestionably one of the most beautiful and most impressive buildings on our planet. Like a gigantic dragon, the Great Wall

dominates deserts, valleys, mountains, and plateaus. (China roads)

- The use of realia:

Translators in the tourism industry should pay close attention to the translation of "realia," which refers to the cultural elements specific to a particular country. This may include everyday objects, traditions, and geographical names that are often featured in brochures and guidebooks, shaping the country's image.

While realia can greatly enhance and captivate, its use in translation may present challenges when an equivalent in the target language is not readily available. In such instances, a functional equivalent with informative content becomes essential.

Furthermore, realia can be translated using multiple procedures; whether by transliteration as a kind of borrowing a word from language A and transfer it into the target language alphabet. For instance, the word, تاقلة, a traditional bread, would be rendered as Taguella,

The word: لقصر, an ancient citadel, would be rendered as Ksours. However, the inconvenience of transliteration lies in the fact that it leaves unmeaningful concepts if not accompanied by footnotes as an explanation of the realia. In case of untranslatability, Descriptive (explanatory), approximate translation (using an analogy), and contextual translation could be used as emergency procedures to convey the exact meaning of realia items (Irina Valerevna, 2021).

Transformation :

Grammar transformation into nominal phrases is widely utilized in tourist texts to reduce the heaviness of relative clauses, and the sentence flows smoothly. For example: ... the orange sandstone cliffs **that surround the town**, and the vast expanses

of dunes that stretch out into the horizon. Turns into: ... the orange sandstone cliffs surrounding the town, and the vast expanses of dunes stretching out into the horizon.

4.3 functional level:

Texts and themes in tourism are presumably multilayered as it could be informative, descriptive, persuasive and vocative, all at once, as Dann (1996: 2) states, its major aim is “to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients’ place into a tourist destination”.

However, the informative tone is always ubiquitous as it has to transmit, describe and inform about the tourist product in a captivating. Furthermore, the functional features of tourist texts may extend beyond the informative and the persuasive role to be more expressive through employing a conative and poetic touch. All these features fall under functionalist approaches to translation.

- Katharina reiss’ text typology:

According to Katharina Reiss’ text typology, tourist texts prioritize informativeness and expressiveness of the product. The Informative intention includes plain communication and description of facts (knowledge, information, feelings, and intentions), which lies in the foreground of the touristic intention. As for the Expressive intention in a tourist text, it displays an expressive, affective, and emotive language touch as a means of transmitting information and thoughts creatively (Reiss,2014). Moreover, expressive texts may even employ a poetic vocation to evoke the reader’s feelings.

- Employing psychological translation:

Using translation techniques that evoke sensual self-indulgence could greatly benefit tourist promotion. Pairing translation skills with the psychological impact of the language is advantageous, as it incorporates themes such as romanticism, regression, rebirth, happiness, hedonism, fun, fantasy, fairy tales, sea, sex, sun, and socialization. These themes promote positive thoughts and feelings.

Employing translation techniques that evoke sensual self-indulgence could greatly for the tourist promotion. Pairing translation skills with a psychological effect of the language is advantageous as it incorporates versified themes such as romanticism, regression, rebirth; happiness, hedonism, fun, fantasy, fairy tales; sea, sex, sun, socialization, since there are positive thoughts and feelings.

All the above-mentioned lexical and syntactic, and psychological techniques should also be paired with non-linguistic or non-verbal elements such as pictures, photos, symbols, etc. These nonlinguistic elements should be meticulously crafted so as to trigger the wanderlust of potential clients.

5. Methodology:

5.1 Data collection and research proceedings:

In my initial task, I compiled a list of web-based tourist content. I accomplished this by reviewing Algerian-run travel websites and Facebook pages featuring tourist leaflets, brochures, and guidebooks. I included selected tourist promotional content that I came across during my ongoing research and reading. I then applied an analysis of translation standards to identify any translation imperfections in these materials.

5.2 Results:

Travel Agencies'	Remarks	Suggested Translation
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Contents		
Tamanrasset is home to the most beautiful sunrise and sunset in the world and has several splendid sights to be visited.	- Not quite persuasive. - Lack of present participle use. - Scarce positive adjectives.	Being home to the most beautiful sunrise and sunset in the world, Tamanrasset prides itself on being the beacon of picturesque and striking desert sights.
If you are looking for some adventures while in Tamanrasset, you should definitely book a trip to explore the Sahara desert, and enjoy the sunset over a nice cup of typical Algerian tea.	- misadaptation and lack of nativeness. - Words and expressions should somehow be domesticized, as way of making a text closely conform to the target culture and style.	Ever thought of a thrilling adventure into the desert? But don't know where to start. We have got you covered! Don't miss out on a trip to explore the Sahara desert in Tamanrasset, and enjoy a breathtaking sunset view while sipping on a cup of traditional Algerian tea.
You can go on	- Lack of a vocative	Embark on a

an adventure in a fully equipped vehicle accompanied with a cook, guide and a driver in a Tuareg custom. You will get housed in a traditional lodge.	tone. - Lack of imperatives use. - The non-knowledge of some specialized lexicon such as <i>accommodation</i> instead of <i>housed</i>.	lifetime adventure in a fully equipped vehicle with a professional cook, guide, and driver, all in authentic Tuareg style. Accommodation is provided in a traditional lodge.
Timimoune is known for its unique landscape, with the orange sandstone cliffs that surround the town , and the vast expanses of sand dunes that stretch out into the horizon.	- Lack of present participle use. - Sand dunes: redundancy.	Timimoune is known for its unique landscape, with the orange sandstone cliffs surrounding the town, and the vast expanses of dunes extending into the horizon.
From Timimoun, visitors can explore the nearby villages, the nearby oases, the sand dunes, and the	- Repetitions of the word: <i>nearby</i> - Lack of positive adjectives.	Step into the wonders surrounding Timimoun, with its neighboring villages, spectacular oases,

archaeological sites.		majestic dunes, and fascinating archaeological sites.
Timimoun is a place where visitors can experience the beauty and culture of the Sahara desert, and enjoy its unique landscape and culture .	- Repetition of <i>culture</i> - stilted style - Tourism text should use specific linguistic structures to create specific images in readers' minds.	Timimoun offers visitors the opportunity to get enchanted by the beauty of the Sahara desert and delve into the allure of its stunning landscape and culture.
It is also known for its cliffs that surround the town, and the vast expanses of sand dunes that stretch out into the horizon. You will drive to discover the interesting and historical Petroglyphs .	- Lack of transformation of relative caluses into present particples. - The use of active voice in tourism texts is not recommended. - The translator should use more vibrant adjectives.	The town is renowned for the cliffs surrounding the town and the vast expanses of dunes stretching out into the horizon. Expansive. You will be driven to discover captivating and historical Petroglyphs. Step back in time

		and experience the awe-inspiring mystery of petroglyphs
Explore the old Ksours of the 11th century built on a rocky plateau overlooking the palm green grove and that brings together 120 houses.	The word <i>Ksours</i> may fall under the realia definition and should therefore be accompanied with a functional translation that either crafts an equivalent to the word or confines to concise explanation.	Immerse yourself in the timeless wonder of the 11th-century fortified adobe villages known as <i>Ksours</i> , majestically situated on a rocky plateau, offering a breathtaking view of a verdant palm grove with 120 distinctive houses.
This a superb trekking adventure taking you deep into the biggest desert in the world with no roads, no people and no sound . It is refreshing and liberating.	The translator should have used the adaptation style that adheres more to the target language conventions.	Experience the thrill of trekking into the world's largest desert, immersing yourself in the serene wilderness for a truly refreshing and liberating experience.

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5.3 Discussion:

The present study has investigated the impact of quality translation as an underrated factor for the well-being of the tourism industry in the Algerian context. The study draws upon the discursive features of tourist contents as laid out by Munoz (2011) that should be incorporated within the translating process of tourism brochures, leaflets, and guide booklets. The scope of textual analysis was confined to analyzing the lexica and syntactic and cultural features to make the study more manageable.

The selected tourist texts were extracted from some renowned tourism websites catering to potential foreign visitors. The first analysis unveils a mediocre use of vivid descriptions of the desert scenery; the exotic feeling was equally hampered by a scarce use of vibrant adjectives to present a powerful image in the minds. The analysis also revealed that translators were more inclined to use general language features with a heavy and stilted style that lacked more polishing.

For linguistic and cultural aspects, the analysis showed a predominant use of relative clauses, short sentences, and casual vocabulary. Additionally, the tone leaned more towards being informative rather than persuasive.

For Linguistic and cultural aspects, the analysis revealed a predominant use of relative clauses, short sentences, and casual vocabulary. Additionally, the tone leaned more toward being informative rather than persuasive. Persuasion, therefore, implies the excessive use of positive and vibrant adjectives to hook potential tourists and visitors. The absence of the abovementioned features would indicate a dearth of specific training for this type of discourse, which means that translators

may be randomly selected for the different translation tasks they might be assigned.

Another important aspect to consider is the complex task of translating realia, which are culturally specific terms. These cultural elements associated with popular traditions are often considered to be without direct equivalents and therefore require special attention.

Another important aspect to consider is the challenging task of translating realia, which denote culturally specific names. These cultural items of popular traditions are considered to be without direct equivalents and therefore require special attention, especially when dealing with other types of realia ranging from toponyms, Anthroponyms (people's names, Zoonyms(animals' names), Social names, And Traditional or customary names..etc. These deeply rooted cultural elements might cause potential clients to encounter a name that is specific to a certain culture, which could result in a breakdown in communication. Therefore, culture-specific items could be effectively dealt with through adaptation, equivalence, compression or compensation accordingly..etc. In case of untranslatability, the translator could simply resort to explicative translation to elucidate the meaning of the item.

To excel as a tourism professional translator, it is crucial to not only deliver high-quality translations but also to have a comprehensive understanding of the historical, traditional, and anthropological elements embedded within the promotional content. This expertise is essential in positioning tourism discourse among specialized discourses. The distinct syntactic, semantic, and lexical features of tourism discourse set it apart from other specialized discourses.

6 .Conclusion

The purpose of this paper has been to provide a brief analysis of some of the challenges and peculiarities associated with the translation of tourism content by non-professionals. It also offers suggestions to improve the translation quality in the tourism industry.

The principal conclusion of our study lies in the fact that quality translation in the tourism sector is still undervalued in Algeria. Therefore, it requires more attention and drastic measures to promote its use. This could be achieved by Ensuring quality training for this type of discourse and fostering a potential synergy effect between the translation and the tourism industry. The tourism industry in Algeria is highly regarded and could have a significant impact on the development of this growing sector.

Perfectly portraying the vastness and grandeur of Algerian desert through the lens of translation could significantly boost tourism and turn it into a real game-changer for the economy as a whole.

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8. Annexes:

Source texts:

- تعتبر مدينة تمنراست موطنًا لأجمل شروق وغروب للشمس في العالم وتحتوي على العديد من المعالم السياحية الرائعة التي يمكن زيارتها.
- إذا كنت تبحث عن بعض المغامرات أثناء وجودك في تمنراست، فعليك بالتأكيد حجز رحلة لاستكشاف الصحراء الكبرى، والاستمتاع بغروب الشمس مع تناول كوب لطيف من الشاي الجزائري التقليدي.
- يمكنك الذهاب في مغامرة في سيارة مجهزة بالكامل برفقة طاهٍ ومرشد وسائق في سيارة طوارق مخصصة. سيتم إيوؤك في نزل تقليدي.
- تشتهر مدينة تيميمون بمناظرها الطبيعية الفريدة، مع المنحدرات الرملية البرتقالية التي تحيط بالمدينة، والمساحات الشاسعة من الكثبان الرملية الممتدة إلى الأفق.

- ومن تيميمون، يمكن استكشاف القرى المجاورة، والوحدات القريبة، والكثبان الرملية، والمواقع الأثرية.

تيميمون هي المكان الذي يمكن للزوار فيه تجربة جمال وثقافة الصحراء الكبرى، والاستمتاع بمناظرها الطبيعية وثقافتها الفريدة. تشتهر أيضاً بمنحدراتها التي تحيط بالمدينة، والمساحات الشاسعة من الكثبان الرملية الممتدة إلى الأفق. ستقود سيارتك لاكتشاف النقوش الصخرية المثيرة للاهتمام والتاريخية.

اكتشف القصور القديمة التي يعود تاريخها إلى القرن الحادي عشر والتي بنيت على هضبة صخرية تطل على بستان النخيل الأخضر والتي تضم 120 منزلاً.

إنها مغامرة رائعة تأخذك إلى أعماق أكبر صحراء في العالم حيث لا توجد طرق ولا أناس ولا أصوات. إنها تجربة منعشة ومحررة.