

وزارة التعليم العالي والبحث العلمي

MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

UNIVERSITY OF MOULOD MAMMERI TIZI
OUZOU
FACULTY OF LETTERS AND LANGUAGES
DEPARTMENT OF TRANSLATION AND
INTERPRETING



جامعة مولود معمري - تيزي وزو
كلية الآداب واللغات
قسم الترجمة

**A Dissertation Submitted in Partial Fulfillment of the Requirements
for the Degree of Master in Translation Arabic-English-Arabic
2016/2017**

FIELD: Letters and Languages

BRANCH: Translation and Interpreting

SPECIALITY: Translation Arabic-English-Arabic

Title

**Modulation in Tourist Brochure Translations
From Arabic to English Language**

**Presented by: Mohand Akli MELLAL
Mohamed MEZAGUER**

Supervised by: Halima NINE

Board of Examiners:

Chairwoman: Kahina TALEB, Assistant Professor at, UMMMTO

Supervisor: Halima NINE, Assistant Professor at, UMMTO

Examiner: Taous Asma BENHIDJEB, Assistant Professor at, UMMTO

Class: June 2017

Laboratoire de domiciliation du master:

Acknowledgements

First and foremost, we would like to thank our supervisor MISS NINE Halima for her guidance and valuable comments. We extend our gratitude to the members of the panel of examiners namely, TALEB Kahina and BENHIDJEB Taous Asma for having accepted to read and examine our dissertation. Last but not least, great thanks are due to our families and friends whose unending encouragement and support have never ceased all along the preparation of our thesis.

DEDICATION

We dedicate our dissertation work to our families and many friends. A special feeling
Of gratitude to our loving parents, whose Words of encouragement and push for
tenacity Ring in our ears.

We also dedicate this dissertation to our many Teachers who have supported us
Throughout the process. We will always appreciate all they have done,
Especially for helping us for developing this topic.

Table of Contents

Introduction.....	1
<i>1. List of brochures to be translated and analyzed.....</i>	<i>5</i>
 Chapter One	
1. Theoretical Framework and Earlier Research.....	8
<i>1.1 Modulation Theory.....</i>	<i>8</i>
1.2 Relevant Theory.....	10
 Chapter Two	
2. Analyses.....	15
<i>2.1 The Climate and the Seasons.....</i>	<i>19</i>
2.2 Crafts and Art de Vivre.....	20
2.3 A stimulating Climate.....	21
2.4 Sport in contact with nature.....	22
2.5 Sun and sand.....	23
2.6 City of Casablanca.....	24
2.7 City of Marrakech.....	24
2.8 City of Meknes.....	25
Conclusion.....	27
3. References.....	29
4. Appendices.....	31
4.1 English Arabic Glossary.....	31
4.2 Arabic English Glossary.....	32
4.3 Moroccan National Tourist Office.....	33
4.4 Ibn Batuta Site Web.....	34
4.5 Original text and its translation.....	36

Introduction

The objective of tourist brochures is to attract visitors to Morocco and support the livelihoods of the local people. This is why it is important for tourist entrepreneurs to present the area and its attractions in the best possible light in order to increase the interest of travelers to visit the location. Henceforth, it can be argued that the mission of the translator and the purpose of a translated brochure is to do the same; that is, to present the promoted location or event in the best possible light.

The translator must also keep in mind that the text is directed to foreign visitors with different cultural backgrounds (English and Arabic speakers around the world represent hundreds of millions of potential visitors).

Visitors from foreign countries may have little knowledge of the local cultural and natural features and describing these features may serve as additional or even primary elements in creating attraction to the local area. However, different areas feature different attractions, and native visitors may look for different attractions or activities than a foreign visitor in the same area. For instance, in Morocco, potential native visitors may be looking for good affordable food and playgrounds for their children, whereas foreign visitors may want to experience the different seasonal features such as the unique and gorgeous south eastern sunset or the unforgettable, no less original sunbathing experience in the deep Moroccan Sahara.

The research problem deals with of whether it is possible to, accurately and faithfully, transfer meaning in tourist brochure translations?

All translators must take into account various aspects when translating a text. The translator of a tourist brochure has to make the translation correspond with the original

while potentially also decide whether to make omission, additions or other changes to the text to explain cultural or natural terms and concepts to a non-native reader who has no previous knowledge of them. These terms and concepts are usually well-known to native readers and can even be left unexplained in the source language text.

The goal of this thesis is to see what methods are utilized by translators of selected tourist brochures to transfer the intended meaning of the original language brochure into the target text, and whether this process has a negative effect on the relevance and attraction of the target language brochure.

This study concentrates on the translation of several tourist brochures collected from the Moroccan tourist information offices, as well as websites that promote locations near Agadir, Marrakech and Ouarzazate. The brochures are mainly advertising activities and locations in the Moroccan tourist golden triangle (Marrakech, Agadir, Ouarzazate) but also in the other Moroccan Empire cities like Rabat, Meknes and Fez. There is also a brochure with a wider scope that describes food culture from all around Morocco.

The topic of this study, namely studying the translation of tourist brochures from tourism information centers in Morocco was born from Mohand Akli MELLAL's connection to Morocco and previous interest in the brochures and the differences between different language versions. Our background in tourism, hotel and restaurant industries were also in a great help in understanding, analyzing and explaining the studied material.

The main presentation's hypotheses would be:

First of all, did the translator succeed in transferring the essence of the original point of view? Secondly, was the choice of modulation and relative theories relevant?

Finally, was modulation the most efficient way in translating tourist brochures?

The data and Methodology section lists the brochures that were collected for this study. The selection process and reasons for selection will also be looked at, alongside how

the brochures will be analyzed in the analysis section. The theoretical framework and earlier research section will describe the chosen literature and general framework used in this study, alongside some of the earlier research that helped in the formation of the framework.

The analysis section will apply the concept of translation theory and studies that are examined in the theoretical framework section, such as the modulation and the relevance theories as proposed by Juliane House in *A model for Translation quality Assessment*, (2004), and the propositions of Peter Newmark (1988), in order to achieve the stated goals. The more philosophical concepts by Sperber (1986) and Wilson (1986) and the application of their writings to translation by Gutt (1998), as well as the commentary on the mission of the tourist brochure translated by Hickey (2004), will also be utilized.

In the fifth section titled discussion, the findings from the analysis section will be discussed. The section will also be covering the entirety of this study, and any possible implications of the choices that a translator can make when translating tourists brochures. The discussion section is followed by the final section, titled Conclusions. In this section, the study itself and the choices made by the translators in the data, theoretical framework and analysis will be discussed and summarized, and their suitability and functionality will be reviewed.

To begin this section, it could be useful to think about the purpose and nature of tourist brochures, and what the mission of the translator in regarding the text of the brochures. To put it simply, tourist brochures are supposed to persuade tourists to 1) visit a particular area and 2) visit the attractions/ events in the area, and use the services available. This purpose and the mission of the translator will be revisited in the text section, and supported with the theoretical framework by Leo Hickey (see Hickey, 2004), who wrote on the effect of

tourist brochures on (potential) tourists and whether translators should keep this effect in mind when translating the texts in the brochures.

The types of the brochures vary from fliers to magazine-type brochures. Others have a separate brochure for different language versions, which have been counted as a single piece of data. The translations are mainly directed from Arabic to English.

The translators of the different brochures are most likely not the same people, since the promoted locations are not affiliated with each other and thus they probably use different advertisement companies to produce these brochures. This will likely ensure that the brochures present different means which the translators have used to transfer the meaning in the translations.

Some of the brochures described and studied in this thesis are meant for people who are already present at the destination or at present in the target country. These brochures, as they promote specific locations on a smaller scale, are probably not available in the source countries of the potential visitors. However, the websites presented in this thesis are possible to visit from almost any place in the world.

The brochures that will be listed later in this section were chosen out of a number of brochures acquired from the Moroccan Tourist information Offices in 2016 and early 2017. The selection process for the brochures that were to be analyzed in this study included the following parameters:

- The brochure had to contain an English language section that could be assumed to be a translation of an Arabic source text.
- There had to be an adequate amount of text that could be analyzed. This usually means at least multiple paragraphs in each text.

The brochures are basically pieces of data. They will be looked at individually. This means that different pieces of text within a single piece of data will be compared to find

interesting items to analyze and discuss, according to the goals of the study. The brochures and websites will be analyzed separately, but in the Discussion section it will be looked at whether any single translation procedure was more prevalent than others. The data that was chosen to be analyzed is listed on next. A more in-depth analysis will be provided in the analysis section.

1.2 List of brochures to be translated and analyzed

We have chosen to translate and to analyze in the brochures some titles like the climate and the seasons, Crafts and Art de Vivre, A stimulating climate, Sports in contact nature, Sun and sand, City of Casablanca, City of Marrakech and City of Meknes

This section listed the collected data, meaning the tourist brochures which will be analyzed in the analysis section. The research methodology was also outlined. Next, the theoretical framework of the study will be outlined, and some of the earlier research concerning the topic of this study will be reviewed.

Doing this thesis is a real pleasure for former hotel management and tourism professionals (Mohand Akli MELLAL and Mohamed MEZAGUER) that we are. A lot of the things studied in the thesis are familiar to us. Nevertheless, we admit that we had some difficulties in limiting the number of theories needed for the subject. Thanks to important help of Miss Nine, we succeeded to do a more academic work rather than a pure tourism professional advertising.

Chapter

One

Modulation in translation helps to illustrate the difference between literal translation and coherent meaning translation. The idea or meaning is the same, but the phrases that are used in the source and target languages are different – the source language is not translated word-for-word into the target language.

1. Theoretical Framework and Earlier Research

Modulation as a framework studies the meaning and language use which are dependent on the speaker, or in this case, the writer of the brochure, and the addressee (which will be referred to later as recipient), which is the tourist. The concept of the utterance, which for the purposes of this study means the translated text in the brochure, is also essential in the field of Modulation (see Levinson, 1983:5-34). The context is what the addressee uses to infer the meaning of utterance (see Sperber and Wilson, 1986). As stated above, the utterances are the texts in the brochures, namely the source language and the target language texts.

1.1 Modulation Theory

According to Gérard Hardin and Gynthia Picot (1990), Modulation is a widely used translation technique. Modulation basically means using a phrase that is different in the source and target languages to convey the same idea: *Te lo dejo* means literally *I leave it to you* but translates much better as *you can have it*. It obviously changes the semantics and shifts the point of view of the source language. Modulation help the translator generate a change in the point of view of the message without altering its meaning and without generating an unnatural feeling in the reader of the target text.

Modulation is often used within the same language. The expressions *es fácil de entender* (it is easy to understand) and *no es complicado de entender* (it is not complicated to understand) are relevant examples of modulation. Although both have exactly the same meaning, *it is easy to understand* is actually conveying easiness, whereas *it is not complicated to understand* implies a previous assumption of difficulty that we are denying by asserting it is not complicated to understand. This type of technique helps the reader a lot and it makes him think that this is the exact way of saying things in their language.

Modulation is defined by Gérard Hardin and Gynthia Picot (1990) as “a change in point of view that allows us to express the same phenomenon in a different way”. We can distinguish two types of modulation:

- Recorded modulation, also called standard modulation: it is usually used in bilingual dictionaries. It is conventionally established and is considered by many to be a ready-made procedure.
- Free modulation: this second type is considered to be more practical in cases where “the target language rejects literal translation”.

There are around eleven categories or types of free modulation: -Negated contrary, Active for passive, Part for whole, Singular to plural, Indefinite to definite, Positive for Double negative, change of the point of view, abstract for concrete, cause for effect, and Space for time

- *Negated contrary*– is a procedure that relies on changing the values of the source text in translation from negative to positive or vice versa. For instance: It is difficult can be translated into French as “ce n’est pas facile” or in Spanish “No es fácil”. It should be added in this case that these examples are all free translations and their correctness depends on the context. Yet, modulations become compulsory when there is a lexical gap in opposition.

– *Part of the whole* modulations: e.g. ‘*fille aînée de l’Église*’ stands for ‘France’

There are many other procedures that can be used, but they are less frequent. These are: abstract for concrete, cause for effect, space for time, etc. But impersonal or active for passive is still the most frequent and useful procedure. An example of the latter is:

English: He is said to be serious.

French: On dit qu’il est sérieux.

All in all, modulation as a procedure of translation occurs when there is a change of perspective accompanied with a lexical change in the target language. Yet, this procedure should better be avoided unless it is necessary for the naturalness of the translation.

1.2 Relevance Theory

Relevance Theory is a pragmatic theory which, according to Sperber and Wilson (1986:118-121), presents the idea that the reader, when seeking for meaning in an utterance through inference, will choose the most relevant meaning for the utterance, and then stop the search entirely. According to Relevance Theory, the correct meaning of an utterance is that intended by the speaker (see Sperber and Wilson, 1986:118-121).

Relevance itself is a philosophical concept that is used by the recipient, that is, the reader or a listener, to interpret an utterance, that is, a piece of text or a spoken sentence. The recipient processes the utterance and subconsciously attempts to find contexts that would help in inferring the utterance. Relevance here can be said to mean the degree of effort that it takes to infer the meaning of a given utterance. An utterance with a high degree of relevance is easier to infer than an utterance with a low relevance. (Sperber and Wilson, 1986:155-171)

An utterance usually has a meaning or a message that is intended by the original communicator to be transferred to the recipient in a form as close to the original intention as possible. This is especially true in advertising. However, for the purposes of an interview view, it could be said that some works of art, for example, are intended by the original communicator, or artist, to especially have a different meaning for different recipients. In other words, each viewer of the piece of art forms their own conclusions of what the meaning of the piece. Thus, the relevance of the artwork is low enough for each recipient to infer a different meaning according to what contexts are available to each of them.

As said earlier, the pragmatic concept of an utterance in this case stands for the texts in the brochure. It can stand for both the original and the translated texts. In the field of tourist brochures, this means that the utterance should be as explicit and easily inferred as possible, to reduce the amount of inferential work that the tourist must do and do not present any incorrect or unwanted information about the tourist attractions. The specific relation between relevance theory and translation was also discussed by Ernst August Gutt, whose ideas will be discussed later in this subsection.

The above can be applied to the concept of equivalence (and equivalents) in translation, which will be discussed more thoroughly in the last paragraph of this subsection. The author of the source language text has an agenda and in the case of tourist brochures, it is likely to promote the locations and events in a certain area for both native and foreign Tourists. Therefore, the translator must do the same, so there should probably be a certain degree of equivalence present.

The translator still has multiple choices to make about how the meaning will best be delivered for the foreign language speaking, non-native audience.

Gutt connected relevance Theory to translation in the following way (see Gutt, 1998:43). According to him, the concept of optimal relevance, as discussed by Sperber and Wilson (1986), is inherently possible to apply to the theories of translation. To reiterate; the recipient, when interpreting an utterance, will attempt to identify the speaker intended context. The recipient will also assume that the context is needed to interpret the utterance correctly, which, as stated earlier, is the interpretation that the speaker intended the recipient to have. The recipient will then reach an interpretation that seems correct according to the context and which is also worth the effort invested in the process. These processes are usually subconscious, the recipient is not aware of them (Gutt, 1998:46). When interpreting mainly textual utterances, what the text is labeled to be, i.e. a satire, fact, fiction, etc. can further clarify the context to the recipient and help the interpretation process. In such situations, when the interpretation process is somehow aided, by context or something else, it is said that the relevance is increased. Relevance can also be increased when the original communicator and the recipient both agree on the subject. Depending on the context, the same utterance can have multiple interpretations. According to Gutt (1998:49), variables such as the cultural background of the recipient can alter the context. They could also be said to metaphorically “be” the context. According to Gutt (1998:49), translation is an interpretive use of language, from the point of view of relevance theory.

Translation restates in another language what someone first stated in a different language. It can be compared to quoting or speech-reporting. Thus, when translating something cultural, to an audience whose cultural background differs from the native population’s cultural background, the translation can be compared to “quoting out of context”, which can be harmful. Gutt uses the term “secondary communication situations”, due to the overtly negative connotations of “quoting out of context” (Gutt, 1998:49).

The original communicator usually does not consider the cultural differences when for instance writing a tourist brochure in the native language. It can contain completely culture-bound terms and concepts which can be impenetrable to non-natives and possibly even non-local natives.

It should be noted that translated brochure texts can be categorized in more ways than what have been used here. Some translators might translate while keeping in mind the cultural differences between the source language audience and the target language audience. Other translators may be translating a given text simply because the promoted service or event could lose non-native customers because there was no information available in a language that they could understand. In the first case, the translator is attempting to market the promoted service or event specifically to the non-native audience. In the second case, the translator is repeating what the original communicator has communicated about what is being promoted. Usually, the original communicator does not consider cultural differences when writing for the source language audience.

The translator can also have a choice to leave certain things untranslated since they are local cultural words or untranslatable place names. This is similar to Newmark's concept of transference. The foreign language reader will recognize that they are cultural words and likely will not pursue the meaning of these words further, or at least will not mind that they are left explained in the brochures. Such cultural words can be said to have low relevance, but the reader will be unlikely to attempt to infer their meaning.

An untranslated and unexplained place name would be of course an example for an overt translation. A Place name that is most likely untranslated but is, however somehow explained, like the upcoming example the Agadir brochure, would technically be a covert translation, since the target text audience is being addressed. More information on overt and covert translations will be presented in the next subsection.

Chapter

Two

2. Analyses

In this thesis, brochures as well as online tourist material have been studied.

The online material was subjected to similar analysis as the printed material, but one should keep in mind that the Internet is much more flexible medium than the printed page. A minor error in the final version of a printed travel brochure may be left uncorrected due to costs and time concerns. In a website, such an error can be corrected even after publishing. A travel entrepreneur can also change the amount of, and update information presented in the website for their location while keeping possible costs low and without having the worry about brochure length.

Generally in the printed brochures, the length of a section or a piece of text does not usually exceed one page. In online material, thanks to page scrolling, text sections can be longer. In tourism websites, extra information can be added about the local culture or biosphere as a bit of interesting trivia, while such information would already be known to most native tourists. Tourism websites can also have multimedia content, such as image galleries which would greatly increase the costs of a printed brochure, and embedded or linked videos, which are impossible to include in a printed page, or even weather applications that show the current weather situation (e.g. temperature, wind speed and direction).

Websites can also have social media applications, such as Facebook comments or a guestbook that can be viewed by anyone, to possibly see feedback or comments. It should be noted that these kinds of differences between different language versions are most likely not decided by the translator, but by the entrepreneur, or tourism actor. Thus, the various types of cultural filters that have been applied are not necessarily all applied by the translator of the target language version.

In this section, some chosen brochures have been looked in mind the concepts of Relevance Theory, and the translation methods of overt and covert translation. The concepts and terms of Peter Newmark have also been applied when their use has been recognized. The brochures are not generally analyzed as a whole, but more specific examples have been chosen and the concepts and tools mentioned in the previous section will be applied. In some cases, the usage of specific items throughout a single brochure (that may have been compiled from multiple sources and multiple authors) may be discussed. Generally speaking this means that the overt or covert nature of the translation will be determined, alongside the methods used by the translators. After this, the implications of this choice on the relevance and the intended perlocution will be discussed in each analysis.

Tourist literature can be said to be a quite unique genre of literature. It is, in essence, advertising. However, tourist locations can be small in scale and highly cultural, yet they need promotion as many as any commercial products do. The traditional task of the translator usually includes keeping the translated text faithful to the original. However, it could be said that the translation of tourist literature needs to uphold the intended perlocution, i.e. the meaning of the source text. Thus, the traditional task has a lesser role in the face of attracting non-native tourists to the locations in the area. In the genre of tourist literature translation, this can be seen as acceptable, due to the aforementioned requirement and mission of attracting tourists to the promoted location or event. The analyses of the previous chapter depict some of the various ways that translators can transfer the meaning of a source text (modulate it). This is by no means supposed to be an exhaustive study of the possible ways to translate tourist brochures. The examples included Various degrees of perlocutionary equivalence, referring to the concept discussed by Hickey and reported in earlier sections. Hickey presented an important question in

perlocutionary pursuits; “Do translators aim at perlocutionary equivalence?” (2004:77).

Hickey himself did not arrive at any specific conclusion, and the examples he studied were slightly different than what were studied in this thesis, that is, the source text was in Spanish and the translations that he studied were in English and French.

According to Hickey, the translators of his examples may have been more detached from the source texts and may have done some decisions that hurt the perlocutionary equivalence of the target texts due to not being aware of the significance in certain details of the source text (*ibid.*). The details in question had significance in relation to the attractiveness of the location. In

the examples analyzed in this thesis, there seemed to have been effort to improve the perlocutionary equivalence of the target text, such as in the Ifrane brochure. While a certain air of ruralness and cultural localness can be attractive, too much of it can lead to low relevance and therefore lower attractiveness due to the opaqueness of the text to a non-native reader from a different cultural background. Relevance can thus be improved using a cultural filter, a characteristic of a covert translation.

A cultural filter creates a buffer between the culture of the source text and the reader.

Cultural filters can be applied in different degrees, with the importance as well as amount of equivalence between the texts decreasing as the cultural filter is applied more strongly.

Sometimes the cultural filter can be applied so strongly that there is hardly any translational equivalence at all. However, it could be said that in some cases the relevance would be higher and the perlocutionary equivalence has taken the place of translational equivalence, although the value of cultural words in tourist literature should be forgotten.

An overt translation can be attractive to tourists.

The tourism entrepreneur may wish to hold on to an air of localness or rurality by keeping parts of the translated text slightly harder to infer.

Transferred words combined with functional equivalents were perhaps the most effective keeping the balance between increasing relevance and transferring the perlocution of the original, thereby increasing attraction. This method keeps the cultural attraction as it keeps the cultural word of the original, while providing relevance to the word with the functional equivalent. On the other hand, transferred cultural words on their own can decrease relevance, not aiding the transfer of the perlocution to the target text either.

Cultural equivalents were used the least, except in the Agadir brochure. Some of the instances that were found in the analyses could perhaps be interpreted to be different methods of translation. However, we maintain that the instances that were reported to be cultural equivalents in the analyses were indeed that. Cultural equivalences eliminate the presence of the source culture from the target text, and in increasing relevance, they are quite neutral. They may hurt or help the transfer of perlocution, depending on how they are used. An overtly cultural term or concept can be culturally filtered for the target culture to make it more palatable. In the case of Agadir brochure, for instance, the use of cultural equivalents is practically necessary to portray a more understanding of the Amazigh society solidarity spirit's image for non-native tourists.

Descriptive equivalents can be used to increase the relevance of a cultural concept by a large amount, as they can provide more contexts for the recipient than for instance a functional equivalent. However, they do not necessarily achieve the intended perlocutionary effect of attraction. On the other hand, when describing cultural items such as food, the attraction of the text may grow, in which case the intended perlocution of the original can be said to have been transferred at least partially.

Perhaps the worst for both increasing relevance and transferring the intended perlocution is the method of omission. Pieces of text can of course be omitted from the translation if it seems they hold no value for the intended perlocution or for the relevance of the target

text. However, in some cases in which omission was used, such as the removed welcoming sentences in the taste of Morocco brochure, the transferrable of the intended perlocution of the original texts can be said to be suffered.

Here, in the following, one may find an example of how, a particular brochure among those we translated from the source language (Arabic) into the target language (English), functions. It's pretty much the same pattern that we followed in our ten brochures' translations. These brochures, mentioned above, could be found in the translation part.

We take some examples to see how modulation process is used in the brochures of the site web: www.visitmorocco.com and www.batuta.com that are included in the Appendices section.

2.1 The Climate and the Seasons

This brochure gives the reader an overall view of the Moroccan climate diversity. It tells the tourist that Morocco can be visited at any time of the year. Beaches or mountains, it is important to a potential visitor to know what temperatures and weather conditions to expect at different times of the year. In this brochure, many of the cultural words, such as place names are from the Amazigh language, instead of Arabic.

There are four sections in the brochure. Each section shows a different season and what activities offered to the visitors by mentioning to them what region to choose.

Modulation has been used in the brochure in translating from the source language (Arabic) into Target language (English). The purpose of using modulation is to transfer of the meaning without altering the message. The use of the relevance theory tends to strengthen the initial purpose of the brochure which is to attract the biggest number of tourist possible to the country.

The use of the Relevance theory is present in the brochure, especially by keeping the Amazigh origin of the local toponymy (origin of the places' names) in order to match the prehistoric times of the local places and the Amazigh history which goes back to very old times . It is the case of "Ifrane" which represents a mountain area in the middle area. Ifrane means caves in the Amazigh language. The presence of several caves explains the choice of the name by the local people.

Agadir is also a major destination in winter and spring. The principle of cultural filter is also used by keeping the Amazigh word Agadir for this major tourist city in southern Morocco. Agadir represents a place where Amazigh people keep their crops in order to find them in time of need.

2.2 Crafts and Art de Vivre

In this brochure, tourists from all over the world can admire the popular genius of Moroccan people. This popular genius is depicted by the variety of the handmade products such as rugs and weaving, exotic crockery, leather and hides as well as amazing table decoration.

As far as translation, we notice the use of modulation in translating the original brochure title: indeed, the Arabic expression "فن الحياة" has been translated thanks to the modulation precede by the French expression "Art de vivre" which represents itself a borrowing from the French language.

Another modulation use has been used in translating the subtitle "اوان متنوعة" by the English expression "Exotic crockery". Indeed, the translator gives the reader the equivalent point of view in the target language (English) in translating the latest expression rather than giving a literal translation or a tracing.

The relative theory is used to depict the pertinence in translating the original version

“ فنون المائدة ” by “Table Decoration”, That refers to different dishes and as the dish of the beginning and the second dish ,ice, drinks, desert....,We feel in this translation the pragmatism and the straight forward style of the English language which focus on the performance rather than the form.

The same relative theory is used in translating the subtitle “فن الدباغة” by leathers and hides. In fact, this Moroccan art which goes back to ancient times is the handling of leather by transforming it to beautiful, exotic, and useful jackets, rugs, and furniture. The famous tanneries of Fez or Marrakech are part of the world heritage recognized by the UNESCO. This art is so original to Morocco that the French have adopted the world maroquinerie (things from Morocco) to describe leather goods, as the work is meticulous and the products high quality.

2.3A stimulating Climate

This brochure show the amazing diversity of "the most beautiful country" in the world as the local people like to call their country, Morocco. In fact, there is an activity to every given tourist in any given time: One can ski, climb the mountains or hunt in the different tourist destination that Morocco offers to its tourists.

Modulation is used in this brochure in one of its section's title. Indeed, the original, Arabic title of one of the brochure sections “المياه الدافقة” has been translated thanks to Modulation theory by “still water runs deep”. Henceforth, we transferred the meaning from the Arabic nominative sentence into the English verbal sentence under the title “still water runs deep”.

The relative theory is also used in this brochure in translating the Arabic subtitle “الصيد والطراند” by the English subtitle hunting and game. Here, anyone can notice the pertinence

of the relationship between the two translations. Knowing that the target English speaking people favor games during their vacations, the translator has knowingly put in front the activities that the tourists can enjoy in Infrane rather just the natural beauty of the region. The last subtitle of this brochure was translated by using the theory of modulation. Indeed, we have seen a transfer of meaning from the source Arabic language

“المراعي لم ناظرو ال ط ب يعية” into the target English language « Mountain pastures and countryside », here we understand the pleasure that we can feel through seeing nature and enjoying the time that the shepherds spend far away from the noise of big cities,

Henceforth, the translator took the meaning as a whole in the source language (Arabic) and gave the equivalent point of view in the target language (English).

Any language specialist would notice the translation of the first subtitle of this brochure.

Indeed, “ فصول اخرى ” has been translated by the author by another season. The reason is that English speaking people need more specific details due to the detail oriented nature of Shakespeare language while Arabic tends to be more general.

2.4 Sport in contact with nature

This brochure show the sports opportunities opened to travelers and tourists while travelling to Morocco.

The advertising flyer shows a variety of sports activities such fishing and hunting, climbing, riding white waters, caving, etc.

Modulation is used in translating the original Arabic brochure section's title

“الرؤيا من الأعلى” by the English idiomatic expression “Bird's eye view”. The relative theory is also appropriate for this matter to this section's title, for the pertinence is there.

Another subtitle was translated by using the modulation theory. Indeed, "المياه الحياه" was translated by « white waters », The translator has transferred the meaning from the Arabic

source language into the English target one and he/she means that water is the best thing that god created without it, there is no life on earth.

The relative theory is shown in translating the brochure subtitle “الدراجات الهوائية” by “Mountain-biking”. We notice here the pertinence for the target language speaker of using the adjective mountain, for it is how they latest subjects use their bikes, for refreshing mountain activities.

Another English speaking people activity was translated from the original Arabic “تسلق الجبال” into the English single word “climbing ». The translator has used here the modulation theory, for he transferred the conventional meaning from the source (Arabic) into the target language (English).

2.5 Sun and sand

The brochure covers the immense Moroccan coastline which is long by more than 2500 miles. The Modulation theory is used here in translating the source language “حمامات الشمس والسباحة” by a verbal form “sunbathing”, for we transferred the original nominative nature of the original Arabic expression into the target English, verbal nature, which expresses action.

The relative theory was used in this brochure in translating the brochure’s subtitle “المدينة الجديدة المعروفة” by just “the new medina », for that everybody knows that when we talk about a medina in North Africa means automatically that’s old. Henceforth, the translator found that it wasn’t pertinent to use redundancy.

The brochure source language Arabic main title “الشمس والشاطئ” was translated by the target language English expression « sun and sand ». We notice that in the source language, the translator choose to highlight the beach as a place while he choose to picture

the activity one can enjoy in the target language. We are referring here about the subtle translation of the Arabic word « الشاطئ » into the English word « sand ». Of course, it couldn't happen without the use of the relative theory by the author (translator).

2.6 City of Casablanca

The brochure covers the City of Casablanca, the economic hub of the Kingdom of Morocco. The original Amazigh name of the city is “Anfa” which means “a hill” in the Amazigh language. It is also the largest city in the entire North Africa (Morocco, Algeria, Tunisia and Libya). Its population of more than 8 million sees every morning the waters of the Atlantic Ocean, which limits the west of the country.

The translation of the brochure from the Arabic source language into the English target language is mostly done by using modulation theory. Indeed, we have transferred the meaning from the original Arabic text into the target text by using the procedure of modulation. In our description of the city, we translated words or phrases like “حي البرقوني” by “bourgogne district”, which represent an equivalent in English. The phrase “الدار البيضاء الكبرى” was translated by « greater Casablanca » by using the same procedure of equivalence, thus, modulation theory.

We also used the relative theory because we judged it is pertinent to keep some of places' names unchanged like “bab Marrakech”, “Ain Diab”, and “El habous”, etc. Indeed, it is always better to keep the original toponymy in the source language origin, so it keeps all its identity and speaks more to tourists and visitors in general

2.7 City of Marrakech

It is probably the most famous city and the major tourist destination in Morocco.

Marrakech is a combined Word of “Amour” and “Akouch” which, respectively, means

“the city of god” in the Amazigh language. Indeed, If you are looking for a haven of summer and heat, Marrakech will welcome you in its most beautiful time: between September and May. Morocco's third largest city hosts its tourists with great affection, opening its doors and colorful colorful markets to the world's tourism delegations, which still see this city as a beautiful symbol of the East, while Arabs and Muslims see it as an open, flowing and welcoming city. We have used the modulation theory in this Marrakech description brochure. Henceforth, we have kept some original Arabic source language places' names while translating them into the English target language like “Majorelle”, “Oued Aseel”, and “Imilchi”.

The relative theory is also used in order to keep pertinence while translating from the Arabic source language text into the English target language text. We can see that in our translation of the Arabic expression “فنتزية للخيل” by its English pertinent equivalent “Folk Art of Riding horses”.

2.8 City of Meknes

It is one of the four Moroccan Empire cities with Marrakech, Fez, and Rabat. The word Meknes comes from the Amazigh word “Imeknassen” which means warriors or combatants. A lot of Imeknassen tribe were in the expedition with Tarik ibn ziad in his conquest of Spain, in 711.

Meknes had Access to UNESCO world heritage list. It is more naturally that we have kept the original toponymy in our translations from the Arabic source language text into the English target language one. Thus, we kept the names like “Zaytouna”, “sidi Bouzkri”, “hamria” unchanged for the pertinence of our translation and in respect of the relative theory rule.

Modulation theory is also used mostly in all remaining aspects of the descriptive text in order to give to the English speaking visitor the closest equivalent point of view of the original Arabic text. Thus, we have transferred the meaning as faithful as possible by taking in account the different rules of modulation theory that we had, thoroughly, analyzed through our thesis.

Conclusion

The aim of this study was to choose examples from the genre of tourist brochure translation and research how the decisions made by the translator effect the perlocutionary equivalence of the target text to the original, or in other words, how the meaning of the source text is transferred into the target text, therefore keeping or increasing the attraction present in the target text. It was also determined whether the translated texts were either overt or covert translations as proposed by House (2004). This theoretically would have helped to separate the translations into two binary categories, but it was found that there were some overlapping features in some of the translations.

The data that was collected worked fairly well for the purpose of this study. There was a sufficient amount of material to analyze and most of the data that was collected was quite suitable for analysis. Of course, the idea for this study was born from viewing the data in the first place, so the aptness of the data is no surprise. The online material, especially the Moroccan Tourism Office website, was especially interesting to look at due to the ease of access and the possibilities made available thanks to the versatility of the online media. It could perhaps be interesting to see more examples like the Agadir brochure, with as many as five translations in different languages, and compare the different language versions and the decisions made by the translators.

For future studies, online data, meaning tourism websites, could be a worthwhile option to look at. There is however a possibility that the information on the website, like anything on the Internet, can be altered or even removed. Nevertheless, there can be a vast number of things that could be researched from online resources.

The theoretical framework of this study, namely Sperber (1986) and Wilson's Relevance theory, Newmark's propositions (1988b), and House's concepts, along with Hickey's and Gutt's (1988) writings were also very useful and we think that the support they provided for the study was good. So far, we don't really find anything lacking in the framework, even though some of the concepts were included in the framework later on. The analyses were of course a result of the data and the theoretical framework, which were good for the purposes of this study. Therefore, we think that the analyses were successful. What was surprising in the results was the fact that the translators had in fact attempted to improve the transferrable of the intended perlocution, and in some places, succeeded. Another unexpected fact was the differences between different language versions that were present in the online material. For instance, the amount of additional information presented by the English language version of the Moroccan Tourism office's website was surprising.

Potential uses for the results of this thesis could be for instance to inform translators in the commercial business of how to best improve relevance and the transferrable of intended perlocution. Another way to utilize the results could also be to instruct the translators to avoid the methods that have a negative effect on the aforementioned relevance and intended perlocution, and by proxy, the attraction of the brochure.

The results of the study reveal that in some cases, the translators do in fact seem to recognise the importance of relevance and the transferral of intended perlocution, thus striving to improve relevance and take measures to aid the transferral of intended perlocution. In other cases, the translators did not seem to hold relevance and perlocution in importance.

3. References

Web Site:

www.visitmorocco.com

www.batuta.com

Books:

Gutt, E-A. 1988. Pragmatic aspects of Translation: Some Relevance-Theory Observations. In Leo Hickey (ed.) *the Pragmatics of Translation*, 41-53. Clevedon: Multilingual Matters.

Hickey, L. 2004. Perlocutionary pursuits: persuading of/that/to. In Navarro Errasti, M.P., Lorés Sanz, R., Murillo Ornat, S. (eds.). *Pragmatics at Work: The Translation of Tourist Literature*, 57-79. Bern, Switzerland: Peter Lang.

House, J. 2004. A Model for Translation Quality Assessment. In Navarro Errasti, M.P., Lorés Sanz, R., Murillo Ornat, S. (eds). *Pragmatics at work : The Translation of Tourist Literature*, 81-102. Bern, Switzerland : Peter Lang.

Newmark, P. 1988a. *Approaches to Translation*. New York: Prentice Hall

Newmark, P. 1988b. *Textbook of Translation*. New York: Prentice Hall

Sperber, D., Wilson, D. 1986. *Relevance: communication and Cognition*. Oxford: Blackwell

Navarro Errasti, M.P., Lorés Sanz, R., Murillo Ornat, S. 2004. *Pragmatics at work : The Translation of Tourist Littérature*. Bern, Switzerland: Peter Lang

Martínéz, P. 2000. Problems of Language Use in the Translation of Tourist Brochures: The Systemic-Functional Grammar as a Serviceable Tool for Transational Decisions. In Ventola, E. (ed), *Discourse and Community: Doing Functional linguistics*, 273-290.

Tubingen, Germany: Narr.Hatim, B. 2004. Culture as Textual Practises: The translation of the tourist brochure as a genre. In Navarro Errasti, M.P., Lorés Sanz, R., Murillo Ornat, S. (eds.). *Pragmatics at work : The Translation of Tourist Literature*. Bern, Switzerland : Peter Lang.

4. Appendices

4.1 English Arabic Glossary

Art de vivre	فن الحياة
Bird's Eye View	الرؤيا من الاعلى
Bourgogne	حي البرقوني
Climbing	تسلق الجبال
Exotic Crockery	اوان متنوعة
Folk Art of Riding Horses	فنتزية للخيول
Greater Casablanca	الدار البيضاء الكبرى
Hunting and Game	الصيد والطرائد
Leathers and Hides	فن الدباغة
Mountain Biking	الدراجات الهوائية
Mountain Pastures and Countryside	المراعي والمناظر الطبيعية
Sand	الشاطئ
Still Water Runs Deep	المياه الدافقة
Sun and Sand	الشمس و الشاطئ
Sun Bathing	حمامات الشمس والسباحة
Table Decoration	فنون المائدة
The New Madina	المدينة العتيقة الجديدة

White Waters	المياه الحياة
--------------	---------------

4.2 Arabic English Glossary

Exotic Crockery	اوان متنوعة
Mountain Biking	دراجات الهوائية
Greater Casablanca	دار البيضاء الكبرى
Hunting and Game	صيد والطرائد
Sand	شاطئ
Sun and Sand	شمس و الشاطئ
The New Madina	مدينة العتيقة الجديدة
Mountain Pastures and Countryside	مراعي والمناظر الطبيعية
White Waters	مياه الدافقة المياه الحياة
Still Water Runs Deep	مياه الدافقة
Bird's Eye View	رؤيا من الاعلى
Climbing	تسلق الجبال
Sun Bathing	حمامات الشمس والسباحة
Bourgogne	حي البرقوني
Leathers and Hides	فن الدباغة
Folk Art of Riding Horses	فنتزية للخيول

Art de vivre	فن الحياة
Table Decoration	فنون المائدة

4.3 Moroccan National Tourist Office

PERSONAL INFORMATION

The Personal Information about Internet Users collected through the Internet Site visitmorocco.com is handled in accordance with the provisions of Law No. 09-08 on the protection of natural persons as relates to the processing of personal data. As such, the Site visitmorocco.com has been reported to the National Commission for Controlling the Protection of Personal Data (CNDP).

The personal data collected on the Site visitmorocco.com is intended for use by the Moroccan National Tourist Office (MNTTO), which may also share it with its subcontractors for the purposes of managing the site and the services available on said site.

Data provided voluntarily by Internet Users is employed by the MNTTO in its role as processing manager for the purposes of managing Internet User accounts and access to the services available on the Site. The data collected may also be used to send the Site's newsletter to Internet Users once they have given their consent. In compliance with the aforementioned law, Internet Users have the right to access, amend and delete their Personal Information and to object to its processing on legitimate grounds. To exercise this right, Internet Users may send a letter by mail with their first and last name, contact phone number and copy of their national identity card to the following address: Angle Rue Oued Al Makhazine/ Rue Zalaga-BP 19-Agdal – Rabat - Maroc

Morocco offers up a vast variety of landscapes, ranging from beaches to mountains to desert to urban jungle. It is also a country where this diversity is matched by a real commitment to environmental principles.

Since the creation of the Moroccan Responsible Tourism Charter and the Moroccan Sustainable Tourism Awards, the country has been committed to ensuring its tourism industry is eco-friendly and sustainable with a series of

standards. Each year, a growing number of businesses and tourist destinations in the country are recognized for their environmental responsibility.

To date, 13 Moroccan beaches have been awarded the Pavillon Bleu distinction. There are also many hotel and lodging facilities throughout the country that have earned the Green Key. All these eco-labels aim to highlight the environmental efforts of their owners.

When it comes to Energy, Morocco is also a stand-out with its high-profile Noor Power Station, the world's seventh thermodynamic solar power plant. This is a major public works project—though it is first and foremost Moroccan, it is also a world effort in terms of expanding the use of renewable energy.

4.4 Ibn Batuta Site Web

About Batuta

Muhammad Ibn Battuta was a medieval Moroccan traveler and scholar, who is widely recognized as one of the greatest travelers of all time. Over a period of more than 30 years, Ibn Battuta explored Africa, the Middle East, and most of Asia. Today, the Batuta brand stands for the same spirit of exploration as Ibn Batuta did 700 years ago.

Founded in 2012, Batuta is providing daily to over 15,000 customers the means to discover the world of hospitality across the globe. In our online store we are offering more than 250,000 hotels in over 250 global destinations.

Our Vision, Mission and Ambition

The Middle East is becoming increasingly attractive as a hospitality region, benefiting the local population as well as visitors from other parts of the world.

Batuta aims to be the 360° hospitality reference brand, offering you as our customer genuine value for money services. Batuta stands for tailored hospitality solutions, transparency, piece of mind, and support at each stage of the experience process.

Global View, Local Insights

On a daily basis, our team of hospitality experts is carefully selecting and sharing the best hospitality offerings that suit the requirements of the modern customer. Having our roots in the Middle East helps us in understanding your requirements. In addition, our vast local experience enhances our hospitality services for those visiting the Middle East.

Best Choice of Accommodation

Our online store offers you the best accommodation selection for each occasion. Whether it is a family event, a business trip, a romantic holiday, or pilgrim's journey, we have the best customer-appreciated accommodation.

Our dedicated customer support team is fully equipped to service you in the Arabic and English language and to provide tailored advice regarding the best locations, the most suitable accommodation solutions and amenities that suits your requirements best.

4.5 Original text and its translation

أغادير - سياحة - سفر - بحر - شمس -

24/01/2017

ديوان السياحة المغربي



www.visitmorocco.co

الشمس والشاطئ

هذه المحطة الشاطئية، التي تحتل المكانة الولى بين نظيراتها بالمغرب، غير دخيلة على مراكز الصدارة فهي تتوفر على شاطئ رملي ناعم يمتد على مساحة تناهز العشر كلمترات والشمس فيها مشرقة طوال 300 يوم على مدار السنة.

حمامات الشمس والسباحة

المناخ العليل الأسطوري لأكادير بشمسه الساطعة طوال 300 يوم على مدار السنة و شاطئه الرملي الناعم الممتد على مسافة تناهز العشر كيلومترات، منح المدينة مؤهلات كفيلة بضمان نجاح العطل الشاطئية وجعلها ذكرى لا تنسى. فأكادير من بين المناطق القليلة التي تتوفر على أجمل الخلجان في العالم، كما أن الميناء الترفيهي الذي تضمه بين جناحيها يتسع لمئات القوارب الترفيهية.



شاطئ البحر

الكورنيش الذي تمت تهيئته فيمنح الآن لعشاق المناظر الطبيعية فرصة التنزه على الواجهة البحرية في أي وقت طاب لهم من اليوم. كما يوفر لهم منظرا شاملا يشرف على الخليج بأكمله. و إن كنتم في أكادر فلا تفوتنكم زيارة مينائها الدائم الحيوية.

القصة العتيقة

إثر زلزال عام 1960 لم تحتفظ القصة بأسوارها ذات الفُتحات، غير أن هذا الموقع يتميز بإطلالة شاملة تتيح لكم مشاهدة الخليج والميناء و المدينة الجديدة. إنه منظر يسلب الألباب عند غروب الشمس التي تضيء على هذه المدينة حينها بأشعتها الذهبية الخافتة رونقا وجمالا.

المدينة العتيقة الجديدة

إذا ما اتجهتم قليلا إلى الجنوب من وسط المدينة، فسوف نكتشفون مكانا قلما رأيتم له مثيلا: المدينة العتيقة الجديدة، التي أعيد بناؤها في التسعينات من قبل المهندس المعماري الإيطالي "كوكو بوليتزي" في شكل معماري أصيل متناسق تنتشر في محلات الصناعة التقليدية والمطاعم الفاخرة. إنه إنجار رائع ، أصيل ومقدام يشكل خليطا متجانسا تتجلى فيه روح الهوية المغربية. أما سوق المجوهرات والمقهى التقليدي المغربي فهما يستحقان أكثر من مجرد زيارة عابرة.



للتذكير

لمشاهدة شاطئ أكادير مباشرة، اضغط هنا

Office National Marocain du Tourisme - www.visitmorocco.com

3.1 Sun and sand

The leading seaside resort in Morocco deserves its title. A 10km-long beach of fine sand and more than 300 days of sunshine a year.

Sunbathing and swimming

With its miraculous climate, providing a minimum of 300 days of sunshine a year, and its 10km-long beach, Agadir has all you need for a great seaside holidays. Agadir is a member of a private club which is part of the world's most beautiful bays. It contains a marina which can receive several hundred pleasure boats.

Seaside

The developed coastal road allows you to stroll along more of the sea front, a popular place for a walk at any time of day. It offers a complete panorama of the whole bay. Don't miss visiting the port which is constantly buzzing.

The old kasbah

Destroyed by the earthquake of 1960, the kasbah no longer has its crenellated ramparts. Nevertheless, this elevated site has a complete view of the bay, the port and the new town. It is enchanting at sundown, when the light is flecked with gold.

The new medina

Slightly to the south of the city center, this is a place to be discovered with great delight: the new medina was reconstructed from the 1990s onwards by Italian architect Coco Polizzi. Careful urban development, craftsmen and Restaurants. It is an original and bold

success, where the Moroccan soul still survives. The jewelry souk and the Moorish café are more than worth the detour.

اقامة في المغرب - شمس طول السنة - ديوان السياحة المغربي



www.visitmorocco.com

المناخ و الفصول

الشواطئ أو الجبال: يتعين عليكم معرفة درجات الحرارة و الاحوال المناخية المرتقبة، حسب الفصول.

السفر في فصل الربيع

يضمن لكم جو المغرب الصحو شمسا متألقة في معظم ايام السنة. ففصل الربيع فيه عليل و ممتع بشكل خاص. و درجات الحرارة به تتراوح ما بين 23 و 26 درجة مئوية في اكادير و مراكش. و تمنح الاشجار المزهرة و قمم الجبال المكسوة بالثلوج البيضاء إطارا رائعا لصور جميلة.

السفر في الصيف

تلطف رياح البحر التي تهب على السواحل درجات الحرارة المرتفعة خلال الصيف. و يعرف جنوب البلاد، في ما وراء جبال الأطلس الكبير، ارتفاعا في درجات الحرارة التي تصل إلى 38 درجة مئوية في المتوسط. فتمتعوا و إنتعشوا بالطقس الرائع الذي يسود في الجبال صيفا. كما هو الحال مثلا في سفوح إفران (على ارتفاع 1650 مترا) بمراعيها و اشجارها الكثيفة

وشلالاتها. ففي المغرب الطقس العليل دائما على موعد معكم في كل الفصول!

السفر في الشتاء

وفر المناخ المحيطي و المتوسطي درجات حرارة معتدلة على مدار السنة على السواحل. أما على المرتفعات فالشتاء بارد ورطب. ففي الحين الذي يمكنكم فيه الذهاب للتزلج في جبال الأطلس المتوسط المكسوة بالثلوج، يتمكن اخرون في نفس الوقت من السباحة في أكادير !

السفر في الخريف

انه فصل الراحة: ففيه تزداد الليالي طولا ودرجات الحرارة انخفاضا في المناطق الداخلية. و نظرا لكون امطار الشتاء لم تبدأ بعد فمزال الجو مناسبا للسباحة في السواحل البحرية.

للتذكير

المناخ المعتدل للمغرب يسمح بالاستمتاع بثراء وتنوع البلاد على طول السنة. فتعالوا واستفيدوا

Office National Marocain de Tourisme - www.visitmorocco.com

3.2 The climate and the seasons

Beaches or mountains: it is important to know what temperatures and weather conditions to expect at different times of the year.

Visiting in spring

Morocco offers the guaranty of excellent quality sunshine for most of the year. The spring is particularly warm and pleasant. In spring temperatures are around 23-26 °C in Agadir and Marrakech. The trees are in bloom and the mountain peaks still have snow on them... making for fantastic photos.

Visiting in summer

The hot summer temperatures are kept in check on the coast by the sea breeze. On the far side of the upper Atlas Mountains, the south of the country experiences high temperatures (38 °C on average). Take advantage of the cool and the exquisite climate of the mountains in summer. For example, as in the Ifrane valley (at 1 650m altitude) with its pastures, woodlands and waterfalls. In Morocco, a suitable climate is never far away, no matter the season!

Visit in winter

The Atlantic and Mediterranean climate provides mild temperatures all year round on the coasts. On the uplands, winter is cold and damp. That is why you can go skiing in the mid-range Atlas mountains which are covered in snow, at the same time that others are swimming in Agadir!

Visit in fall/autumn

This is the season for rest: nights are longer and temperatures fall inland. The winter rains have not yet arrived and it is still pleasant to swim in the sea.

To remember

The temperate Moroccan climate makes it possible to enjoy the richness and diversity of the country all year round. Come and enjoy it!

- صيد - تزلج - جولات - إقامة في إيفران

04/02/2017

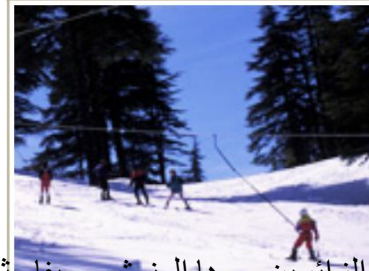
ديوان السياحة المغربي



www.visitmorocco.co

مناخ منعش

في إفران الهواء من الرطوبة بشكل يكاد يجعلكم تتطيرون طراوة وانتعاشا. جولات، رحلات، صيد و تزلج، تمتعوا بالموارد الطبيعية الغنية التي توفرها الحديقة وطنية في كل الفصول.



فصول أخرى

مترا فوق سطح البحر تمنح الزائرين جوها المنعش صيفا وتلوجها 1650 إفران التي تقع على ارتفاع كيلومترا جنوب البلدة، توجد محطة ميشليفن للتزلج ومنحدرات 19 الناصعة البياض شتاءا. فعلى بعد جبل " هبري " التي ستوفر لكم عند أول التساقطات الثلجية منحدرات للتزلج ولا أروع. إنها تجربة فريدة تتيح لكم التمتع بسكن دافئ مياشرة عند سفح مسالك التزلج.

المياه الدافئة

تعد البحيرات والأنهار من كنوز إفران العجيبة. ففي قلب مغرب كله مفاجآت، يمكنكم القيام بصيد أسماك السلمون والزنجور، وسط بيئة محمية لم تمسها يد إنسان. كيفما كان نوع السمك الذي

تصطادونه، استمتعوا بالطبيعة العذراء، تخلصوا من الإرهاق وراقبوا تأرجح طوافة صنارتكم، فالأسماك دوما بانتظاركم هناك!

الصيد والطرائد

إلى جانب مناظرها الجمالية الطبيعية التي لا تضاهى، تشتهر إفران بكونها منطقة الصيد الوافر. أرانب، خنازير برية، حجل، كلها طرائد تزخر بها الحياة البرية المحلية التي تزدهر وسط غابات جميلة تحيط بقرينة "سويسرا" الصغيرة المغربية. ومع إطلالة الصباح، يمكنكم الذهاب في رحلة صيد إلى شراع معددة كثر من الطرائد برفقة مرشدين ذوي خبرة طويلة. وقد تم إنشاء محطة تجريبية تعنى بدراسة سلوك الحيوانات، وذلك لرصد الموارد الحيوانية بعناية ودقة.



المراعي والمناظر الطبيعية

استفيدوا من إقامتكم بإفران لزيارة الأماكن الطبيعية واستكشاف الهضاب البركانية والمراعي الجبلية وغابات الأرز الرائعة وكذا أشجار الحور والقيقب. جملة من العجائب التي تضم بين طياتها بحيرة هكتار وسط غابة للأرز. إنه معقل للعديد من أنواع 400 "أفينورير" الممتدة على مساحة تقارب الطيور النادرة.

للتذكير

تتميز إفران أو "سويسرا المغرب الصغيرة" كما يطلق عليها، بمناخ منعش وبيئة طبيعية ملائمة للقيام بأنشطة تمنحك قوة وحيوية و صفاء.

3.3 A stimulating climate

In Ifrane, the air is so fresh it is invigorating. Markets, excursions, fishing, hunting and skiing. Take advantage of the natural resources of the national park at any time of year.

Another season

Ifrane, perched at an altitude of 1650m, provides freshness in summer and snow in winter. The ski resort of Michlifen, 19km south of the town, and the slopes of Mount Hebri has great slopes to hurtle down once the chill sets in. A unique experience and possibilities of cozy accommodation right at the foot of the slopes.

Still water runs deep

One of the treasures of Ifrane is its lakes and rivers. Come pike or trout fishing in the heart of an unexpected Morocco, in preserved and unchanged surroundings. No matter what you catch, enjoy the unspoilt nature without reserve, forget stress and watch the bobbing of your cork. Fish won't be far away!

Hunting and game

An incomparable natural area, the Ifrane region is also a hunting area. Hares, boar, partridge – local wildlife roams freely in the superb forests neighboring Morocco's "Little Switzerland". From dawn, accompanied by experienced guides, head out on the trail of a abundant and incredibly varied game. A research station studying animal behavior accurately and carefully monitors the game stock.

Mountain pastures and countryside

Take advantage of your stay in Ifrane to explore the natural areas and discover the volcanic plateaus, the mountain pastures and the splendid cedar, maple and poplar forests. Among other marvels, the Afennourir Lake spreads over nearly 1000 acres surrounded by cedar forest. It is a favorite destination for many species of rare birds.

To remember

Ifrane, Morocco's "Little Switzerland", has a climate and natural environment well-suited to restoring health and energy and to calm and rest.



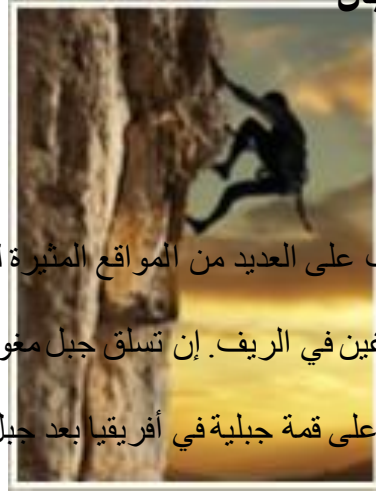
في أحضان الطبيعة

من التزحلق على الثلج إلى القفز بالمظلات، باقة من الأنشطة و الرياضات الحيوية تمارس في قلب المغرب.

التزحلق على الثلج

مزيج بين رحلات التزحلق على الثلج باستعمال العكازين في جبال الأطلس الكبير و التزحلق المستقيم على الثلج في جبال الأطلس المتوسط و التزحلق الألبى على الثلج في محطة أوكايمدن أو ميشلين قرب إفران.

تسلق الجبال



يتوفر المغرب على العديد من المواقع المثيرة للاهتمام مثل أرمند و جبل أرودان و فجج تاغيا و منحدر سيروا و تيدغين في الريف. إن تسلق جبل مغون (4068 مترا) يبقى ضرورة محتمة، أما تسلق جبل توبقال ثاني أعلى قمة جبلية في أفريقيا بعد جبل كيليمانديارو، يتطلب يومان للمتسلقين المحنكين.

الصيد و القنص

إذا كانت أسماك الزنجور و الكمه تتردد على بحيرة تسليت، فإن سمك التروتا يتم اصطياده في وديان أحنصال و أسيف ملول و مغون و في تساوت العليا. أما إذا رغبتم في ركوب الأمواج و صيد كميات كبيرة من السمك فما عليكم سوى التوجه إلى خليج الداخلة. في حين يجب على القناصين التوجه نحو مناطق بين الويدان و أربوعة و نحو حلقة و اوزيرات.

الفروسية

بلد الفرسان، عرف المغرب كيف يحافظ على ثقافة ركوب الخيل، إذ تنظم رحلات على ظهر الخيل إلى الأطلس الغربي الكبير و الأطلس المتوسط و إلى منحدرات ساغرو و إلى سيروا.



الدراجات الهوائية

تحظى رياضة الدراجات الهوائية بدورها بالاهتمام من طرف الزائر الذي يعشق ممارستها في قلب جبال الأطلس الغربي الكبير و في منحدرات ساغرو و سيروا، و كذا في جبل تدغين بالريف و في الصحراء.

المياه الحية

رياضة الكانيونينغ في مياه تازرت و تاغيا و الرافتينغ خلال فصل الربيع فس واد أحنصال و أسف ملول و الكنو و كايك في أوریکا و أسيف نفيس و واد تيليمبوت و جبل تدغين: متع مختلفة.

الاستغوار

يضم المغرب عددا لا بأس به من المغارات و الممرات تحت أرضية. و من بين أشهر نجد مغارة
فريواطو قرب تازة، تم تهيئها بداية القرن الماضي، و مغارة توغوبيت جنوب شفشاون (يبلغ عمقها
713 متر) و مغارة غوران بين الوليدية و أسفي قد كان الفنيقيون قديما يترددون عليها و هي تخفي في
أحضانها منحوتات صخرية.

الرؤيا من الأعلى

اسموا بمظلاتكم فوق جبال الأطلس الكبير أو انزلوا بمظلاتكم في بني ملال، و استغلوا أيضا الجولات
الجوية المتعددة على متن سيسنا 207 و التي تنطلق من مراكش. هل تعشقون الطيران على متن
الطائرة الخفيفة ذات المحرك ؟ يمكنكم التحليق فوق منطقة مراكش و/أو وديان الأطلس.

3.4 Sports in contact with nature

From skiing to parachute jumping, a wide range of activities and open-air sports are enjoyed right in the heart of Morocco.

Skiing

The combination of travelling by mule and skiing (known as "mule-skiing") in the High Atlas mountains, cross-country skiing in the cedar forests of the Tabular Middle Atlas and Alpine skiing at the resort of Oukaïmeden or Michlifen, near Ifrane.

Climbing

Morocco is home to several remarkable sites: Aremd, the Djebel Aroudane, the Taghia gorges, the Sirwa Massif and Mount Tidighin in the Rif. Climbing Mount M’Goun (4068m) is still a must, and the ascent of Mount Toubkal, the second highest summit in Africa after Kilimanjaro, takes two days for experienced climbers.



Fishing and hunting

While pike and tench are more common in Lake Tislit, brown trout can be fished in the wadis of Ahansal, Assif Melloul, M'goun and in the upper Tassaoute. For surf-casting and deep-sea fishing, head to Dakhla Bay. Hunters should head for the Bin El Ouidane and Arboua regions, and the ring of Ouaouizert.

Riding

A country of horsemen, Morocco has successfully continued the equestrian tradition. Horse rides are organized in the western High Atlas, the Middle Atlas and the Saghro and Sirwa massifs.



Mountain-biking

The pleasures of mountain-biking are celebrated at all the tracks of the western and central High Atlas, the Saghro and Sirwa massifs, as well as Mount Tidighin in the Rif and in the desert.

White waters

Canyoning at the Aqua-n-Tazart and the Aqua N'Taghia, rafting in the spring in the Ahansal wadi and the Assif Melloul, kayaking in Ourika and Assif Nfiss, the Talembote Wadi and Mount Tidighin in the Rif: a wide variety of pleasures!

Caving

Morocco has an impressive number of caves and underground networks. Among the most famous are the Friouato cave, near Taza – which was opened for visitors at the start of the last century – Toghobeit, to the south of Chefchaouen (713m deep) and the Goran cave, between Oualidia and Safi, which was already explored at the time of the Phoenicians and houses cave paintings.

Bird's eye view

Fly high paragliding in the High Atlas or parachuting in Beni Mellal. Also take advantage of several aerial routes on board a Cessna 207 available leaving from Marrakech. Does a ULM flight tempt you? You can fly over the Marrakech region and/or the Atlas valleys.

To remember

هنا الدار البيضاء

كازابلانكا (أو باسم التحبّب: كازا) هي الكلمة الأجنبية لمدينة الدار البيضاء المغربية، أكبر مدينة في دولة المغرب وهي أيضاً أكبر مدينة في المغرب العربي كله (المغرب، الجزائر، تونس وليبيا). سكانها الذين يبلغ عددهم أكثر من ٨ ملايين نسمة يرون كل صباح مياه المحيط الأطلسي التي تحدّ دولة المغرب من غربها. حاضرة كبيرة تجمع مدينتين اثنتين: الدار البيضاء والمحمدية ومحافظتين أخريين، وكلهم سوية يُسمّون: الدار البيضاء الكبرى. مناخها معتدل، حيث يصل معدل الحرارة السنوي إلى ١٨ درجة، وهي تتأثر بالمؤثرات البحرية مثل الرطوبة والرياح، اللذين يساعدان على تلطيف الحرارة في فصل الصيف واعتدالها في الشتاء. إنها مدينة شجر النخيل العالي والبيوت البيضاء، وهي لؤلؤة حقيقية لا تشبهها مدينة أخرى في العالم. لا تتوقف خصوصية هذه المدينة الكبرى عند كونها أجمل مدن الساحل المغربي المطل على المحيط، بل هي العاصمة الاقتصادية للبلاد ومطارها الأكبر والأهم في البلاد ومينأؤها الأهم في أفريقيا كلها. يتجسد المركز التاريخي للمدينة في المدينة القديمة التي يحيطها سور وعدة أبواب، أشهرها "باب مراكش". كما أنّ أجزاء المدينة تتضح بشكل كبير حسب الأحياء الكبيرة المعروفة فيها: حي "آرت ديكو" في شرق المدينة القديمة، الذي يضم المنطقة الإدارية وحديقة الجامعة العربية، وحي بورغون في غربها ومسجد الحسن الثاني عند شاطئ البحر. أما قلب المدينة ففيه المدينة القديمة ومركز الأعمال وأهم الفنادق والسفارات. في الشرق توجد المناطق الصناعية والأحياء الشعبية، مثل حي الصفيح سيدي مومن. كازابلانكا مدينة غنية بالتنوعات والأماكن السياحية المثيرة، مثل حديقة ياسمينة وحديقة الجامعة العربية؛ حي الأحباس وورش الصناعة التقليدية؛ ساحة محمد الخامس ذات الطابع الأندلسي بنافورتها الكبيرة التي يجتمع الناس حولها في الليل؛ مسجد الحسن الثاني وهو وثالث أكبر مسجد في العالم؛ متحف الفيلما والفنون؛ المدينة القديمة وباب مراكش والسوق المركزية. وفيها مهرجانات سنوية أهمها: مهرجان الدار البيضاء ومهرجان لبولفار للشباب الموسيقيين. وهناك من يقول إنّ المدينة الجديدة في كازابلانكا أجمل وأفضل من المدينة القديمة، ولكن عليك طبعاً الوصول إلى هناك والحكم بنفسك. ولا تنس الميناء: المارينا الجديدة في كازابلانكا تضيف

رونقاً وعصرية وبريقاً على الميناء القديم، والتجوال هناك في العصر والمغرب لا يضاهيه إلا التجوال فيها في الصباح الباكر. يسمونه هنا شارع الكورنيش، وهو يشبه شكلاً رباعياً ضلعه الأكبر شاطئ المحيط، وفي جنوبه بالضبط شاطئ عين الدياب لمن يحب السباحة والتسفع. عُرفت هذه المدينة طوال القرن العشرين في العالم الغربي وكانت حاضرة في الصراعات الحربية، خصوصاً في الحرب العالمية الثانية. الفيلم الذي أنتج عن هذه الفترة في المدينة واسمه "كازابلانكا" يُعدّ من أهم الأفلام الغربية في تاريخ السينما المعاصرة، وروبرت ميكي، مختصّ السيناريو الدولي، يعتبر سيناريو هذا الفيلم أفضل سيناريو سينمائي على الإطلاق. وقد اشتهر هذا الفيلم لدرجة أنّ من يتحدث عن كازابلانكا أمام شخص غربيّ، فقد يسأل لأول وهلة: كازابلانكا الفيلم أم المدينة؟ بعض عشاق هذه المدينة سيقولون بثقة: الاثنان جميلان بنفس القدر.

3.5 City of Casablanca

Largest city and also the largest city in the entire Maghreb (Morocco, Algeria, Tunisia and Libya). Its population of more than 8 million sees every morning the waters of the Atlantic Ocean, which limits the west of the country.

A large metropolis brings together two cities: Casablanca, Mohammadia Casablanca is the foreign word for the Moroccan city of Casablanca, Morocco's edia and two other provinces, all of which are called: Greater Casablanca. Its climate is moderate, with an average annual temperature of 18 degrees. It is affected by marine influences such as humidity and wind, which help to temper the summer heat and moderation in winter. It is the city of tall palm trees and white houses, a real pearl unlike any other city in the world.

The privacy of this great city does not stop at being the most beautiful city on the Moroccan coast overlooking the ocean. It is the economic capital of the country and its largest and most important airport in the country and its most important destination in Africa.

The historical center of the city is embodied in the old city surrounded by a wall and several doors, most notably the "Bab Marrakech". The parts of the city are well known for the large neighborhoods known as Art Deco in the eastern part of the Old City, which includes the administrative district, the Arab League Park, the Bourgogne district in the west and the Hassan II Mosque at the seashore. The heart of the city is the old city, business center, major hotels and embassies. In the east there are industrial areas and popular neighborhoods, such as the slum district Sidi Moumen.

Casablanca is a city rich in varied and exciting tourist attractions, such as Yasmina Park and the Arab League Park; Al Habas neighborhood and workshops of traditional industry;

The Andalusian-style square of Mohamed V, with its large mosque where people gather around at night; the Hassan II Mosque, the third largest mosque in the world; the villa and the arts museum; The Old Town, the Marrakesh Gate and the Central Market. It has annual festivals, the most important of which are: Casablanca Festival and a festival for young musicians. There are those who say that the new city in Casablanca is nicer and better than the old city, but of course you have to get there and judge yourself.

And do not forget the port: The new marina in Casablanca adds elegance and modernity to the old port, and roaming there in the era of Morocco is only equivalent to roaming in the early morning. They call it Corniche Road here, and it looks like a quadrangle with its largest beach, the ocean shore, and in the south it is exactly Ein Diaab beach for those who love swimming and snorkeling.

This city was known throughout the 20th century in the Western world and was present in war conflicts, especially in World War II. The film produced in this city, Casablanca, is one of the most important western films in the history of contemporary cinema, and Robert Mickey, an international screenwriter, is considered the best screenplay scenario ever. The movie is so famous that someone who talks about Casablanca to a Westerner may ask at first sight: Casablanca, the film or the city?

Some lovers of this city will say with confidence: The two are just as beautiful

مدينة مراكش

إذا كنت تبحث عن ملاذ من الصيف وحرارته فمراكش ستستقبلك في أجمل أوقاتها: بين أيلول/سبتمبر وأيار/مايو. فثالث أكبر مدينة في المغرب تحتضن سائحيها بعطف كبير، فاتحة أبوابها وأسواقها الملونة الغنية والطافحة أمام وفود السياحة العالمية، التي ما تزال ترى في هذه المدينة رمزاً جميلاً وحالماً للشرق، فيما يرى فيها العرب والمسلمون مدينة منفتحة وانسيابية ومتقبلة.

في مراكش ٢٤ حماماً وهي من رموز هذه المدينة، تلتقي كلها وتتقاطع مع أسواق هذه المدينة المأوى بالعمارة والملاهي والحلويات والأطعمة. يمكنكم أن تصلوا إلى ساحة جامع الإفناء لتتناولوا مأكلاً شهية وشواءً منعشاً في الأكشاك المنتشرة في هذه الساحة المركزية، ومن هناك الدخول إلى السوق التقليدي الكبير، الذي يطيب فيه الضياع وتتبع الروائح والألوان.

في مراكش نهر "واد أسيل" بُنيت عليه قنطرة لعبور الراجلين، ومن بعد القنطرة من الضروري الوصول إلى حديقة ماجوريل البهية الفاتنة الممتلئة خضاراً، أو حدائق المأمونية، اللتين تختلفان عن اللون الأصفر-البنّي الذي يطغى على المدينة وعمرانها. إنه نفس اللون البنّي الذي يكسو سور المدينة القديم المحاط بـ ١٧ باباً، ممّا يضفي على التجوال في المدينة شعوراً بالسير عبر عتبات التاريخ العريق لهذه المدينة التي تأسست عام ١٠٦٢ م.

يمكن للمغامرين أن يحلقوا في رحلات المنطاد العجيبة أو أن يتوجهوا إلى متحف الفن الإسلامي للوقوف عن كثب عند معالم هذه الحضارة. ويمكن للكسالى المترخين المتمتعين بالجوّ الجميل، أن يحتلوا طاولة وكرسياً في أحد المقاهي المحيطة بساحة جامع الإفناء، وأن يشترروا ثلاث صحف يومية (بالعربية أو الفرنسية أو الإنجليزية) وأن يشربوا الشاي المغربي المثلّى حتى الظهر، قبل أن ينهضوا بنشاط كبير باتجاه أحد مطاعم البلدة القديمة التي تقدّم الوجبات المغربية التقليدية بقالب فاخر

ومتميز، وعلى رأسها الطاجين الشهيّ. هكذا يفعل آلاف الأوروبيين الذين اشتروا بيوتًا هنا وقرروا قضاء ما تبقى لهم من أيام في ظلّ الأطلس الكبير.

مدينة كبيرة تمتدّ برخاء تحت أقدام جبال الأطلس، ضاحّة في مراكز الحركة كما يليق بالمدينة التي تشكل المركز الثقافيّ لدولة المغرب. ولكن للابتعاد قليلا عن صخب المدينة المزدهمة يمكنك التمتع بالهدوء الوقور الذي يلفّ قبور الشرفاء السعديين.

ومع أنّ الفترة المفضلة لزيارة المدينة هي الأشهر الأقلّ حرارة من أشهر الصيف إلا أنّ الصيف يحمل في هذه المدينة فعاليات جذابة، يمكن أن تعوّض عن حرارة الصيف: مهرجان الفنون الشعبية بعازفيه وراقصيه ومُمثليه ومبتلعي النيران ومدربي الأفاعي والعرفّات، أو سباقات "فنتازيا" للخيل، والأهم: موسم الزواج الإملشيلي الذي يجري في إملشيل القريبة من مراكش، حيث يمكن أن يصل عدد الأزواج الذين سيدخلون عشّ الزوجية معًا إلى ٤٠ زوجًا. تفضلوا إذًا: مكان وزمان مليئان بالرومانسية لإخراج الخاتم الماسيّ من قمقمه.

ولكن مهما تغيّرت خطتك وتبدّلت وأنت في المغرب، حاول ألا تترك هذه المدينة المثيرة قبل ٣ أيام من وصولك. فقد يغضب حينها سائقو الحناطير المجتمعون في الساحة الكبيرة ولن يصحبوك في نزهة فروسية عريقة في أنحاء مراكش، وربما لن تجد الوقت الكافي لجولة على الجمال في صحراء السهرا الملاصقة للمدينة.

3.6 City of Marrakech

If you are looking for a haven of summer and heat, Marrakech will welcome you in its most beautiful time: between September and May. Morocco's third largest city hosts its tourists with great affection, opening its doors and colorful markets to the world's tourism delegations, which still see this city as a beautiful symbol of the East, while Arabs and Muslims see it as an open, flowing and welcoming city.

In Marrakesh, 24 bathrooms, symbols of this city, all converge and intersect with the markets of this city full of perfumes, clothes, sweets and food. You can reach the courtyard of Al-Ifna Mosque to eat delicious appetizers and refreshing barbecue in the stalls scattered in this central square, and from there enter the large traditional market, which is good for loss and tracking of smells and colors.

In Marrakech, the Wad Aseel River was built on it by a bridge to cross the legs. After the archway, it is necessary to reach the magnificent Majorelle garden filled with vegetables or the Mamounia Gardens, which differ from the brown-brown color that dominates the city and its cities. It is the same brown color that adorns the old wall of the city, surrounded by 17 doors, giving the city a feeling of travel through the ancient history of this city, founded in 1062.

The adventurous can fly in the exotic airship or head to the Museum of Islamic Art to take a closer look at the landmarks of this civilization. In the cafeteria surrounding the courtyard of the mosque, you can buy three daily newspapers (Arabic, French or English) and drink local Moroccan tea until noon, before they are very active towards a restaurant in the old town. Traditional Moroccan meals are served in a luxurious and distinctive mold,

topped by delicious appetizers. This is how thousands of Europeans who bought houses here and decided to spend the rest of their days under the Great Atlas.

A large city that stretches comfortably under the feet of the Atlas Mountains are crowded in the centers of movement as appropriate for the city which forms the cultural center of the state of Morocco. But to stay away from the hustle and bustle of the bustling city you can enjoy the serene calm that surrounds the tombs of the honorable Samaritans.

The city's favorite time to visit is the warmer months of the summer months, but the summer holds an interesting activity that can compensate for the heat of the summer: the Folk Arts Festival with its dancers, dancers, actors, firefighters, snakes and sprinters: The Ethiopian wedding season that takes place in Imlachil, near Marrakech, where the number of couples who will enter the marriage together can reach 40 pairs. So please: a place and a time full of romance to remove the diamond ring from its bottle.

But no matter how your plans change and you are in Morocco, try not to leave this exciting city 3 days before you arrive. Angry crowds may be angry at the large square and will not accompany you on a long horseback ride around Marrakech, and you may not have time to tour the beauty of the nearby Sahara desert.

مدينة مكناس

مكناس بالأمازيغية تعني "المحارب"، وهي عاصمة جهة (مقاطعة) مكناس-تلافيلالت، حيث تنقسم إلى جزئين أساسيين: المدينة الجديدة والمدينة القديمة. كان مؤسسو هذه المدينة طموحين لدرجة أنهم اهتموا بتطويرها وعمرانها فسموها في السابق "فرساي المغرب"، أسوة بفرساي لوي الرابع عشر في باريس.

بعد خضوع مكناس للاستعمار الفرنسي في القرن العشرين، قرّر الفرنسيون تطويرها وتحديثها، فبنوا فيها المدينة الجديدة على الطراز الأوروبي بمرافقها المختلفة ومبانيها وبساتينها وشوارعها. كما أنّ مناخها المعتدل في الصيف (يميل للبرودة شتاءً) جعل منها موطنًا مريحًا للأوروبيين وغيرهم، وحول منطقة مكناس إلى منطقة فلاحية يكثر فيها الزيتون، وزيت الزيتون المكناسي معروف بجودته، إلى جانب كروم العنب الممتاز الذي يُصدّر بمعظمه إلى أوروبا. لذلك، تعتبر مكناس مركزًا أساسيًا في المغرب من ناحية الزراعة والفلاحة.

إلى جانب الزراعة، تحيط بمكناس سلسلة جبلية رائعة، أبرزها إفران التي يحبّ السياح تسميتها بـ "سويسرا القارة الأفريقية"، المليئة بالفيلات الجميلة، وفيها منطقة للتزلج عند جبلي مشليفن وهيري ويظلّ المعمار الإسلامي وموروث مكناس التقليدي من أهم ما يفتخر به أهلها، حيث تجد باب الرايس وباب جديد وباب الخميس وباب منصور ومربط الخيول وصهريج الصواني، إلى جانب المدينة العتيقة وجوامعها ومآذنها العديدة وأضرحتها وزواياها. لذلك حظيت مكناس بدخولها إلى قائمة التراث العالمي التابعة لليونسكو.

وهناك بعض المناطق السياحية الهامة التي لا يمكن زيارة المدينة من دون الوصول إليها، مثل: المنطقة السكنية سيدي بوزكري شديدة الاكتظاظ، والحمرية، وهي المنطقة التجارية العصرية، وساحة الهديم العتيقة والسوق القديم وحدائق الحبول والمدينة القديمة بسورها ومعالمها مثل السكاكين وشارع الروامين.

كما أنّ جامع الزيتونة من أقدم مساجد مكناس والمغرب عمومًا، مُبْقِيًا حتى اليوم على طابعه الأصليّ،
ومعه قصر السلطان إسماعيل العلويّ

3.7 City of Meknes

Meknes in Amazigh means "warrior", the capital of Meknes-Tafilalet district, divided into two main parts: the new city and the old city. The founders of this city were so ambitious that they were interested in its development and construction. They called it Versailles Morocco, like Parisian Louis XIV in Paris.

After being subjected to French colonization in the 20th century, the French decided to develop and modernize it, building the new European-style city with its various facilities, buildings, orchards and streets. Its mild climate in the summer (tends to cold winter) made it a comfortable home for Europeans and others, and around the Meknes region to a region where olive farming is abundant, and olive oil is known for its quality, along with excellent vineyards, most of which are exported to Europe. Therefore, Meknes is an essential center in Morocco in terms of agriculture and agriculture.

In addition to agriculture, Meknes is surrounded by a magnificent mountain range, most notably Ofran, which tourists like to call the "African continent", full of beautiful villas, with a ski area at the mountains of Muslin and Héré.

The Islamic architecture and the traditional heritage of Meknes remain one of the most proud of its people. The door of the Rais, the new door, the door of the Thursday, the door of Mansour, the horseshoe and the trays of trays, the ancient city, its mosques, its many minarets, its temples and its corners. Therefore, Meknes had access to the UNESCO World Heritage List.

There are some important tourist areas that can not be visited without access to the city, such as: Sidi Bouzkri residential area is overcrowded, Hamriya, the modern business

district, the old Hadim Square, the old market and the gardens of the ropes and the old city with its walls and its features such as knives and street fortresses.

The Mosque of Zaytouna is one of the oldest mosques in Meknes and Morocco in general.

Summary

The topic of this thesis concerns the translation of tourist brochures and how the message of the original text, along with the intended perlocution, is transferred to the translated text. The thesis mainly looks at translations from Arabic to English. The analysed translations were found from ten brochures that were collected from the Moroccan office of tourism, and another website that promote locations in Moroccan cities. The brochures promote locations situated in Morocco which promotes the food culture , The climate and the seasons, Crafts and Art de Vivre , A stimulating climate, Sports in contact nature, Sun and sand, City of Casablanca, City of Marrakech and City of Meknes of this country. The theoretical background for the text includes Relevance Theory and the linguistic concepts of locution, and perlocution.

ملخص

موضوع هذه الرسالة يتعلق بترجمة الكتيبات السياحية وكيف يتم نقل رسالة النص الأصلي، جنباً إلى جنب مع المعنى المقصود، إلى النص المترجم. وتنظر الأطروحة بشكل رئيسي في الترجمات من العربية إلى الإنجليزية. وقد تم العثور على الترجمات التي تم تحليلها من كتيبات تم جمعها من مكتب السياحة المغربي، وموقع آخر للترويج للمواقع في المدن المغربية. وتشجع الكتيبات المواقع التي تقع في المغرب والتي تروج للثقافة الغذائية المناخ والفصول والحرف والفن، ومناخ تحفيزي، والرياضة في طبيعة ، والشمس والرمل، في مدينة الدار البيضاء، ومدينة مراكش ومدينة مكناس. وتشمل الخلفية النظرية للنص نظرية الصلة والمفاهيم اللغوية من أسلوب الكلام، التكافؤ وترجمة المعنى