

Translation as an Artistic View in the Algerian Tourism Job Market: the case of LSP, ESP and ETP Educations.

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Abstract ;(not more than 10 Lines)	Article info
<i>Specialised languages and Language for Specific Purposes (LSP) have always been in opposition to everyday language, depending on the level of precision required within a specific field. English has been the subject of extensive research and curriculum development due to its widespread usage in international sciences and technologies, making English for Specific Purposes (ESP) more extensively employed as the primary means of communication in the global community. The English language plays a crucial role, necessitating the establishment of a dedicated curriculum within national programs, as English is taught in every school, institute, or department. The focus of this study is on English as a tool to meet the specific needs of learners in the field of touristic management, as an ETP specialisation, and their future involvement in the world of job market in this realm, thanks to translation services, which are inherently an art form. The main objective of this research is to elucidate the term "ESP" as a constituent of "English language teaching" in the Algerian context, and particularly the term ETP, as it pertains to its role in the development of tourism.</i>	Received 13/03/2024 Accepted 17/03/2020
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1-Introduction

The act of translating documents is inherently an art form, a refined art form that involves striking a delicate balance between preserving the original language's essence while also infusing it with new life in a different language. Consequently, numerous writers have offered their perspectives on the art of translation, with many esteemed writers themselves being translators. When translation intersects with artistic endeavours such as teaching, which is already regarded as a pedagogical art, specialized

translation takes on a heightened level of seriousness. The translation process within the realm of art is distinctive and presents a multitude of challenges. Nevertheless, a proficient translator is capable of guiding the entire translation process, ultimately delivering exceptional outcomes to their patrons. Specialised languages have always been opposed to everyday, general or common language, depending on the level of accuracy within a specific field, Language for Specific Purposes (LSP) is a widely recognised and distinct aspect of foreign language education that focuses on identifying the precise language characteristics and abilities of target groups, as well as teaching methods that acknowledge the learner's specific subject-matter expertise. Due to its extensive usage in international science, technology, and trade, English has been the subject of research and curriculum development, leading to the increased application of ESP in various domains such as business, science, medicine, and service industries. As the primary means of communication in the global community, the English language assumes a central role. Some people who do not speak English as their first language use it in their daily lives (Quirk , 1985).

English is still regarded as the most important language in schools. Students are extremely interested in this language, and we dare to say that there is no school, institute, or department where English is not taught. In this study, we focused on English as a tool for meeting learners' needs as a part from LSP perspectives, in the specific discipline of touristic management, rather than as a subject. The primary goal of this work is to explain the term "ESP" as a component of "English language teaching" as a part of the translation role in the touristic development ,and workforce , and also to introduce various activities aimed at developing linguistic abilities in tourism sector learners, for a further commercial tourism products.

2- Translation: Art or Science?

The correspondence between the translation and the original text should be close, in order to achieve this, a specific procedure is followed. When facing the task of translation, a translator has the option to systematically analyse the text and determine which grammatical structures should be preserved in each sentence. By consulting the dictionary, the translator can predominantly rely on finding the most suitable word that accurately conveys the meaning of the original text. This approach is crucial when precision is of utmost importance. Conversely, certain translations allow for a more liberal transmission of the message. Examples of these include translations of works in the fields of literature, art, and commerce. However, it is essential that these translations maintain fidelity to the original text.

Hence, translation can be viewed as both a scientific and artistic endeavour, depending on the specific circumstances. In some cases, translations must closely mirror the original text, down to the very words used, in order to serve as certified documents in the target language. On the other hand, translations of literary texts or the localization of websites necessitate a deeper understanding of subtleties. These types of translations rely on the translator's ability to grasp the intended meaning of the original text and skilfully convey it in an almost artistic manner. (Ibanez, 2014)

3-Tourism Content Translation

Translation in the field of travel and tourism encompasses a wide range of documents that aim to provide tourists with the necessary information to make well-informed decisions during their trip. These documents can take various forms, including travel guides, websites, maps, menus, brochures, and audio guides. Moreover, they can be found in different formats, such as physical copies or digital versions, and can be presented through audio or visual means. An important aspect of tourism content is its focus on marketing services to the target audience by actively engaging them. This often involves the inclusion of client testimonials and cultural references. If we want this content to have the same impact in different languages, it may be necessary to use localization services, through which the content is adapted to convey the same emotions and tone of voice as the original, resulting in a text that is familiar to the target audience.

4-Translation in the Algerian Touristic Context

In a society that is becoming increasingly interconnected and globalized, the tourism industry has experienced continuous growth and now assumes a prominent role on the international stage. It is not surprising, therefore, that this growing interest in exploring new territories has had a profound impact on the translation market. In fact, this sector has witnessed a surge in demand from all corners of the world, with the need for multilingual services constantly on the rise. The travel and tourism sector has expanded significantly over time due to the effects of globalization and advancements in transportation.

The increase in global travel has led to a significant growth in the tourism sector, making it a central contributor to economies worldwide. Nonetheless, the industry confronts a remarkable obstacle: the language barrier. The linguistic aspect holds considerable control over tourists' decision-making process, particularly when they lack proficiency in the native tongue of the destination country. Prospective travellers seek detailed information to ensure a successful trip, thus increasing their inclination towards companies that offer services in their own language. As a result, many tourism

businesses choose to provide information in multiple languages, in order to attract more customers by providing clear information to tourists, giving them the confidence to book the given services.

(“Specific translation”, 2021)

The tourism industry, as the world's largest industry, performs a massive amount of translation work each year. Despite its economic importance, tourism discourse remains largely unexplored in translation studies. Indeed, translation is a significant socio-economic factor that has long been used to strengthen the bonds that unite men, to help them understand and communicate with one another, and to allow for better cultural adhesion. (“Rapport-gratuit, 2022), a wide range of assistance is available for translation purposes: websites, catalogues, brochures, comprehensive itineraries, travel guides, maps, brochures... This variety caters to the diverse needs and preferences of all individuals involved.

It may be misinterpreted that translating content related to tourism is primarily influenced by the original text and therefore a straight specialisation option. However, contrary to this perception, while the language employed in tourist literature is relatively uncomplicated, it necessitates the ability to compose effectively in order to arouse a sense of wonder and seduce in potential consumers.

The translations of touristic content must, without a doubt, be of unrivalled quality, however, a good tourist translation must be more than just fluent in the language; it must also be suitable for the audience to which it is addressed.

As for tourism in Algeria, a wide range of tourist attractions may be found there, such as historical sites, the seizing Sahara desert and Atlas Mountain vistas, and serene Mediterranean Sea beach locations. Travelling to Algeria is becoming more and more interesting, but, unfortunately, the nation's tourism industry has encountered a variety of obstacles, mainly the fact that the oil and gas industry has historically been the main driver of the local economy; therefore, the tourism sector has not received enough attention in recent decades. Algeria has thus had the fewest foreign visitors in recent years out of all the countries in North Africa. In addition, the Algerian authorities do not encourage tourism because the state has suffered greatly from a boycott of foreign tourists as a result of events that have marked the black decade, a lack of communication with foreigners, or a lack of professionalism among hospitality organisations, but most importantly, the potential of our cities is not valued, or a lack of interest as a result of the black decade that has created insecurity in Algeria. Furthermore, despite encouraging initial signs, the coronavirus (Covid-19) pandemic caused a worldwide travel sector catastrophe that affected Algeria as well.

So , all these factors led to a deterioration of the tourism sector in Algeria, even though all its touristic potentials, and consequently, the translation services also suffered a lot, not only with their limitations in uses to other domains , but also a great lack in training specialized translators in the touristic materials, to facilitate communication between Algeria and other nations, advertising for its touristic potentials, and attracting worldwide tourists.

5- About ESP

This notion deviated from the concept that English of a specific science varying from other registers in terms of lexical and grammatical features.

The activation of analyses in English for Specific Purposes (ESP) was primarily intended for pedagogical purposes, aiming to make the ESP course more relevant to the specific needs of learners, rather than engaging in a discussion about the general nature of English registers. The main objective of ESP has been to develop a syllabus that gives priority to language forms that students would encounter in their respective fields of study, while also emphasizing forms that they would not encounter. In addition to a preference for contractions, the analysis of registers has revealed that there is very little that distinguishes the grammatical rules of sentences in scientific English.

The majority of people live in countries where English is required for external purposes: communicating and doing business with people from different countries, as well as keeping up with business promotion. Furthermore, English is used to transfer ideas and cultures and to boost good relationships between people from different countries. As a result, English has become an international language and is widely used as a medium for people all over the world to understand and exchange ideas.

5-1- ESP Definitions

ESP definitions are so challenging because many researchers have been unable to produce a simple definition for it, and others regard it as a difficult task (Strevens ,1987:109). Many scholars have provided various definitions of ESP over time, here are some of the most common definitions:

- Mackay and Mountford (1978: 2) said:

“ESP is generally used to refer to the teaching of English for a clearly utilitarian purpose.”

Students in this context acquire English language skills with a specific purpose in mind, namely to apply it in their future professional attempts.

- Robinson (1991, p.2) defines ESP in which:

“Students learn English not because they are interested in the English language or English culture as such but because they need English for study or work purposes.”

The learners' interest in the language and its associated culture is limited, as their motivation is driven by their practical needs, such as work-related requirements.

English for Specific Purposes (ESP) encompasses the teaching of a particular subset of English, often focusing on scientific or technical aspects, tailored to meet the specific study objectives of the students. It caters to the needs of individuals who require foreign language proficiency in their respective fields, including but not limited to science, technology, and academic pursuits.

- Duan and GU 2004 describe ESP as:

“... A pedagogy in which the syllabus, contents, and methods are determined according to the needs of the learner's specialised subjects ” (Duan and GU 2004: 01)

Thus, and according to the precedents definitions, ESP is an approach to language teaching based on learners' goals and reasons for learning a language, as summed up by Hutchinson and Waters (1987: 19):

“ESP is an approach to language teaching in which all decisions as to content and method are based on the learners' reasons for learning”.

It is a pedagogical approach rather than a tangible product that prioritizes the acquisition of language over its practical application; it places the learner at the centre of English language instruction, specifically in the context of being a second or foreign language.

ESP exhibits a strong awareness of the unique requirements of students studying specialised subjects such as medicine, science, and technology. Unlike General English (GE), ESP has distinct goals and objectives in terms of subject matter and language skills, while English for General Purposes (EGP) addresses them in a more general manner; however, ESP aims to be more effective and accurate in its approach.

5-2-ESP Beginnings

A distinct branch of languages known as specialised languages emerged during the third phase of the existential and cognitive element known as globalisation, which began around 1945 and coincided

with the Cold War era. Thus, based on "Woltersstein's" map of the production of knowledge, which he created and followed, the period from 1850 to 1945 was dominated by European centralism over culture, meaning that studies of science and knowledge during this time were concentrated in Europe, and the period from 1945 to 2017 is the period of American centralism, also known as the "Americanized" period, during which time all of science in all of its disciplines speaks English and the world speaks it, and then, a brand-new phenomenon known as "specialised English" initially emerged in reference to this kind of study.(Newspaper Djazairness Browser, 2017)

According to Hutchinson & Waters, (1987), there are three major reasons for the emergence of ESP: The demands of a brave new world; the revolution in linguistics; and the focus on the learner.

6-Specialised Translation and ESP

A deeper awareness of the significance of training students to become professional translators has emerged in recent years. Susan Sarcevic and Maurizio Gotti point out the following when talking about specialised translation:

“Broadly speaking, specialis²ed translation [...] covers the specialist subject fields falling under non-literary translation, the best known of which include science and technology, economics, marketing, law, politics, medicine, and mass media.”

Inside a specialised text, a distinction of three levels can be made:

- a) The level of a general language, which includes grammar and syntactical structures familiar to both fictional and nonfictional composing.
- b) The level of terminology, which involves branch-specific vocabulary and phrases.
- c) The scale of formal or scientific language, which contains syntactical structures used mainly in nonfictional writing. (Popovič, 1977)

Scientific and technical texts, business texts, journalistic texts, and legal texts are examples of specialised texts. Professional translators must select appropriate texts and burden from translating texts that fall outside their areas of expertise. If the translator lacks subject matter proficiency, there is a high probability of misrepresenting the intended meaning and producing a text riddled with errors. University translation courses fail to adequately address the practical and individual requirements of potential translators across various disciplines. In essence, there exists a complete disparity between theoretical knowledge and the demands faced by professional translators. ESP aids translators in acquiring the essential specialized vocabulary and lexicon. The integration of ESP in translation

education will yield significant advantages for translators. For specialized translators, particularly those translating from Arabic to English, ESP is strongly recommended as they must possess an in-depth understanding of the substantive content conveyed in the translated texts. Consequently, the incorporation of English for Specific Purposes (ESP) is expected to enhance specialized translation between English and Arabic in both directions. (Bellour, 2014)

7-ESP and Tourism

Nowadays, English is essential for the tourism industry as a means of communication, negotiation, and business development. Tourism professionals engage in transactions with tourists. Given that tourism is one of the industries experiencing rapid growth, the instruction of English for tourism is classified as English for Specific Purposes (ESP). It represents a significant and dynamic area of specialization within the domain of English language teaching and learning. Beyond doubt, the significance of teaching English for professional purposes, particularly in the tourism sector, cannot be overstressed. Language proficiency is crucial in all professional domains, with tourism standing out due to its distinct nature and concepts. Consequently, educators must possess a comprehensive understanding of the practical applications of this approach. It is widely acknowledged that prior to commencing instruction for this particular group of learners; a "need analysis" should be conducted to identify their needs.

8-The Importance of ESP in Algerian Tourism

Algeria is Africa's largest country and, along with Morocco and Tunisia, one of the most appealing. Algeria has been a member of the world tourism organisation since 1976; the main tourist attraction is the Sahara (the second largest desert in the world). Algeria has a rich cultural heritage, with amazing places like Ghardaa, Hoggar, Tassili, Santa Cruz in Oran, and many more. There exist numerous factors that enable Algeria to transform into a remarkable destination; the serene ambiance, along with the political concordance with the global market, facilitates Algeria's integration into this vortex and its attempt to promote itself. Presently, Algeria engages with various nations from around the globe, particularly those whose primary language is English, thereby rendering it imperative for Algerian individuals in the tourism sectors to excel in the English language. Given its great importance in the tourism industry, proficiency in English will enhance customer and tourist contentment, while also ensuring greater comprehensibility of demands. All of these factors will enable us to deliver the utmost service to foreign visitors who are unfamiliar with the country.

8-1-ESP Didactics in Algeria; the Occurrence Context

The previous discussions have presented evidence that the educational system in Algeria has undergone significant changes due to various reforms, with the most notable being the 2003 reform. Teaching English as a Foreign Language (TEFL) in Algeria has proven to be a challenging matter as the country had to quickly adjust to the foreign language policies of other nations and develop appropriate teaching methods to meet the needs and desires of learners. Let us now examine the main pedagogical trends that have been observed in our educational system since the early stages of English instruction. The structural approach, which preconized for the memorisation of grammatical rules and their application through syntax-based exercises, gained popularity in the 1970s, but faced criticism for its lack of emphasis on communication. Subsequently, the notional approach emerged in the 1980s as a response to the limitations of the structural approach. This approach was primarily focused on the notion that each sentence serves a communicative function in different contexts. However, it was too criticized for its limited use of communicative language forms. Finally, the introduction of the Communicative Approach and later the Competency-Based Language Teaching (CBLT) marked a revolution in language education by prioritising learner autonomy and social interaction through project-based teaching methods.

As a consequence of the Algerian reform, ELT practitioners, educationalists, and teachers are now able to use CBLT in order to equip learners with the essential skills, knowledge, and attitudes for effective communication in real-life situations and contexts. Consequently, one may inquire, "What is the reason for learning English in Algeria?"

Despite the fact that English is a global language, there is no frank response to this query as it necessitates a comprehensive examination of the status of the English language in Algeria. The act of learning English is no longer pursued for pleasure or to attain comprehensive education. Instead, it has become a prerequisite for future Algerian citizens who, upon completing their studies, must secure employment that requires proficiency in English. The interest in this foreign language in Algeria is not novel, given that the nation's primary economic resources, oil and gas, are exploited by Sonatrach, a national company whose partners primarily consist of Americans and English speakers.

However, Sonatrach does not stand as the sole profitable company in Algeria, as numerous foreign companies (English, German, Spanish, Chinese, etc.) have made investments and continue to do so, thereby necessitating a proficient command of English for job seekers. In brief, nearly all occupations in Algeria demand proficiency in English: technicians and engineers to figure out instructions, doctors to acquaint themselves with new technologies, businessmen to communicate and negotiate, and

secretaries to compose correspondence and handle phone calls in English, hotel employees to interact with foreign tourists, and so on. This gives rise to the subsequent inquiry: do all of these professions necessitate the same level of English? Let us scoop into the matter of ETP (English for touristic purposes) that we shall address in the upcoming session.

8-2-Teaching English for Tourism ETP

Teaching English for tourism is classified as ESP; it is a significant and dynamic area of specialization within the field of English language teaching and learning. The significance of teaching English for professional purposes, specifically in the tourism industry, cannot be overstated. Language proficiency is crucial in specialised careers, particularly in tourism due to its unique concepts and nature. Hence, educators must have a practical understanding of this approach. English, being the universal language of travel and the lingua franca, necessitates the development of an English course with a career-oriented focus to enhance students' usage of travel-specific terminology. The English language for tourism services course provides educational materials to enhance the appropriate speaking skills of employees working in various sectors of the tourism industry, including hotels, accommodation facilities, information centres, tourist attractions, and public transportation services. These employees also hold positions such as guides, guards, tour managers, travel consultants, resort workers, and are involved in other tourism-related industries. This course, known as English for Tourism Purposes (ETP), offers students the advantage of acquiring specific language skills and expertise in various domains.

According to M.A. Maican (2014), students studying English for Tourism are likely to encounter diverse nationalities and corporate cultures in their future careers. Consequently, students must possess knowledge and skills related to cultural differences. Learning specific English skills enables their proper and effective application in professional settings and disciplines. Dann (2001) argues that the vocabulary used in English for tourism is unique and conveys messages through a set of symbols and codes. For instance, the language used to register at a hotel, provide information about accommodations, inquire about meal times, ask for directions, offer and obtain tourist information, and engage in other communicative activities that occur in hospitality contexts. An office manager in the hotel industry encounters various types of tourists, including tourists, visitors, and business travellers. Many of these individuals speak a language other than that of the receptionist, and a significant number of them are also fluent in English.

8-3- The ESP/ Translation Interaction

Teaching specialised translation in Algerian universities is becoming increasingly important, especially as the LMD system aims to form students with vocational interests. As a result, the curriculum should aim to meet the growing demand for specialised translation. It is critical to develop an ESP-based methodology for teaching/learning specialised translation.

In fact, ESP plays a critical role in language teaching/learning. According to Ken Hyland, he stated:

“Teachers do not simply ‘teach writing’ but teach particular kinds of writing which are valued and expected in some academic and professional contexts”.

Needs, like ESP, are extremely important in teaching specialised translation. Needs are always emphasised by educators in language learning and they should be used to guide specialised translation, which is a critical aspect of the process.

Helen Basturkmen claims that “ESP is understood to be about preparing learners to use English within academic, professional, or workplace environments”. (Basturkmen, 2006)

ESP is acquired as a means to an end, which is the attainment of linguistic efficiency in the domain of the translated text. Due to the fact that acquiring General English is not the objective of specialised translators, they must receive instruction on specific elements of English that are indispensable in their profession. A comprehension of translators' needs is likely to assist course designers in making decisions regarding the content. Numerous researchers have also stressed the importance of requirements in ESP. These criteria would also prove advantageous in the development of a translation course. The term is defined by Tom Hutchinson and Alan Waters as follows:

“We can call ‘necessities’ the type of need determined by the demands of the target situation; that is, what the learner has to know in order to function effectively in the target situation. For example, a businessman or woman might need to understand business letters, to communicate effectively at sales conferences, to get the necessary information from sales catalogues and so on. He or she will presumably also need to know the linguistic features-discoursal, functional, structural, lexical, which are commonly used in the situations identified.” (Hutchinson & Waters, 1991)

9-Conclusion

Tourism translation holds great importance, and the companies operating in the industry are well aware of this fact. The desire of hotels, travel agencies, airlines, and other tourism-related businesses is to ensure that their message reaches a wide international audience. This is precisely why they

employ the correct strategy to teach this particular foreign language domain. As a result, the tourism sector becomes a leading sector in any country. The majority of fields within this sector recognise the significance of high-quality translations in reaching their target audience. In fact, tourism translation is an art that is not only crucial for attracting new customers but also for fostering customer loyalty. English, commonly referred to as ESP, is the language of choice for global tourists. It is an indispensable tool for tourist guides, hotel receptionists, travel agents, and tourist information officers who aim to advance in their careers. This is precisely why the Algerian authorities have developed a didactic strategy to train specialists in English for international tourism and hospitality. These courses are specifically designed to assist tourism professionals in effectively communicating with tourists from all over the world.

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