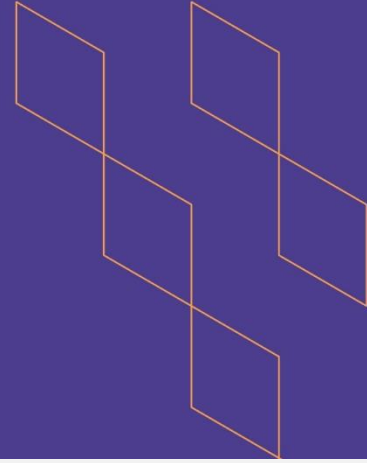




T-104  
2022

## Course Specification



Course Title: <b>Tourism Translation</b>
Course Code: <b>ENG26374</b>
Program: <b>BA, English Language</b>
Department: <b>Department of English</b>
College: <b>College of Arts</b>
Institution: <b>University of Bisha</b>
Version: <b>1444</b>
Last Revision Date: <b>22-08-1444</b>



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## A. General information about the course:

Course Identification	
1. Credit hours:	2
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 5-3	
4. Course general Description	
5. Pre-requirements for this course (if any): 26271ENG Introduction to Translation	
6. Co- requirements for this course (if any): N/A	
7. Course Description	
<p>This practical translation course is designed to introduce students to two specialized translation texts, namely tourism and business texts, and provide a practical training from English into Arabic and vice versa.</p> <p>This course aims to overview different linguistic aspects and features of the main genres in tourism and business texts.</p> <p>It also aims to equip students with specific skills and specialized terminologies to translate a variety of texts found in business and tourism environments.</p>	
8. Course Main Objective(s)	
<p>1-To introduce students to two specialized translation texts, namely tourism and business texts, and provide a practical training from English into Arabic and vice versa.</p> <p>2-To provide a practical training on translating tourism texts from English into Arabic and vice versa, and familiarize students with a broad range of institutional settings, great variety of genres and terminologies, skills and strategies in translating these texts.</p> <p>3-To overview different linguistic aspects and features of the main genres in tourism and business texts. It also aims to equip students with specific skills and specialized terminologies to translate a variety of texts found in business and tourism environments.</p>	

### 1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	24	80%
2.	E-learning	6	20%
3.	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		



No	Mode of Instruction	Contact Hours	Percentage
4.	Distance learning		

## 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	<b>Total</b>	<b>30</b>



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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Acquire introductory information about tourism translation	K 1	Lecturing Presentation Discussion Pair/Group Work Cooperative Learning	Quizzes Assignments Activities (Classroom or Online) Midterm Exam Final Exam
1.2	Identify linguistic aspects and features of the genre tourism/business texts	K 2		
1.3	Recognize the different terminologies and settings in tourism/business contexts	K 1 , K 2		
2.0	Skills			
2.1	Demonstrate the proficiency in translating tourism/business texts.	S 1	Task based activities Lecturing Presentation Discussion Pair/Group Work Flipped Classroom Eclectic Method	Quizzes Assignments Activities (Classroom or Online) Midterm Exam Final Exam
2.2	Explicitly transfer the meaning of specialized terminologies from the source language into the target language	S 2		
2.3	Conduct translation-related projects using appropriate modern tools.	S 3		
3.0	Values, autonomy, and responsibility			
3.1	Work effectively both independently and within a translation team.	V 1	Discussion Demos Presentation	Activities Assignments
3.2	Assess In-class individual/group practical work.	V 1 , V 2		

## C. Course Content

No	List of Topics	Contact Hours
1.	Orientation to the genre Tourism Translation as a discipline.	3
2.	Introduction to the main issues of tourism translation (genres, styles, terminologies, characteristics and strategies)..	6
3.	Recognize assorted texts on various tourism genres and styles for the purpose of translation practice, such as: websites, brochures, adverts, leaflets, travel guides, travelogues, trip-reports, reviews etc.	6
4.	Introduction to business translation ( business organizations , contracts language , genres , economics and international commerce terminologies , characteristics and strategies)	3
5.	Practice translating tourism texts from English into Arabic and vice versa	6
6.	Practice translating business texts from English into Arabic and vice versa	6
	Total	30

## D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes	----	10%
2.	Midterm	6-7	20%
3.	Activities (class online)	----	10%
4.	Assignments	----	5%
5.	Participation	----	5%
6.	Final Exam	11 <sup>th</sup>	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	<ul style="list-style-type: none"> <li>- Sulaiman, M, Wilson, R (2019). <i>Translation and Tourism: Strategies for Effective Cross-Cultural Promotion</i></li> <li>- Altarabin, M (2022). <i>The Routledge Course in Arabic Business Translation; Arabic-English-Arabic</i>. Cambridge Scholars Publishing</li> </ul>
Supportive References	<ul style="list-style-type: none"> <li>- Joreige, M (2002). <i>Glossary of Commercial, Economic, and Financial Terms</i>. Librairie Du Liban Publishers.</li> <li>- Alabbasi, A (2015). <i>Business Translation: A theoretical and Practical Study</i>. Al-Amin Publishing House.</li> <li>- Ahmed M. &amp; El-Koronby, A (2000). <i>A Comprehensive Dictionary of Tourism English-Arabic</i>. Intl Book Centre</li> </ul>
Electronic Materials	<ol style="list-style-type: none"> <li>1. Electronic Materials, Web Sites, Facebook, Twitter, Telegram, etc.</li> <li>2. <a href="http://www.est-translationstudies.org/resources/journals.html">http://www.est-translationstudies.org/resources/journals.html</a></li> <li>3. <a href="http://www.transperfect.com/get_in_touch/get-in-touch">http://www.transperfect.com/get_in_touch/get-in-touch</a></li> <li>4. <a href="https://www.tiki-toki.com/timeline/entry/31805/Introducing-Translation-Studies/">https://www.tiki-toki.com/timeline/entry/31805/Introducing-Translation-Studies/</a></li> </ol>
Other Learning Materials	(an approved tourism and business texts covering the course topics and practice will be compiled from different sources).

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Well-equipped classroom with a smart board, data show.
Technology equipment (projector, smart board, software)	Electronic whiteboards, movable whiteboards, projector, and educational software, cables to connect laptops to projectors and either speakers or CD players for audio educational materials.
Other equipment (depending on the nature of the specialty)	High-speed internet and intranet connections.

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	<ul style="list-style-type: none"> <li>• Students</li> <li>• Teacher</li> <li>• Program Coordinator</li> <li>• Peer Reviewers</li> </ul>	<ul style="list-style-type: none"> <li>• Questionnaires.</li> <li>• Direct feedback.</li> <li>• Peer reviews reports.</li> </ul>





Assessment Areas/Issues	Assessor	Assessment Methods
		<ul style="list-style-type: none"> <li>Class observations and reviews.</li> <li>Annual staff reports.</li> <li>Course and program reports.</li> </ul>
Effectiveness of students assessment	<ul style="list-style-type: none"> <li>Teacher</li> <li>Program Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Questionnaires</li> <li>Direct feedback.</li> <li>Peer reviews reports.</li> <li>Class observations and reviews.</li> <li>Annual staff reports.</li> <li>Course and program reports.</li> <li>Exam paper evaluation</li> </ul>
Quality of learning resources	<ul style="list-style-type: none"> <li>Teacher</li> <li>Program Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Questionnaire.</li> <li>Course and program reports.</li> </ul>
The extent to which CLOs have been achieved	<ul style="list-style-type: none"> <li>Teacher</li> <li>Program Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Exam results analysis.</li> <li>Course and program reports.</li> </ul>
Effectiveness of improvement plans	<ul style="list-style-type: none"> <li>Teacher</li> <li>Program Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Course and program reports.</li> </ul>

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval Data

<b>COUNCIL /COMMITTEE</b>	
<b>REFERENCE NO.</b>	
<b>DATE</b>	14-03-2023

