



Humanities and Educational  
Sciences Journal

ISSN: 2617-5908 (print)



مجلة العلوم التربوية  
والدراسات الإنسانية

ISSN: 2709-0302 (online)

# Perceptions of Novice and Experienced Translators toward the Role of High-quality Translated Tourism Promotional Materials (TPMs) in Promoting the Tourism Industry in Saudi Arabia(\*)

**Dr. Ali Albashir Mohammed Alhaj**

English Unit, Applied College, Dhahran Aljanoub  
King Khalid University, Saudi Arabia

[alalhaj@kku.edu.sa](mailto:alalhaj@kku.edu.sa)

تاريخ قبوله للنشر 25/2/2024

<http://hesj.org/ojs/index.php/hesj/index>

(\*) تاريخ تسليم البحث 12/1/2024

(\*) موقع المجلة:

## تَصَوُّراتُ الْمُتَرْجِمِينَ الْمُبْتَدِئِينَ وَذَوِي الْخِبْرَةِ لِدَوْرِ الْمَوَادِّ التَّرْوِيجِيَّةِ السِّيَاحِيَّةِ الْمُتَرْجَمَةِ عَالِيَةِ الْجُودَةِ فِي تَعْزِيزِ صِنَاعَةِ السِّيَاحَةِ فِي الْمَمْلَكَةِ الْعَرَبِيَّةِ السُّعُودِيَّةِ

د/ علي البشير محمد الحاج

وحدة اللغة الإنجليزية - الكلية التطبيقية بظهران الجنوب

جامعة الملك خالد - المملكة العربية السعودية

### الملخص

تَلَعَّبُ الْمَوَادُّ التَّرْوِيجِيَّةُ السِّيَاحِيَّةُ الْمُتَرْجَمَةُ عَالِيَةَ الْجُودَةِ (TPMs) الْيَوْمَ دَوْرًا رَائدًا فِي التَّرْوِيجِ لِقِطَاعَاتِ الْأَعْمَالِ بِشَكْلِ عَامٍّ، وَقِطَاعِ السِّيَاحَةِ بِشَكْلِ خَاصٍّ نَظَرًا لِأَنَّهَا - فِي الْغَالِبِ - وَسِيلَةٌ لِلْسِّيَاحِ الْفَعْلِيِّينَ وَالْفَنَائِثِ الْمُسْتَهْدَفَةِ مِنْهُمْ. تَمَحَّصَتْ هَذِهِ الدِّرَاسَةُ تَصَوُّرَاتِ الْمُتَرْجِمِينَ الْمُبْتَدِئِينَ وَذَوِي الْخِبْرَةِ بِحَاوِيِ الدَّورِ الْمَوَادِّ التَّرْوِيجِيَّةِ السِّيَاحِيَّةِ الْمُتَرْجَمَةِ عَالِيَةَ الْجُودَةِ (TPMs) فِي تَعْزِيزِ صِنَاعَةِ السِّيَاحَةِ فِي الْمَمْلَكَةِ الْعَرَبِيَّةِ السُّعُودِيَّةِ. وَقَدْ شَارَكَ فِي الدِّرَاسَةِ خَمْسُونَ مُتَرْجِمًا مُبْتَدِئًا وَذُو خِبْرَةٍ مِنَ الْمَمْلَكَةِ الْعَرَبِيَّةِ السُّعُودِيَّةِ، وَأَنَّ جَمْعَ الْبَيَانَاتِ الْخَاصَّةِ بِهَا يَتَأَلَّفُ مِنَ الْبَيَانَاتِ الْكَمِيَّةِ. كَشَفَتْ نَتَائِجُ الدِّرَاسَةِ أَنَّ نِسْبَةَ كَبِيرَةَ الْمِشَارِكِينَ الَّذِينَ بَلَغَتْ نِسْبَتُهُمْ نَحْوَ (57.00%) لَدَيْهِمْ تَصَوُّرٌ إِبْجَائِيٌّ بِحَاوِيِ الدَّورِ الَّذِي تَلَعَّبُهُ الْمَوَادُّ التَّرْوِيجِيَّةُ السِّيَاحِيَّةُ الْمُتَرْجَمَةُ عَالِيَةَ الْجُودَةِ فِي التَّرْوِيجِ لِصِنَاعَةِ السِّيَاحَةِ فِي الْمَمْلَكَةِ الْعَرَبِيَّةِ السُّعُودِيَّةِ؛ كَمَا أَظْهَرَتِ النَّتَائِجُ أَنَّ الْعَدِيدَ مِنَ الْمِشَارِكِينَ الَّذِينَ بَلَغَتْ نِسْبَتُهُمْ نَحْوَ (60.85%) يَرَوْنَ أَنَّ التَّحْدِي الرَّئِيسَ فِي تَرْجُمَةِ الْمَوَادِّ التَّرْوِيجِيَّةِ السِّيَاحِيَّةِ يَتَمَثَّلُ فِي الْعُنَاصِرِ الْخَاصَّةِ بِالثَّقَافَةِ وَالَّتِي قَدْ تَكُونُ سَائِدَةً نِسْبِيًّا لَدَى السُّكَّانِ الْأَصْلِيِّينَ، لَكِنَّهَا غَيْرُ مَأْلُوفَةٍ لَدَى أَشْخَاصٍ خَارِجٍ إِطَارِ هَذَا الْمَجْتَمَعِ الْمَعِينِ. وَأَشَارَتِ الدِّرَاسَةُ إِلَى أَنَّ غَالِبِيَّةَ الْمِشَارِكِينَ الَّذِينَ بَلَغَتْ نِسْبَتُهُمْ نَحْوَ (69.53%) لَدَيْهِمْ تَصَوُّرٌ إِبْجَائِيٌّ بِحَاوِيِ الدَّورِ الَّذِي تَلَعَّبُهُ الْمَوَادُّ التَّرْوِيجِيَّةُ السِّيَاحِيَّةُ الْمُتَرْجَمَةُ عَالِيَةَ الْجُودَةِ فِي التَّرْوِيجِ لِصِنَاعَةِ السِّيَاحَةِ فِي الْمَمْلَكَةِ الْعَرَبِيَّةِ السُّعُودِيَّةِ.

الكلمات المفتاحية: عَالِيَةُ الْجُودَةِ، الْمُتَرْجِمُونَ الْمُبْتَدِئُونَ وَذَوُو الْخِبْرَةِ، تَصَوُّرَاتُ، صِنَاعَةُ السِّيَاحَةِ، الْمَمْلَكَةُ الْعَرَبِيَّةُ السُّعُودِيَّةُ.



## Perceptions of Novice and Experienced Translators toward the Role of High-quality Translated Tourism Promotional Materials (TPMs) in Promoting the Tourism Industry in Saudi Arabia

**Dr. Ali Albashir Mohammed Alhaj**

English Unit, Applied College, Dhahran Aljanoub

King Khalid University, Saudi Arabia

### Abstract

In today's world, high-quality translated tourism promotional materials (TPMs) play a leading role in developing business sectors in general and the tourism sector in particular because TPMs are the most often used forms of media targeting actual tourists and other audiences. This study explored the perceptions of novice and experienced translators about the role of high-quality translated TPMs in promoting the tourism industry in Saudi Arabia. Fifty novice and experienced translators in Saudi Arabia participated in this study. Data gathering comprised quantitative data. The findings of the study revealed that a lot of participants (57.00%) had positive perceptions toward the role played by high-quality translated TPMs in promoting the tourism industry in Saudi Arabia. The findings also demonstrated that many of the respondents (60.85%) perceive that the main challenge in the translation of TPMs is culture-specific items that may be comparatively prevalent to the native population but unfamiliar to people outside that certain community.

**Keywords:** high-quality, novice and experienced translators, perceptions, tourism industry, Saudi Arabia.



## Introduction

In today's world, translation plays an effective and vital role in the tourism industry due to the confluence of the fast pace of globalization, expanded travel, and an increase in the number of travelers in the new millennium which have led to the improvement in tourism activities (Napu, 2016; Qassem et al., 2021; Zahiri et al., 2015). Moreover, tourism has become one of the globe's fastest-growing industries and one of the most commercially and internationally advanced sectors in the world today. At the same time, promoting tourism through translation and cross-cultural communication might not be as easy as it may seem (Sulaiman, 2016; Alangari, 2022; Saikia, 2017).

Tourism is an activity that requires direct communication between cultures, cultural exchange, or interaction; therefore, tourism language is regarded here as a mutual element between tourists, the tourist's destination, and its cultures (Cohen & Cooper, 1986; Qassem et al., 2021; Charleston, 2022; Richards, 2007). In this regard, tourism translation becomes crucial since travelers get acquainted with a tourism destination by reading and looking up tourism promotional materials (Holleran, 2008; Agorni, 2016; Alexander, et al., 2017). Indeed, tourism promotional materials are the fundamental components of tourism promotion; therefore, high-quality translation and translators are highly needed to ensure and provide comprehensive information and intercommunication between the travel hotspot and regular or novice travelers.

To offer multilingual and multicultural services, a top-notch translation service overcomes language barriers and attracts the interest of tourists of dissimilar languages. The worldwide tourism industry in general and the Saudi Arabia tourism industry in particular aim at promoting the translation of tourism promotional materials by producing tourism materials featuring high-quality translation by top-notch professional translators and interpreters in the field (Brandt & Chancellor, 2011; Bruen & Buckley, 2022; Agorni, 2016). Indeed, translation in the tourism sector can be challenging; therefore, it requires translator and interpretation guides who are very skilled, well-trained, and highly professional language mediators who offer the highest quality of translation matched up with the target language (TL) of tourist and culture.



Tourism translators must be bicultural and bilingual mediators to convey information and culture in a charismatic style and captivating manner that attracts visitors to destination hotspots and tourist attractions. In the same way, translators must fulfill the requirements of translation proficiency and skills to offer high-quality translation such as "rendering competence", "language-producing and stylistic competence" in the mother tongue and the target language", "problem-solving capabilities", "knowledge acquisition proficiency", and "data analysis proficiency" (Al-Fahad, 2012; Qassem & Sahari, 2023; Fennell, 2022). In that respect, translators must preserve the marrow of the text of the source language, its gist, its use, its artistic references, and its cultural touchstone. Concurrently, they must also render the translation to both aimed and potential audiences by making the content all-inclusive while also enhancing the travel and leisure destinations and making them all seem possible to reach.

In connection with present-day research, few studies were carried out to explore the perceptions of translators or academics toward promoting the translation of tourist promotional materials (TPMs). Consequently, there is a requirement for further investigations of the perspectives of novice and experienced translators on the role played by high-standard translation of tourist promotional materials to enhance the tourism industry and tourism translation in Saudi Arabia.

### Objectives of the Study

The objective of this study is threefold:

1. To explore perceptions of novice and experienced translators toward the role of high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry.
2. To identify the extent of the impediments and hindrances that novice and experienced translators meet in producing high-quality translations of TPMs from Arabic into English and vice versa.
3. To find out how these impediments and hindrances can be addressed from different theoretical outlooks and realistic perspectives.

The recent investigation emphasizes the importance of the role played by high-quality translation of TPMs in promoting the tourism industry in Saudi Arabia. This subject is drawing the attention of tourism industry sectors all



over the globe in general and in Saudi Arabia, in particular, to help them understand the pivotal roles played by top-notch professional translators and interpreters in the field of tourism as bicultural and bilingual mediators who convey information about tourist destinations and local culture in an enticing and charismatic style. Furthermore, the findings of the present study will encourage tourism industry sectors throughout the world in general and in Saudi Arabia, in particular, to focus attention on the importance of developing tourism translation and high-quality translation of TPMs in promoting the tourism industry as well.

### Research Questions

To fulfill the objectives of this study, the following questions need to be answered:

1. How do novice and experienced translators perceive the role played by high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia?
2. What is the extent of the impediments and hindrances that novice and experienced translators meet in producing high-quality translations of TPMs from Arabic into English and vice versa?
3. How can these impediments and hindrances be addressed from different theoretical outlooks and realistic perspectives?

### Review of Literature

This section gives an overview of the theoretical and empirical investigations associated with the topic, enclosing the conceptual frameworks of the study, i.e., the importance of high-quality translation of TPMs, the need for professional translators and interpreters, and previous studies.

### Importance of High-Quality Translation of Promotional Tourism Materials (TPMS)

Due to the enormous growth of international travel and global tourism, as well as the need to provide teachers with the resources that could teach them how to use English more effectively and competently in the travel and tourism sector, the language of tourism and its discourse attracted the attention of English language teachers, interpreters for travel and tourism, and other translators (Richards, 2007; Stoye, 1989; Edgell, 2019). Therefore, tourism discourse became an intention of scholarly pursuits and academic matters in



the travel and tourism sector (Brauer, 2018; Coles, et al., 2006; Willis, 2015). Concurrently, educational tourism materials such as training modules and training packages were made available and accessible to international users, instructors and students, tourism and travel interpreters, and other translators.

The accelerated growth of the tourist industry is the direct effect of the English language which is the most frequently used language in global tourism and international traveling. Staff or laborers who work in the tourism industry are aware of its significance and understand that they must be fluent and in command of the language in their place of work (WTO, 1997; Earley & Erez, 1997). Consequently, English for tourism has been classified into the categories of English for Specific Purposes (ESP) and English for Occupational Purposes (EOP) and are essential within the discipline of English language teaching and learning (Zahedpisheh, et al., 2017; Simion, 2012; Aldohon, 2014).

Language competency is fundamental in all areas of knowledge, conceivably even more so in the tourist industry because of its particular nature and notions. Therefore, it becomes necessary that instructors, professors, and trainers comprehend the pragmatic applications and practical use of the approach of English for Specific Purposes (ESP) (Cooper & Shepherd, 1997; Nieves & Diaz-Meneses, 2018). Practicing English for Specific Purposes in the domain of tourism implies emphasizing language proficiency (Coffey, 1984; Blue & Harun, 2003), taking advantage of a unique approach that is usually borrowed for teaching and training purposes or which is continuously burdened by obtaining word knowledge, linguistic proficiency, and lexicon mastery. It requires a change to a variety of special language competencies mainly predicated on grasping various types of discourse in adapted language situations.

English for tourism is one of the most desired topics to learn because numerous people will be travelers or tourists at least once in their lifetimes. Furthermore, learning English for tourism purposes (ETP) is crucial for those who have a job in the tourism sector because English has become the lingua franca of the world, and tourism training programs help the staff, workers, and employees gain English proficiency to accomplish their job duties.



The lexis used in English for tourism is specific and transmits knowledge through a conventional means of coding (Abramova, 2020; Maci, 2020; Zahedpisheh et al., 2017). For example, the language used for booking a hotel provides information about lodging services, guesthouse facilities, hotel accommodations, seeking and providing visitor information and other information on activities that can occur in any tourism context.

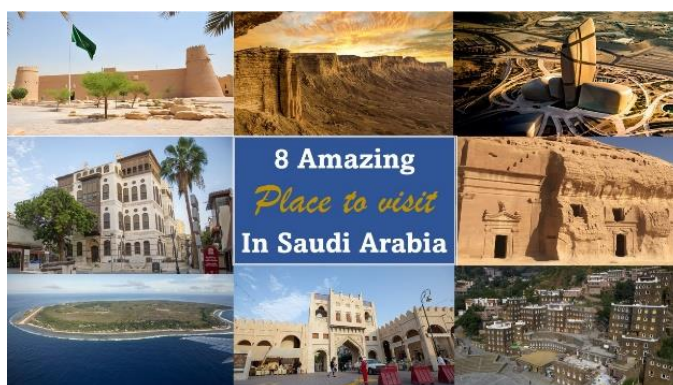
English for Tourism Purposes (ETP) is crucial for those studying tourism and tourism translation, as well as for staff, workers, and employees, as it helps in the areas of language competence, language aptitude, and language capacity. Accordingly, learning these exclusive skills in English helps put them into practice adequately and appropriately on the job, at the workplace, and in the field. As a result, the necessity for a particular language in a particular setting is crucial to the requirement for using subsequent languages.

Due to the tangible nature of tourist products, language has shown to be the strongest motivator for influencing and converting prospective passengers into real travelers. Tourism promotional materials are one of the most common categories of tourism marketing tools, where language serves as a tool of persuasion (TPM). These materials are created with the intention of persuading readers to travel by using the language of tourism enhancement to create appealing and exciting images.

High-quality translation of tourism promotional materials (TPMs) can assist tourism companies in creating a positive impression and aid in selling area tourism (He & Su, 2022; Muñoz, 2011; Agorni, 2012). High-quality rendered tourism materials play a significant role in promoting business sectors in general and the tourism sector in particular because TPMs are the most typical means of communicating with actual tourists and target audiences. Also, the functionality of high-quality translated TPMs is to introduce the audience to charming vistas and enchanting locales, supply them with information about those places, and get them to visit such locations. Markedly, translated TPMs provide well-expressed, communicative, and didactic use. Therefore, the translator of TPMs should regard the precision of the information, the writing style, and the degree of intractability and reciprocal communication (Newmark, 1988; Qassem & Muhayam, 2021; Karoubi, 2016).



However, translated tourism promotional materials (TPMs) are now among the materials that are rendered globally. Although there has been criticism of their renditions and evidence that they are not literature, experts now recognize this and TPMs are now included in the field of Translation Studies (Bahramshahi, 2021; Dollerup & Loddegaard, 1992; Alrumayh, 2021). Moreover, it is often argued that these promotional materials do not meet their main goal for their intended audience. Multiple translated TPMs are accurate to the original wording and faithful to the meaning but are not pragmatically efficacious as they attempt to reproduce the necessary meanings and expected results for the intended audience in a diverse culture.



Source: <https://www.linkedin.com/pulse/8-amazing-place-visit-saudi-arabia-hamza-moshrif/>

### The Need for Professional Translators and Interpreters

To achieve effective and relatable methods of contact with tourists, the tourism sector needs professional interpreters and translators to provide high-quality translated tourism promotional materials (TPMs) (Muñoz, 2011; Agorni, 2012). Professional translators and interpreters also communicate the original meaning and maintain the purpose indicated in order to get the intended audience closer to the original version of a work in a varied culture.

In line with the present practices, professional translators and interpreters should own or possess the following capabilities when rendering tourism texts: 1.) *rendering proficiency* which includes the talent to render tourism texts to the necessary level; 2.) *language-producing and textual competency in both the mother tongue and the target language* which contains the skill to render the text of the source language and render it into the text of target language by tracing its textual standards and requirements; 3.) *competency in the field of translation* which relates to the proficiency to competently procure



the needed linguistic and professional knowledge to grasp the original wording and to create the translated text; *multicultural, cultural and cross-cultural competency* which contains the skill to enhance competent tactics for the practical application of the source information accessible; and finally, *professional competence* which consists of the capabilities and expertise indispensable for the professionally prepared and performance of translations. To conclude, translators of tourist texts must retain the essence of the original text, its meaning, its utility, and its cultural touchstone, and concurrently they must reach the translation to the intended audience, by making the content thorough, fostering and enhancing travel destinations, and making them more near to them.

### Previous Studies

Still, all previous investigations throw light on the promotional materials, translation quality in English-Arabic/English translation of tourist texts, and translation quality in the case of tourism promotional texts. In this context, a few studies are recognized about the perceptions of trainee translators and students of translation toward the role of high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry all over the globe in general and Saudi Arabia in particular.

Muñoz (2011), for instance, looked at the challenges of translating tourist literature, highlighting the difficulty of translating the language of tourism (i.e., a cultural touchstone and the effective practical qualities of tourist materials). Her investigation led her to the most important conclusion, which was that the work done in the field of professionally producing tourist texts needed to be transferred.

According to Napu (2019), there are a variety of difficulties that arise during translation, from minor linguistic quirks to more significant cultural touchstone issues. According to Napu's research, these translating problems have a significant impact on the text's evolution for tourism since they lessen the text's ability to convey the intended meaning of promotional materials for travel.

Al-Fahad (2012) examined the role played by culture and the impact of linguistic differences between the languages on tackling English and Arabic tourist pamphlets in rendition. Due to differences in writing styles between the two languages (Arabic and English), which are mostly supported by



circumstances, the author found significant variation in the word dispersion in both languages. The results indicated that Arabic texts emphasize using more compound phrases than texts written in English.

Alshehri (2023) found that translators play a key role in the tourism industry in the Kingdom of Saudi Arabia because they act as cross-cultural communicators and cultural bridge builders by transferring the knowledge of the native culture and national heritage to tourists while also strengthening the image of Saudi Arabia before international visitors and tourists.

Qassem & Sahari (2023) examined trainee translators' rendition production on English/Arabic/English promotional materials. Their study showed drawbacks in graduate students' renderings of promotional translation material and faithfulness to the original wording style. The respondents' replies to the opinion poll indicate a lack of awareness and proficiency in tourism translation.

Bahramshahi (2021) attempted to specify some representative refined-load words and errors and, accordingly, shows how the Skopos theory affects the translators' option of rendering strategies in rendering tourism texts. Ultimately the researcher stressed those errors that took place during the renditioned process of tourism promotional materials (TPMs) texts. The practical utilization of the current survey was appropriate for the tourism industry in addition to those involved in developing and issuing appropriate tourism pamphlets, both as an emerging source of tourist attractions and a real means of cultural interaction among countries.

Sulaiman (2014) investigated the translation techniques used to raise the quality of rendered tourism promotional materials. He investigated the root causes of rendered texts' shortcomings in approaching language receptors and the challenges involved in producing effective TPMs. The author demonstrated how researching cultural contexts and applying the functionalist approach to translation are crucial in addressing cultural disparities.

Qassem & Muhayam (2021) found poor translation quality and improper utilization of translation methods in translating tourism texts into English and Arabic. The study also showed that the postgraduate students confronted obstacles in rendering the major ideas of the text of the source language into the target language.



According to Zahiri et al. (2015), creating travel brochures involves cultural transmission even if it is purely lexical communication because different techniques are used to create them.

According to Alangari (2022), translators play a crucial role in enabling tourists to experience Saudi culture by foreignizing Saudi Culture-Specific Items (SCSIs) and using explication tactics in a thorough manner. This is especially true when it comes to circumstances involving customs and cuisine.

## Methods

### Research Design

Regarding the three objectives of the present study and its three questions, the descriptive quantitative research approach was considered the most appropriate means for exploring the perceptions of novice and experienced translators toward the role of high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia. Moreover, a written informed acceptance was compiled from all the participants before the study was administered by the author during the current year 2024.

### Study Participants

The present study comprised 50 novice and experienced translators who were randomly chosen from the Saudi Tourism Authority (STA), other tourist companies, and postgraduate and undergraduate university students majoring in translation at Saudi universities.

**Table (1) Apportionment of Study Participants in Harmony with the Saudi Tourism Authority (STA), Other Tourist Companies, and Postgraduate and Undergraduate Translation Students from Saudi Universities**

Saudi Tourism Authority (STA)/ Other Tourist Companies/Saudi Universities	Frequency	Percentage
Saudi Tourism Authority	15	30%
Other Tourist Companies	13	26%
Saudi Universities	22	44%
<b>Total</b>	<b>50</b>	<b>100.%</b>

## Data Collection

The needed data was gathered through a 15-item questionnaire, and its items were related to the objectives of the current study. The preliminary version of the questionnaire was assigned to five professors of translation to affirm the practicability of the questionnaire items and the depth and extent to which they were appropriate for the participants. The latest version of the questionnaire was improved after considering commentaries, judgments, feedback, and appraisals determined by the five professors of translation. Additionally, the questionnaire was piloted by a group of 10 novice and experienced translators from the Saudi Tourism Authority (STA), other tourist companies, postgraduates, and undergraduates at some universities in Saudi Arabia.

The author conducted the pilot investigation before delivering the questionnaire to all the study participants. They stated that items in the questionnaire were apparent and easily comprehended. Also, the pilot research allowed the author to detect the timing difference between when the first responder responded to the survey and when the last replier finalized theirs which was 10 minutes. Coefficient alpha reliability (Cronbach's alpha) hits 0.89.14 which reveals an appropriate level of reliability.

**Table (2) Coefficient alpha reliability (Cronbach's alpha) (: N=50)**

	Number of Items of the Survey	Coefficient Alpha Reliability
The total reliability of survey instrument items	15	0.89.14

## Data Analysis

To achieve the objectives of the study, the frequencies, mean scores, and standard deviation were obtained and annotated. These interpretations were implemented by utilizing SPSS 24. The analysis of the research data allowed the author to draw a conclusion concerning gaining the opinions of perceptions of novice and experienced translators toward the role of high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia. Finally, statistical evaluation was employed to figure the proportion of each item.

**Table (3) Perceptions of Novice and Experienced Translators toward the Role of High-Quality Translated Tourism Promotional Materials (TPMs)**

Survey's Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean	St. Deviation
	5	4	3	2	1		
1. I deem the high-quality translated tourism promotional materials (TPMs) to play a key role in promoting the tourism industry in Saudi Arabia.	30.00%	27.00%	12.65%	15.65%	14.70%	3.02	1.19
2. I consider that the utilization of the functionalist approach to translation plays a crucial role in tackling the cultural discrepancies that lead to promote translated tourism promotional materials (TPMs).	30.40%	30.59%	10.20%	13.61%	15.20%	3.01	1.20
3. I perceive that translators must fulfill the requirements of translation proficiency and skills to offer high-quality translation of tourism promotional materials (TPMs).	30.80%	29.85%	11.88%	14.92%	12.55%	3.3	1.25
4. I conceive that professional translators and interpreters are necessary for the tourism sector to produce high-quality translated tourism promotional materials (TPMs) to attain effective and pertinent processes of communication with tourists.	29.25%	26.30%	15.28%	14.75%	14.42%	3.04	1.25
5. I realize that high-quality translated tourism promotional materials (TPMs) will catch the eyes of tourists of various languages and different cultures through the translation of such tourist materials and attract them to the target language and culture.	26.60%	26.17%	16.69%	15.33%	15.21%	3.01	1.15
6. I think that it is often argued that tourism promotional materials (TPMs) do not meet their main goal for their intended audience due to their poor translation with many grammatical, stylistic morphosyntactic problems that formulate dilemmas in the knowledge of the texts.	32.40%	30.17%	9.28%	12.37%	15.78%	3.03	1.25
7. I notice that the growth of the tourism industry and the rise in cross-cultural communication have promoted the requirements for high-quality translation of tourism texts.	30.36%	31.66%	10.38%	13.20%	14.40%	3.02	1.25



Survey's Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Mean	St. Deviation
	5	4	3	2	1		
8. I perceive that as a result of the science and technology development, translated tourism promotional materials (TPMs) have improved significantly.	35.40%	34.13%	10.11%	10.36%	10.00%	3.04	1.22
9. I think that a main challenge in the translation of tourism promotional materials (TPMs) is culture-specific items which may be comparatively prevalent to the native population but unfamiliar to people outside that certain community.	31.15%	29.70%	15.68%	12.73%	12.72%	3.01	1.18
10. I think that stylistic differences between the source language (SL)(Arabic) and the target language (TL) (English) present a major challenge for translators of tourism promotional materials (TPMs) whose role is to produce a high-quality translation in the target language and culture to induce potential visitors in that language and culture.	31.27%	30.25%	16.81%	11.37%	10.30%	3.02	1.15
11. I consider that the translation of any tourism promotional materials (TPMs) requires adjustment of the original message to suit and adapt the culture and the linguistic patterns of the target audience.	26.60%	27.82%	17.20%	14.20%	14.18%	3.03	1.20
12 I recognize that the translation of tourism promotional materials (TPMs) is the translation of a specific type of text since (TPMs) are contextualized in specific ways to carry out their purpose.	30.14%	28.70%	14.70%	12.68%	13.78%	3.01	1.15
13. I consider that the translation of tourism promotional materials (TPMs) is crucial because they are the bridge between visitors and the destination together with the culture they visit.	31.40%	32.11%	10.12%	14.10%	12.27%	3.02	1.15
14. I perceive that a high-quality translation of tourism promotional materials (TPMs) is fundamental to ensure that tourists feel that they have full knowledge of the place that they are keeping in mind.	33.40%	33.10%	15.30%	10.13%	10.80%	3.01	1.20
15. I believe that appraising the quality translation of tourism promotional materials (TPMs) involves not simply paying attention to the association between the target language text and source language text but to the rendition commissioning procedure.	30.30%	30.20%	15.07%	11.43%	13.00%	3.03	1.20



## Study Results

In answer to the statement, “I deem the high-quality translated tourism promotional materials (TPMs) to play a key role in promoting the tourism industry in Saudi Arabia”, 27% of respondents agreed, and 30.00% strongly agreed. This finding revealed that high-quality translated tourism promotional materials (TPMs) play a key role in promoting the tourism Industry in Saudi Arabia. This can be seen in the mean rating of 3.02 which proves that it oversteps the fair value of 3.0 on the 5-point Likert scale.

Concerning the statement “I consider that the utilization of the functionalist approach to translation plays a crucial role in tackling the cultural discrepancies that lead to promoting translated tourism promotional materials (TPMs)”, 30.59% of respondents agreed, and 30.40% strongly agreed. This result demonstrated that the utilization of the functionalist approach to translation plays a crucial role in tackling the cultural discrepancies that lead to promoting translated tourism promotional materials (TPMs). Moreover, it shows a medium score of 3.01 which demonstrates that it oversteps the actual value of 3.0 in the same way as the first point on the 5-point Likert scale.

For the statement “I perceive that translators must fulfill the requirements of translation proficiency and skills to offer high-quality translation of tourism promotional materials (TPMs)”, 29.85% of respondents agreed, and 30.80% strongly agreed. These results demonstrated that translators must fulfill the requirements of translation proficiency and skills to offer high-quality translation of tourism promotional materials (TPMs). The mean score of 3.03 manifests that it exceeds the current value of 3.0 in a similar way to the earlier items on the 5-point Likert scale.

In responding to the statement, “I conceive that professional translators and interpreters are necessary for the tourism sector to produce high-quality translated tourism promotional materials (TPMs) to attain effective and pertinent processes of communication with tourists”, 26.30% of respondents agreed, and 29.25% strongly agreed. This finding displayed that professional translators and interpreters are necessary in the tourism sector to produce high-quality translated tourism promotional materials (TPMs) to attain effective and pertinent processes of communication with tourists. A mean



score of 3.04 indicates that it outdoes the actual value of 3.0 in the same way as the former items on the 5-point Likert scale.

Concerning the statement, “I realize that high-quality translated tourism promotional materials (TPMs) will catch the eyes of tourists of various languages and different cultures through the translation of such tourist materials and attract them to the target language and culture”, 26.17 % of respondents agreed, and 26.60% strongly agreed. This conclusion explained that many respondents realize that high-quality translated tourism promotional materials (TPMs) will catch the eyes of tourists of various languages and different cultures through the translation of such tourist materials and attract them to the target language and culture. This is clear in the average score of 3.01 which affirms that it surpasses the neutral value of 3.00 in the likeness of some previous items on the 5-point Likert scale.

In reaction to the statement “I think that it is often argued that tourism promotional materials (TPMs) do not meet their main goal for their intended audience due to their poor translation with many grammatical, stylistic morphosyntactic problems that formulate dilemmas in the knowledge of the texts”, 30.17 % of respondents agreed, and 32.40% strongly agreed. This finding suggested many participants think that it is often argued that tourism promotional materials (TPMs) do not meet their main goal for their intended audience due to their poor translation with many grammatical, stylistic morphosyntactic problems that formulate dilemmas in the knowledge of the texts. This demonstrates that the median value of 3.03 means that it surpasses the objective value of 3.00 in the same mold as some later items on the 5-point Likert scale.

In answer to the statement, “I notice that the growth of the tourism industry and the rise in cross-cultural communication have promoted the requirements for high-quality translation of tourism texts”, 31.66% of respondents agreed, and 30.36% strongly agreed. This result revealed that many participants noticed that the growth of the tourism industry and rising cross-cultural communication have promoted the requirements for high-quality translation of tourism texts. This is obvious in the mean score of 3.02 which indicates that it transcends the objective value of 3.00 in the same way as some of the past items on the 5-point Likert scale.



Concerning the statement, "I perceive that as a result of the science and technology development, translated tourism promotional materials (TPMs) have improved significantly", 34.13% of respondents agreed, and 35.40% strongly agreed. This result revealed that many participants perceive that as a result of the science and technology development, translated tourism promotional materials (TPMs) have improved significantly. This is demonstrated in the mean score of 3.04 which means that it exceeds the actual value of 3.00 resembling some early items on the 5-point Likert scale.

In answer to the statement, "I think that a main challenge in the translation of tourism promotional materials (TPMs) is culture-specific items which may be comparatively prevalent to the native population but unfamiliar to people outside that certain community", 29.70 % of respondents agreed, and 31.15% strongly agreed. This finding showed that the participants think that a main challenge in the translation of tourism promotional materials (TPMs) is culture-specific items that may be comparatively prevalent to the native population but unfamiliar to people outside that certain community. This can be seen in the median value of 3.01, indicating that it transcends the neutral value of 3.0 in the likeness of the earlier items on the 5-point Likert scale.

In reprisal for the statement, "I think that stylistic differences between the source language (SL) (Arabic) and the target language (TL) (English) present a major challenge for translators of tourism promotional materials (TPMs) whose role is to produce a high-quality translation in the target language and culture to induce potential visitors in that language and culture", 30.25% of respondents agreed, and 31.27% strongly agreed. This result showed that the participants tend to think that stylistic differences between the source language (SL) (Arabic) and the target language TL (English) present a major challenge for translators of tourism promotional materials (TPMs) whose role is to produce a high-quality translation in target language and culture to induce potential visitors in that language and culture. This has been shown in the average score of 3.02, confirming that it surpasses the objective value of 3.0 in the likeness of the earlier items on the 5-point Likert scale.

In reply to the statement, "I consider that the translation of any tourism promotional materials (TPMs) requires adjustment of the original message to suit and adopt the culture and the linguistic patterns of the target audience",

27.82% of respondents agreed, and 26.60% strongly agreed. This result illustrated that many participants consider that the translation of any tourism promotional materials (TPMs) requires adjustment of the original message to suit and adapt the culture and the linguistic patterns of the target audience. This is noticeable in the average score of 3.03, indicating that it surpasses the objective value of 3.00 in the same mold as some other items on the 5-point Likert scale.

Concerning the statement, "I recognize that the translation of tourism promotional materials (TPMs) is the translation of a specific type of text since (TPMs) are contextualized in specific ways to carry out their purpose", 28.70% of respondents agreed, and 30.14% strongly agreed. This finding has shown that the participants were inclined to recognize that the translation of tourism promotional materials (TPMs) is the translation of a specific type of text since (TPMs) are contextualized in specific ways to carry out their purpose. This is perceptible in the mean score of 3.01, displaying that it exceeds the objective value of 3.0 in the same mold as the first items on the 5-point Likert scale.

In reply to the statement, "I consider that the translation of tourism promotional materials (TPMs) is crucial because they are the bridge between visitors and the destination together with the culture they visit", 30.20% of respondents agreed, and 31.40% strongly agreed. This finding has shown that the participants were inclined to consider that the translation of tourism promotional materials (TPMs) is crucial because they are the bridge between visitors and the destination together with the culture, they visit. This is perceivable in the mean score of 3.02, indicating that it surpasses the neutral value of 3.0 in the same mold as the earlier items on the 5-point Likert scale.

Concerning the statement, "I perceive that a high-quality translation of tourism promotional materials (TPMs) is fundamental to ensure that tourists feel that they have full knowledge of the place that they are keeping in mind", 33.10 % of respondents agreed, and 33.40% strongly agreed. This finding revealed that the participants were inclined to perceive that a high-quality translation of tourism promotional materials (TPMs) is fundamental to ensure that tourists feel that they have a full knowledge of the place that they are keeping in mind visiting". This is perceptible in the mean score of 3.01,

evidencing that it surpasses the neutral value of 3.0 in the same category as the former items on the 5-point Likert scale.

In reply to the statement, "I believe that appraising the quality translation of tourism promotional materials (TPMs) involves not simply paying attention to the association between the target language text and source language text but to the rendition commissioning procedure". 33.10% of respondents agreed, and 33.30% strongly agreed. This finding displayed that the participants were apt to believe that appraising the quality translation of tourism promotional materials (TPMs) involving not simply paying attention to the association between the target language text and source language text but at the rendition commissioning procedure". This is detectable in the average score of 3.03, illustrating that it transcends the objective value of 3.0 in the same mold as the former items on the 5-point Likert scale.

To answer Research Question 1, "How do novice and experienced translators perceive the role played by high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia?" the qualitative evidence indicated that a lot of novice and experienced translators (57.00%) had positive perceptions towards the role played by high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia. The results of the study also revealed that about 69.53% of novice and experienced translators had a higher positive perception toward the role played by science and technology development, in improving translated tourism promotional materials (TPMs) considerably. The results of this question verify the findings of earlier studies that explored the phenomena (Alangari, 2022; Qassem & Sahari, 2023; Munoz, 2011; Napu, 2019; Al-Fahad, 2012).

In reply to Research Question 2, "What is the extent of the impediments and hindrances that novice and experienced translators meet in producing high-quality translations of TPMs from Arabic into English and vice versa?" The findings of this question showed that about 60.85% of novice and experienced translators perceive that the main challenge in the translation of tourism promotional materials (TPMs) is culture-specific items that may be comparatively prevalent to the native population but unfamiliar to people outside that certain community. Also, the findings showed that about 61.52%

of the respondents considered that the stylistic differences between the source language (SL) (Arabic) and the target language TL (English) present a major challenge for translators of tourism promotional materials (TPMs) whose role is to produce a high-quality translation in target language and culture to induce potential visitors in that language and culture.

In reply to Research Question 3, “How can these impediments and hindrances be addressed from different theoretical outlooks and realistic perspectives?”, the results displayed that the majority of novice and experienced translators (60.99%) had positive attitudes toward the utilization of the functionalist approach to translation, and believe it plays a crucial role in tackling the cultural discrepancies that lead to promoting translated tourism promotional materials (TPMs).

## Conclusion

### Study Findings

This study investigated the perceptions of novice and experienced translators toward the role of high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia. The results revealed that: 1.) many novice and experienced translators (57%) had positive perceptions toward the role played by high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia; 2.) a majority of the participants (69.53%) had higher positive perception toward the role played by science and technology development in improving translated tourism promotional materials (TPMs) considerably; 3.) about 60.85% of novice and experienced translators perceive that the main challenge in the translation of tourism promotional materials (TPMs) is culture-specific items which may be comparatively prevalent to native population but unfamiliar with people outside that certain community; 4.) about 61.52% of the respondents considered that the stylistic differences between the source language (SL) (Arabic) and the target language TL (English) present a major challenge for translators of tourism promotional materials (TPMs) whose role is to produce a high-quality translation in the target language and culture to interest potential visitors in that language and culture; 5.) the majority of novice and experienced translators (60.99%) had positive attitudes toward the utilization of the functionalist approach to translation and believe it plays a crucial role in tackling the cultural



discrepancies which lead to promoting translated tourism promotional materials (TPMs). This study supports previous investigations, which indicated the significant role played by a high-quality rendered tourism material in promoting business sectors in the world in general and the tourism sector In Saudi Arabia in particular because TPMs are the most typical means of communicating with actual tourists and the target audience.

### Study Implications

The results of this study will play a role in filling in the gaps in the scholarly literature on the role of high-quality translated tourism promotional materials (TPMs) in promoting the tourism industry in Saudi Arabia. Moreover, to attain a successful result in tourist translations and to facilitate the provision, it appears necessary that the educational establishments on translation studies, that is, colleges, research communities, and colleges of postgraduate education, devote more attention to this kind of professional translation and stop its depreciation.

### Recommendations for Future Studies

Joint studies and interdisciplinary studies comprising tourism translators, scholars, academics, and technology professionals are extremely important in promoting the tourism industry in Saudi Arabia. Future academic work may probe the role of artificial intelligence in developing tourism translation in tourism sectors in Saudi Arabia and other related matters.

### Acknowledgments

I would like to thank the several anonymous reviewers who helped with this paper.

### Disclosure Statement

There is no potential conflict of interest regarding the present work. Moreover, the work at hand has not been previously published and it is not under consideration for publication elsewhere.

### References

- Agorni, M. (2012). Tourism communication: the translator's responsibility in the translation of cultural differences. *Pasos. Revista de turismo y patrimonio cultural*, 10(4), 5-11.
- Agorni, M. (2016). Tourism across languages and cultures: Accessibility through translation. *Cultus*, 9(2), 13-28.



- Abramova, E. I. (2020). "Foreign elements and exotic lexis in the tourist website texts: Forms and functions." *Scientific Journal Modern Linguistic and Methodical-and-Didactic Researches* 2 117-125.
- Alangari, E. (2022). Cultural Mediation in Tourism Translation: Saudi Arabia as a Case Study. *Arab World English Journal for Translation & Literary Studies* 6 (3) 82-98. DOI: <http://dx.doi.org/10.24093/awejtls/vol6no3.6>.
- Aldohon, H. I. (2014). English for Specific Purposes (ESP) for Jordanian Tourist Police in Their Workplace: Needs and Problems. *International Education Studies*, 7(11), 56-67.
- Alexander, R., Thompson, N., & Murray, D. (2017). Towards cultural translation of websites: a large-scale study of Australian, Chinese, and Saudi Arabian design preferences. *Behavior & Information Technology*, 36(4), 351-363.
- Al-Fahad, Saleem. (2012). "Stylistic Analysis of Arabic and English Translated Tourist Brochures: A Contrastive Study." *Diala Journal for Humanities*, no. 56, 2012, pp. 554–578.
- Alrumayh, A. N. (2021). *Translation strategies and procedures of in-flight magazines of Gulf Airlines* (Doctoral dissertation, University of Leeds).
- Alshehri, R. (2023). Investigating the Role of Translators in Tourism in Saudi Arabia. Effat University, repository.effatuniversity.edu.sa.
- Bahramshahi, R. (2021). A Survey on Quality Assessment of Translated Tourism Promotional Materials (TPMs) for Tourists of Hormozgan Province based on the Skopos Theory. *Journal of Applied Linguistics and Language Research*, 8(2), 50-64.
- Blue, G. M., & Harun, M. (2003). Hospitality language as a professional skill. *English for specific purposes*, 22(1), 73-91.
- Brandt, W., & Chancellor, F. G. (2011). Report on language management strategies and best practice in European SMEs: The PIMLICO project.
- Brauer, R. (2018). *What research impact? Tourism and the changing UK research ecosystem*. University of Surrey (United Kingdom).
- Bruen, J., & Buckley, F. (2022). Strategic communication across languages in business environments: A study of the language management strategies of small and medium-sized enterprises on the island of Ireland. *European Journal of Language Policy*, 14(1), 29-52.
- Charlston, D. (2022). Translation and tourism: Strategies for effective cross-cultural promotion. *Translation & Interpreting*, 14(1), 222-226.
- Coffey, B. (1984). ESP–English for specific purposes. *Language teaching*, 17(1), 2-16.





- Cohen, E., & Cooper, R. L. (1986). Language and tourism. *Annals of tourism research*, 13(4), 533-563.
- Coles, T., Hall, C. M., & Duval, D. T. (2006). Tourism and post-disciplinary inquiry. *Current Issues in Tourism*, 9(4-5), 293-319.
- Cooper, C., & Shepherd, R. (1997). The relationship between tourism education and the tourism industry: Implications for tourism education.
- Dollerup, C., & Loddegaard, A. (Eds.). (1992). *Teaching translation and interpreting: training, talent, and experience* (Vol. 5). John Benjamins Publishing.
- Earley, P. C., & Erez, M. (1997). *The transplanted executive: Why you need to understand how workers in other countries see the world differently*. Oxford University Press.
- Edgell Sr, D. L. (2019). *Managing sustainable tourism: A legacy for the future*. Routledge
- Fennell, D. A. (2022). The tourism knowledge translation framework: bridging the canyon between theory and practice. *Current Issues in Tourism*, 25(5), 674-691.
- He, W., & Su, X. (2022). Translation of Tourism Websites Based on the CCT Model. *Advances in Applied Sociology*, 12(9), 508-530.
- Holleran, J. N. (2008). Sustainability in tourism destinations: Exploring the boundaries of eco-efficiency and green communications. *Journal of Hospitality & Leisure Marketing*, 17(3-4), 373-394.
- Karoubi, Behrouz. (2016). "Translation quality assessment demystified". *Babel Revue Internationale de la Traduction/International Journal of Translation*, vol. 62, no. 2, 2016, pp. 253-277. doi: 10.1075/babel.62.2.05kar.
- Llanos Reynaldez, A. L., & Calle Zabaleta, G. F. *Translation of tourist brochures, pamphlets, and web pages from Spanish into english at inti travel agency in La Paz city with the use of omega t: a computer-assisted translation (cat) tool* (Doctoral dissertation
- Maci, S. M. (2020). *English tourism discourse: insights into the professional, promotional and digital language of tourism*. Hoepli Editore
- Muñoz, I. D. (2011). Tourist translations as a mediation tool: misunderstandings and difficulties. *Cadernos de tradução*, 1(27), 29-49
- Napu, N. (2019, August). Tourism promotional materials: Translation problems and implications on the text's effectiveness for tourism promotion. In *1st International Conference on Education Social Sciences and Humanities (ICESSHum 2019)* (pp. 435-440). Atlantis Press.





- Napu, N. (2016). Translating tourism promotional texts: translation quality and its relationship to the commissioning process. *Cultus: the Journal of Intercultural Mediation and Communication*, (9), 47-62.
- Newmark, Peter. (1988) A Textbook of Translation. Prentice-Hall.
- Nieves, J., & Diaz-Meneses, G. (2018). Knowledge sources and innovation in the hotel industry: Empirical analysis on Gran Canaria Island, a mature mass-tourism destination. *International Journal of Contemporary Hospitality Management*, 30(6), 2537-2561.
- Qassem, M., & Sahari, Y. (2023). Translator Trainees' Performance on Arabic-English Promotional Materials. *Open Cultural Studies*, 7(1), 20220184.
- Qassem, M., Ali, L., & Muhayam, N. (2021). Translation quality in English-Arabic translation of tourist texts: A product perspective. *International Journal of Linguistics and Translation Studies*, 2(2), 1-21.
- Richards, G. (Ed.). (2007). *Cultural tourism: Global and local perspectives*. Psychology Press.
- Saikia, M. (2017). *Tourism and economic development case study of Assam* (Doctoral dissertation, Nagaland University).
- Simion, M. O. (2012). The importance of teaching English in the field of tourism in universities. *Annals-Economy Series*, 2, 152-154.
- Stoye, J. (1989). *English travelers abroad, 1604-1667: their influence in English society and politics*. Yale University Press.
- Sulaiman, M. Z. (2016). 'PEDAL TO PARADISE?' THE ANGLO-MALAY ENCOUNTER IN TOURISM TRANSLATION. In *PRASASTI: CONFERENCE SERIES* (pp. 29-37).
- Sulaiman, M. Z. (2014). Translating the style of tourism promotional discourse: A cross-cultural journey into stylescapes. *Procedia-Social and Behavioral Sciences*, 118, 503-510. doi: 10.1016/j.sbspro.2014.02.069.
- Willis, C. (2015). The contribution of cultural ecosystem services to understanding the tourism-nature-wellbeing nexus. *Journal of Outdoor Recreation and Tourism*, 10, 38-43.
- WTO. (1997). *International Tourism: A Global Perspective (English version)*. World Tourism Organization.
- Zahedpisheh, N., Abu Bakar, Z. B., & Saffari, N. (2017). English for Tourism and Hospitality Purposes (ETP). *English Language Teaching*, 10(9), 86-94.
- Zahiri, T., Sadeghi, B., & Maleki, A. (2015). Strategies and errors in translating tourism brochures: the case of EFL learners. *Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi*, 36(3), 2766-2785.