



2024

TP-153

Course Specification

— (Bachelor)

Course Title: **Tourism Translation**

Course Code: **335 TRA-3**

Program: **BA in Translation**

Department: **Translation**

College: **Languages and Translation**

Institution: **Najran University**

Version: **2024**

Last Revision Date: 15/4/2025



Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
C. Course Content.....	خطأ! الإشارة المرجعية غير معرّفة.
D. Students Assessment Activities	5
E. Learning Resources and Facilities	5
F. Assessment of Course Quality	7
G. Specification Approval	7





A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

- A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: **Level 5/ Third Year**

4. Course general Description:

This course is structured to provide students with the expertise to translate tourism-related texts between English and Arabic. It will cover the specific linguistic traits and translation strategies pertinent to the language of tourism. Students will learn to pinpoint and overcome challenges in translating tourism texts, understand their stylistic elements, and utilize resources available in this field.

5. Pre-requirements for this course (if any):

None

6. Co-requisites for this course (if any):

None

7. Course Main Objective(s):

The main purpose of this course is to enable students to:

1. Develop translation skills specific to the field of tourism.
2. Recognize linguistic and grammatical features in tourism-related texts.
3. Locate specialized terms using dictionaries.
4. Expand their domain-specific vocabulary related to tourism.
5. Translate various texts between English and Arabic within the context of tourism.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100
2	E-learning		
3	Hybrid - Traditional classroom - E-learning		
4	Distance learning		



3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		45

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identify the key characteristics of tourism texts	K1	1. Lectures 2. Class discussion 3. Presentations	Midterm and Final exams quizzes, assignments
1.2	Specify the translation strategies required for English-Arabic-English translation of tourism texts	K2	1. Lectures 2. Class discussion 3. Presentations	Midterm and Final exams quizzes, assignments
1.3				
2.0	Skills			
2.1	Translate tourism texts from English into Arabic appropriately	S3	1. Lectures 2. Class discussion 3. Presentations	Midterm and Final exams quizzes, assignments
2.2	Translate tourism texts from Arabic into English appropriately	S3	1. Lectures 2. Class discussion 3. Presentations	Midterm and Final exams quizzes, assignments
3.0	Values, autonomy, and responsibility			
3.1	Bear responsibility for self-study and self-improvement.	V1	Self-learning strategies	Observation Card
3.2	Show self-confidence during the activities and tasks assigned	V3	Self-learning strategies	Observation Card
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Theoretical Perspectives on Tourism Translation	3
2.	Characteristics of tourism language	3
3.	Types and features of tourist texts (brochures, leaflets, posters, flyers, postcards, etc.)	3
3	Methods of translating tourism texts from English to Arabic and vice versa.	3
4	Texts on Haj and Urma (related to religious tourism): Ar-En	3
5	Texts on therapeutic tourism En-Ar	3
6	Texts on the hotel and catering industry En-Ar & Ar-En	3
7	Tourist brochures En-Ar & Ar-En	3
8	Localization of tourism websites: En-Ar & Ar-En	3
9	Texts on travels and flights: En-Ar & Ar-En	3
10	Texts on sightseeing in Saudi Arabia: Ar-En	3
11	Practical translation of English tourist texts into Arabic.	6
12	Practical translation of Arabic tourist texts into English (<i>Visit Saudi Website, https://www.visitsaudi.com/en</i>)	6
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
	Quizzes or/ and assignments	7	20%
	Midterm Tests	11	30%
	Final Test	16/17	50%
...			

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Compiled material that depends mainly on the following resources: 1. Altarabin, M (2022). The Routledge Course in Arabic Business Translation; Arabic-English-Arabic. Cambridge Scholars Publishing
----------------------	--



Supportive References

2. Tsorresi, I. (2020). Translating promotional and advertising texts. Routledge
3. Sulaiman, M. Z., & Wilson, R. (2019). Translation and tourism. Springer Singapore.
4. Francesconi, S. (2014). Reading tourism texts: A multimodal analysis (Vol. 36). Channel view publications.
5. Cragie, S., & Pattison, A. (2017). Thinking English translation: analysing and translating English source texts. Routledge.
6. Dickins, J., Hervey, S., & Higgins, I. (2016). Thinking Arabic translation: A course in translation method: Arabic to English. Taylor & Francis.
7. Tukhtabayeva, A, et al. (2021). ResearchGate. Translation strategies for tourist advertising sites. https://www.researchgate.net/publication/355247710_Translation_Strategies_for_tourist_advertising_sites
1. Sulaiman, M. & Wilson, R. (2018). Translating tourism promotional materials: a cultural-conceptual model, Perspectives, 26(5) 629-645, DOI: 10.1080/0907676X.2018.1437193
2. Zakharova, G. (2021). Tourism language properties determining successful marketing process.
3. Qassem, M., & Sahari, Y. (2023). Translator Trainees' Performance on Arabic-English Promotional Materials. Open Cultural Studies, 7(1), 20220184.
4. Ahmed M. & El-Koronby, A (2000). A Comprehensive Dictionary of Tourism English-Arabic. Intl Book Centre
5. Agorni, M. (2012). Tourism across languages and cultures: accessibility through translation. Cultus: The Journal of intercultural Mediation and communication, 9(2), 13-27
6. Colorwhistle. (2019). Types of Tourism in The World
7. <https://colorwhistle.com/types-of-tourism/>
8. Muñoz, I. (2011). Tourist translations as a mediation tool: misunderstandings and difficulties. Cadernos de Tradução, 1(27), 29-49
9. Pierini, P. (2007). Quality in web translation: An investigation into UK and Italian tourism websites. The Journal of Specialized Translators, 8, 85-103.

Electronic Materials

1. Website of Tourism created by Ministry of Tourism in Saudi Arabia: <https://www.visitsaudi.com>
2. <https://www.unwto.org/glossary-tourism-terms>
3. <https://context.reverso.net/translation/>
4. <https://www.oxfordreference.com/display/10.1093/acref/9780191733987.001.0001/acref-9780191733987>
5. <https://www.almaany.com/en/dict/ar-en/>
6. https://commission.europa.eu/resources-partners/etranslation_en

Other Learning Materials

All learning material is uploaded on the blackboard system in the form of PowerPoint presentations, echo lectures & also electronic versions of available textbooks/references.

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Lecture rooms that accommodate a large number of students.
Technology equipment (projector, smart board, software)	Data shows.
Other equipment (depending on the nature of the specialty)	NA

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of students' assessment	Faculty Program Leaders Peer Reviewer	Direct Direct
Quality of learning resources	Students	Indirect
The extent to which CLOs have been achieved	Faculty Program Leaders Peer Reviewer	Direct
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	TRANSLATION DEPT. COUNCIL
REFERENCE NO.	17/2026
DATE	18/4/2026

