



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Abdelhamid Ibn Badis University, Mostaganem
Faculty of Arabic Literature and Arts
The department of Linguistic and Literary Studies



Under the patronage of the Rector of Abdelhamid Ibn Badis University, Mostaganem

Pr. Brahim Bouderah

The department of Linguistic and Literary Studies organize

In coordination with the laboratory of linguistic and literary studies in Algeria from the Turkish era to the end of the 20th century

And the PRFU research team: linguistic outcomes of societal, investment and tourism problems

And in association with the High commission for the Arabic Language

The International Seminar titled **The Arab tourist discourse**

between the linguistic present and procedural horizons

APRIL 15-16, 2024

**At the amphitheater Dr. Benchehida Mohamed, site of Kharrouba
on site Or via Zoom**

General Supervisor of the seminar:

- Pr. Saleh Belaid, President of the High Commission for the Arabic Language
- Pr. Djilali Benyechou, Dean of the faculty of Arabic Literature and Arts

Seminar director: Dr. Chahrazed Ghoul

1. Preamble

The tourism discourse in Algeria needs a lot of contemplation and study, and perhaps the purpose of the tourist language is what we want most from it. We want to read the scene in its linguistic transformations and the extent of the ability of planning to make the Arab and non-Arab model successful, inspired by the experiences of others and their success in popularizing the language and strengthening its structure in new sectors, different from the other classic sectors

But, why do we want to plan for the Arabic language within tourism? The answer: We want this to popularize the Arabic language and root it by strengthening the internal structure of the language to carry the language to the outside. That is, we seek to monitor ways that promote the linguistic commodity within the tourism space through powerful tools such as Arabic literature, which is rich in its poetic, prose, and maqamat texts, as well as its proverbs and wisdom, and with scholars of history, geography, archaeology, or let us briefly say everything that was written in Arabic and which the people agreed to consider as heritage. It is also worth noting that politics has an impact on the language of tourism, as it controls its connections. Speaking about the structure of the language of tourism in all its linguistic and non-linguistic manifestations, we look forward to several issues, some of which are

close to tourism discourse, some of which are intermediate, and some of which are somewhat distant. Among the most prominent topics that link applied linguistics and tourism language are topics such as the second language, overlap, duality, and bilingualism, as they emerge within a basic axis. It is linguistic policy and planning in addition to the lexical axis. This is without neglecting the magnetic relationship that links tourism discourse and advertising discourse with its components and media tools. All of this targets the Arabic linguistic structure, which until now remains lacking in use and employment. We call on researchers to keep in mind something essential. In this forum, it is to dry up the sources of the linguistic structure to attract minds to learn Arabic among non-native speakers, and to monitor the most prominent problems that hinder the learner of the Arabic language, whether he is a tourist inside Arabic, or a tourist to it.

Teaching the language, disseminating it, and opening new horizons for it depends primarily on its power of codification and usage. Many languages, such as English, Turkish, Russian, Chinese, and French, have demonstrated this principle, which breathes into people's hearts, possesses them, and makes them compelled to learn the target language. Perhaps this is what prompted us to question the value of the language. In important and modern sectors, the degree of their attractiveness, and the extent to which they attract new constituencies within their structure. All of this innovation within the structure of the language will inevitably have a positive impact on what we called a reflection of linguistic tourism. In the first part, we focus on what the structure

of the language gives to tourism, then we pose the question: What does tourism offer to the language?

2. Objectives of the Seminar:

- 1) Monitoring linguistic difficulties within the tourism sector in all its forms.**
- 2) Controlling usage problems and communication obstacles that prevent tourists from learning Arabic.**
- 3) Develop a systematic vision for developing the presence of the Arabic language in all fields, especially in the tourism sector.**
- 4) Exploiting the tourism sector to promote the Arabic language by creating linguistic tourism spaces.**
- 5) Consolidating the use of the tourist term by marketing it through specialized dictionaries and guidebooks used in hotels and restaurants.**
- 6) Advocating the need to take pride in the Arabic language and use it as a means of presenting services and programs in cultural, economic and commercial institutions and tourist heritage sites.**
- 7) Creating a position for the Arabic language in the global arena and following up on its adoption as a language in the World Tourism Organization.**

3. Seminar topics:

- 1) Tourism discourse, its limits and definitions, terms, concepts and procedural tools**
- 2) Sociolinguistics and its relationship to tourism discourse.**
- 3) Linguistics categories and the prospects for their work within tourism discourse**
- 4) Tourism language and globalization within the conflict of languages**
- 5) Linguistic policy and planning and its relationship to the tourist language**
- 6) Tourism discourse and its relationship to marginal discourses (advertising, literary, religious, etc.)**
- 7) The reality of teaching the Arabic language to non-native speakers, the concept of linguistic tourism and its research circles**
- 8) Nations' experiences in teaching tourists the local language**

- 9) **Problems of communicative linguistic tourism, and the reality of Arabic among foreigners**
- 10) **Arabic literature and its role in promoting tourism in the Arab world**
- 11) **The role of educational and administrative institutions in disseminating the Arabic tourist language**

4. Concerned categories

- Experts, researchers, professors, doctoral students. Universities, institutes, research centers, research units, research agencies, laboratories, research teams, institutions of common interest.

5. Conditions of participation

- 1) The research must be new and original.
- 2) The number of pages should not be less than 12 pages and not more than 20, and the summary must be written in Arabic and English, with keywords not exceeding 05 words.
- 3) Interventions are written in font size 16 (Sakkal Majalla) for the body, and the margins are in the same font, size 12. As for foreign languages, the text is in font (Times New Roman), size 14, and the margins are in the same font, size 12.
- 4) Footnotes are automatically at the end of the article with a list of sources and references.
- 5) Entries are accepted in Arabic and English.
- 6) Adherence to the specified deadlines.

6. Important dates:

- Deadline for submitting abstracts: February 10, 2024
- Response to accepted abstracts: February 21, 2024
- Deadline for submitting the full intervention: March 15, 2024
- Response to accepted entries: April 3, 2024

7. How to participate?

Participation will be via the QR link:



Or via the link:

<https://docs.google.com/forms/d/e/1FAIpQLSfKxJFTp7ic0B-8HijlMaulhjl07C7ZCUjLQtKajyHglpY2ZQ/viewform>

8. Participation fees*:

To view participation fees, please visit the previous link