Developing Bilingual Glossaries for Tourists: A Pakistani Scenario

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Abstract

The recognition of lexicography as a particular field is a recent development in linguistics. Dictionaries are compiled to provide information regarding a myriad of words and their use, as well as increase the intercultural knowledge of people. This article briefly addresses the complete process of compiling an English-Urdu bilingual glossary particularly related to the tourism industry. It describes all the phases of the process of glossary compilation which include planning, collection of data and its arrangement, translation, and the review. It also discusses the problems faced by the glossary writers while dealing with an excessive number of foreign terms as well as suggests their suitable solutions to have an effective product for the users of the bilingual glossary. The article recommends working on developing bilingual dictionaries with a suitable methodological approach that defines an effective set of procedures as illustrated in the current study realizing the needs of the dictionary users efficiently. This research is limited to the process of compiling a bilingual glossary with English-Urdu language pair however further research can be conducted in other language pairs as well.

Keywords: lexicography, English-Urdu, tourism industry, tourism terms, translation

Introduction

In the present age of science and technology, where all countries around the world are developing

to achieve certain goals of socio-political as well as economic progress, every industry needs a continuous expansion of the vocabulary, addition of new terms, and deletion of archaic words in languages for better communication. Dictionaries play an important role in the growth of such industries. In this context, dictionary compilation also known as lexicography has become an interesting subject. It serves as the basis for key areas such as information technology, fundamental sciences, financial systems, etc. It is a very young field of science that deals with the study, compilation as well as analysis of the existing dictionaries. It is classified into two sections which are theoretical and practical. The former deals with the study of the history of lexicography, dictionary requirements, kinds of a dictionary, and the critical analysis of existing dictionaries (Sobirova, 2020). In contrast, the latter includes the study, process of dictionary compilation, and consumption of specific terminology (Ibid.). The current study deals with the practical side of lexicography where the whole process of compiling an English-Urdu bilingual glossary for the tourism industry is discussed.

Bilingual glossaries assist the terminologies of specific words which provide a piece of detailed field-specific background knowledge. They are helpful for the users who do not have adequate knowledge of a language and who want to gain some knowledge of a foreign language to communicate something or want to achieve the communication on comprehension level e.g. scientists, tourists or tradesmen). In other words, every kind of specialized glossary usually works as an aiding tool for the interaction between individuals belonging to different places and cultures however, in tourism, there is direct contact among cultures including folklore, lifestyle, gastronomy, etc., so bilingual glossaries for tourists are of utmost importance and play their role as a hinge piece between them and their destination. In this regard, bilingual glossaries become indispensable as tourists always come into contact with other people and tend to get knowledge about a country by reading different tourist texts, for instance, advertisements, tourist brochures, guides, etc. Thus, good quality glossaries are very essential for full comprehension and communication among the tourists and the destination.

The aim of compiling glossaries is to understand the terms of a particular field or industry and to make their content clear. In this way, the task of dictionary compilation becomes very challenging. The lexicographers are responsible for providing every information in simple and clear ways as Sobirova (2020) asserts that the terms included in the glossaries should

communicate the nature of the concept in a specific context as well as they should narrow down its scope to that area only. Hence, lexicographers face many problems due to such limitations and put great efforts to have an effective product.

Tourism glossaries are the need of the day as it is growing day by day as a particular industry. They have long been compiled to give information regarding specific terms, use of these terms, and to expand individuals' knowledge of multiple cultures as well. In the context of Pakistan, the tourism industry is growing rapidly due to its several attractive destinations. Moreover, local citizens, as well as people from all around the world, visit the country for many purposes. Hence, it has now become a necessity to develop bilingual glossaries for the ease of tourists as well as for the progress of the tourism industry. This research is conducted in the context of Pakistan where English and Urdu languages are widely spoken and hence, deals with the compilation process of an English-Urdu bilingual glossary for tourists unfolding the issues faced by the authors during the process and also suggests suitable solutions.

Aims and Objectives

The objectives of the study are:

1. To discuss the stages involved in the process of developing an English-Urdu bilingual glossary for tourism.
2. To unfold the issues faced by the authors during the transfer of touristic terms from English to the Urdu language.
3. To illustrate the strategies employed by the authors to overcome the issues that occurred in the process.

Research Questions

1. What stages are involved in the process of developing an English-Urdu bilingual glossary for tourism?
2. What are the problems that occurred during the transfer of touristic terms from English to the Urdu language?
3. What strategies are employed to deal with the issues that occurred in the process of the glossary compilation?

Literature Review

The tourism industry is developing rapidly and has become an important sector. The whole world

is influenced by tourism activities in both ways; as a receiver of tourists or as a generator of tourists. It is competitive in the context of foreign exchange earnings, decrease in poverty, employment formation as well as government revenues (Surugiu & Surugiu, 2013; Yap & Saha, 2013). Several exhibitions, seminars, and other events generally attract foreigners, and the authorities that organize such kinds of events gain a huge amount of profits in different ways. In this way, tourism on both domestic and international levels plays a great role in the economic success of many countries around the world. Besides intercultural exchange, it is essential to develop the ability for effective communication among individuals of distinct cultures. In other words, language plays a crucial role in human communication, particularly for individuals visiting other places. It is a tool that makes oral as well as written communication possible and is used to express thoughts within the cultural norms. Hence, it is obvious that the learning of knowledge and the skills of that language highly contribute to the development of tourism services in general.

As tourism has become the most important activity of human beings, it is evident that tourism discourse is also an essential part of the public discourse. While visiting different places, millions of people get engaged in a number of communicative situations and the use of language becomes a key issue to achieve certain goals as Musoni (2014) asserts that without language and hospitality, tourism as a commercial or non-commercial activity is not easily possible. Communicating with the natives of another country is a major issue for tourists and overcoming these issues is now a necessity for the tourists and every individual in the tourist industry. Putting differently, language barriers are the major obstacle for tourists that influences their choice of destination (Cohen and Cooper, 1986, p.534) so there is a need to work on it to overcome the language barrier between the host and the tourist. In this context, the significance of bilingual glossaries as a mediation tool between different languages cannot be undervalued. They consist of a list of words related to a specific area of study in one language translated into another language. They are the need of the present age as they are used as scientific tools.

Bilingual glossaries are patiently examined and a number of stances are interpreted into solid entries to compile a united form of the produced knowledge at the author's discretion. While preparing a specialized bilingual dictionary, the prime focus of authors is on the terminology. First of all vocabulary selection is the major and basic thing to work on. In this regard, Saleem

(2007) investigates the issues regarding the compilation of English-Urdu lexicography by comparing several monolingual and English-Urdu bilingual dictionaries and states that the selection of vocabulary in bilingual dictionaries is based on its audience as well as the native language of its users. Then, translating terminology from one language into another is not an easy task either because specialized terms are further divided into different parts such as highly specialized terms, and common terms where some of them are subjected to semantic restriction and others are not (Hoffman, 1998). For instance, in regard to tourism, late-perpendicular architecture (Iqbal & Sadia, 2022) is a highly specialized term, package tour (Ibid.) is a common term that is subjected to semantic restriction and hotel or restaurants (Ibid.) lies in the last category that is free from semantic restriction (Muñoz, 2010). Furthermore, the task of compiling a bilingual glossary for tourists becomes more challenging as it involves the distinction between what terms should be included in the glossary and what should not be included, decisions regarding the suitable equivalent in the second language, and production of the clarified precise meanings. Hence, it is important to work on compiling bilingual glossaries for the tourism industry which is one of the most promising sectors in the world.

In Pakistan, the tourism industry is rapidly increasing. A significant number of tourists visit Pakistan for pleasure, business, and other activities. The tourism industry is key to economic as well as social progress in Pakistan. More than fifty thousand tourists per year visited Pakistan before the global economic crisis (Rehman, Ma, Irfan, Ahmed & Traore, 2020). In this case, it is necessary to borrow different terminologies from international tourist activities and then translate these terminologies into the native language. Its best way is to develop bilingual glossaries for tourists that will play a crucial role in the growth of the tourism industry as they help the users to understand foreign language texts.

Many types of research have been conducted on the process of developing dictionaries and the challenges faced by the authors during this process. Bergenholtz and Gouws (2012) conduct a study to describe the phenomenon of lexicography and discuss the nature and scope of the term on different interpretative levels. The research states that lexicography is based on theoretical and practical components as it involves the processes of writing, editing, and describing semantic, syntagmatic/paradigmatic links within the vocabulary. Hence, it can be taken as an independent scholarly discipline. Adamska-Salaciak (2013) also discusses the compilation

process of bilingual dictionaries. She describes the complete process of lexicography including preliminary considerations, its target audience and scope, functions, and the compilation procedures. She states that the scope and directionality of a dictionary are closely linked with its functions. In her view, bilingual dictionaries have two major functions which are receptive and productive, and generally, the focus is on the receptive function. This is evident because when someone wants to understand an expression of a foreign language whether it is written or spoken they find nothing as an aiding tool except a bilingual dictionary. So, dictionaries are the need of the day which is increasing continuously due to various changes occurring in all aspects of life. In this context, Aqmaral and Jumanazar (2020) claim that creating specialized bilingual dictionaries is essential due to developments in business and the contact among people from different corners of the world. They examine the process of creating a dictionary and discuss the number of problems faced by the dictionary authors during the process. They assert that dictionary compiling is strongly linked with lexicology and involves complex problems regarding the form, meaning, origin as well as usage of the lexical items. Hence, the choice of words, their arrangement, and choosing the best suitable meanings for them are complex but essential parts of the dictionary compilation process.

Podhajecka & Bielinska (2008) researched the compilation process of an English-Polish glossary. The research reports some consecutive phases in the making process of a bilingual glossary of lexicographical terms. These phases include the planning, material collection, data selection, and arrangement of the terms. The study also illustrates the problems that make the methodological process of glossary compilation more challenging. The findings of the study reveal that the key issue faced by the authors was the incompatible terminological frameworks between both languages as well as the variability of the lexicon in the lexicographical discourse of English. It suggests that allowing different terms and specifying multiple levels of correspondence between interlingual words would be inevitable. Furthermore, Sobirova (2020) points out some issues regarding English-Uzbek lexicography. According to her research, the ambiguous nature of terms, excessive length, complex expressions, and the essence of the idea make the lexicographic process complex. The study states that the ambiguity of terms is always found in specialized dictionaries of all industries and the meaning as well as the concept in a particular domain creates confusion regarding their consumption. It suggests that the terms

included in the dictionary should be limited, easily comprehensible, and should convey the complete essence of the concept. The current study describes the complete process of compiling an English-Urdu bilingual glossary for tourists and sheds light upon the problems faced by the authors as well as suggests their appropriate solutions.

Methodology

Glossaries are compiled to emphasize specific areas of language use. The prime focus of these dictionaries is to meet the needs of individuals who belong to particular fields of occupation, business, or discipline. Therefore, glossaries comprise the list of certain terms that may not be accessible in general dictionaries. They are created with a certain goal to cover a particular part of the vocabulary related to special spheres of human activity (Dash, 2007). Furthermore, the task of compiling a bilingual glossary is to interpret terms of a particular field or industry and their function is to provide the basis for the required field (Ibid.). Hence, the process of writing them is a complex practice that involves different stages from planning to the final product.

The English-Urdu bilingual glossary utilized in the current study is compiled for individuals in the tourism industry. It has also gone through various stages during its compilation process. The stages can be illustrated as:

Planning	Data Collection	Arrangement	Translation	Review
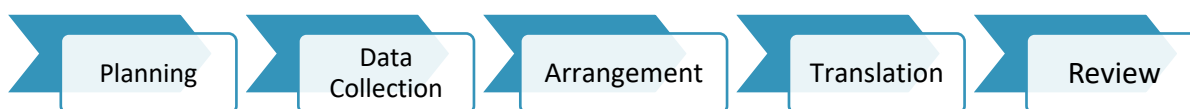
The planning phase is an essential stage in glossary writing. In this phase, it was decided by the authors that the word list would comprise both single terms (e.g. accommodation) and multiword terms (e.g. accommodation booking, accommodation room tax) as Salaciak (2013) asserts that single words, as well as multiword units, can be placed as headwords in bilingual glossaries convey more information to the users.

Then, the selection of lexical items is also important for all dictionaries. The dictionary used in this research is designed primarily to serve the tourists and the tourism industry so it attempts the coverage of the lexicon only related to the tourism industry. Terms strongly connected to

several categories of tourism are part of the dictionary. The following categories of tourism defined by the World Tourism Organization (2001) are included in it:

- ♦ Accommodation
- ♦ Leisure Activities
- ♦ Sports and Games
- ♦ Tourism Promotion
- ♦ Tourism Facilities
- ♦ Tourism Services
- ♦ Tourism Events
- ♦ Tourism Policy
- ♦ Travel

Furthermore, in the process of data collection, another major issue is selecting the type of data that should be included in the dictionary. This issue involves the addition of new words, scientific and technical terms, affixes, acronyms, and abbreviations. New lexical units have a significant position in dictionary compilation because new objects, ideas, and concepts are continuously produced or adopted by people and hence, the word stock of a language is always getting growing. The word stock is constantly modified by the coinage of new words/expressions, new meanings given to the already existing words, and the borrowed words (Dash, 2007). Similarly, with the constant growth of the tourism industry, numerous technological innovations and objects are being introduced. Hence, there are several newly introduced objects which are used for traveling, accommodating the tourists for trade purposes, etc. so, technical terms are also added to the list of words. Moreover, different acronyms and abbreviations used in the tourism industry are also part of the glossary.

In short, lexical items are usually extracted from a text keeping their full context that is viewed as adequate to describe its meaning unambiguously. Therefore, it becomes easy for the users to get the meaning of the terms. For this purpose, a freely available glossary namely *Lexicon of Tourists Terms English-Arabic* developed by Al-Dubayb, Al-Hayzan, Al-Daban, Al-Khrayyif, and Al-Hujaylan (2013) is consulted as a basic source of data and a complete list of terms is extracted from this glossary. The word list is also supplemented by adding words from Pakistan Guide Map retrieved from www.tourism.gov.pk and Punjab Travel guide retrieved from

www.tdcp.gop.pk. The word list from the mentioned sources is drawn up in the form of the corpus by using the software namely Antconc and added to the existing list. The arrangement of entries is given in alphabetical order because the alphabetical listing is an effective way for bilingual dictionaries. In this way, they can be assembled in word families and words of the same root.

The next phase of compiling the glossary is based on the process of translating terms from English into Urdu. The terms are translated based on their nature and linguistic structure as well. Adequate translation of the vocabulary items is the major problem while compiling bilingual dictionaries. So, several issues occurred during the process of compiling the glossary however are dealt with effectively. Most of the single terms are translated with their equivalents present in the target language. At some places, different monolingual and bilingual dictionaries i.e. *Oxford English Urdu Dictionary* (2014), *A Dictionary of Travel and Tourism Terminology* (2005), *Lexicon of Tourists Terms English-Arabic* (2013), and *Oxford Advanced Learner's Dictionary* (2010) are consulted to have a complete sense of the lexical items and to find appropriate equivalents for the terms. To comprehend the terms properly and to find suitable equivalents for English terms *Lexicon of Tourists Terms English-Arabic* (2013) has played a major role. At certain places, with the help of Google Translator, Arabic equivalents are translated into Urdu language and then are made appropriate in the Urdu context. Furthermore, to grasp the complete idea of the tourism terms, the additional notes given in the Lexicon of Tourists Terms English-Arabic (2013) have assisted the authors in a great way. Some of the terms which are normally borrowed in the Urdu language are transliterated e.g. air hostess, bicycle, ticket, cable car, fast food, etc. and the terms which have no suitable equivalent in the Urdu language are defined in the target language or transliterated with some additional notes such as definitions. For example:

ST	TT
aerostat	ایروسٹیٹ (ایسا ہوائی جہاز جو اپنی اٹھان یا اڑان کی صلاحیت مخزن میں موجود ہوا سے حاصل کرتا ہے)
bumping	بمپنگ، ایئرلائن کا بکنگ کے لئے تصدیق شدہ کسی مسافر کے سے انکار کرنا
Catering	کیٹرنگ، خوراک رسانی کاکام

A number of terms are translated into their equivalents along with various alternative terms to make the concept fully related to the tourism industry. Moreover, to clarify the sense, some additional notes are also provided for the users as it would have been of immense help to them. Aqmaral and Jumanazar (2020) endorse the idea as well by asserting that the alternative meanings provided in the dictionaries help the users to understand the different ways the word is used. In the same way, the terms which are culture-specific and have no referent in the target language, are also translated by providing some explanation i.e. food items.

Lexicographers intend to transfer the terms in another language in the same category of the word such as a noun being translated as a noun and a verb as a verb in the other language. In this way, the function of the words remains the same in both languages. Hence, the meanings of the terms are written by keeping in view the class of the word. Furthermore, acronyms and abbreviations are always industry-specific and hence are difficult to translate into another language. Certain decisions are made to translate acronyms and abbreviations into the Urdu language. Some of them are transliterated as they are used internationally while at some places, the phrase is translated with the equivalent expression however the abbreviation or the acronym is transferred as it is e.g.

ST	TT
advance purchase excursion (APEX)	ٹکٹ کی پیشگی خریداری پر تفریحی سفرکارعایتی کرایہ (APEX)
American plan (AP)	امریکی پلان (AP)
bed occupancy rates (BOR)	بسترکا کرایہ (BOR)

Precisely, overall decisions are made by keeping in mind the field of tourism and the users of the bilingual glossary. Every term is translated in a way that provides a complete sense and contextual meaning adequately.

Furthermore, the issues faced by the lexicographers regarding the translation of terms and the strategies employed to deal with those issues, a detailed discussion under each category of tourism defined by the World Tourism Organization (2001) is given below:

Accommodation

Accommodation is the basic requirement for the activities of tourism. It is of great importance for the tourists as they travel to other destinations and always need a place to stay. It offers the opportunity for tourists to stay for a specific time to enjoy their destination as well as its attraction. As accommodation is a necessity in tourism, we have included a number of terms related to accommodation in the dictionary. Several terms are translated into their direct equivalents e.g. *hotel* as فندق، ہوٹل and *hostelry* as مسافر خانہ، سرائے. Some of the terms are transliterated in the Urdu language as they are commonly used by the speakers of the Urdu language. For instance, there is a compound word *budget hotel* which refers to a hotel that offers its services and facilities at lower rates than a common hotel in that particular zone. The words budget and hotel both are borrowed from English in the Urdu language and hence are used by Urdu speakers as common words, budget hotel is transliterated for the ease of users. Translating such terms in this way is advantageous for every user of the dictionary. However, some of the terms related to accommodation create problems in finding their exact meaning in the Urdu language. For example, the word *chalet* which refers to 'a wooden house with a sloping roof' does not have a direct equivalent in the Urdu language so, it is translated in its near equivalent as چھوٹا مضافاتی مکان یا بنگلہ. Along with the equivalent, an explanation of the term is also provided as مکان سا چھوٹا کا لکڑی لیے کے قیام عارضی پر مقام تفریحی . The explanation makes the target element complete and in this way, there will be no chance of communication breakdown.

Some world languages develop very brief forms to refer to complex concepts and generally the semantic complexity of a word is not realized until we have to transfer it into another language that lacks the equivalent for the semantically complex word. An example of such a term is *panoramic restaurants.* Such kinds of restaurants are usually built-in extensive areas in all directions and these extensive areas normally cover spectacular mountain ranges, sea views, or other attractive scenery. As the term is semantically complex and has no equivalent term in the Urdu language so, to transmit the proper sense of the word, it is briefly explained in the target language as ریستوراں جہاں سے قدرتی مناظر کا نظارہ کیا جا سکے ایسا. The explanation helps the users to grasp the concept behind the word without any problem.

Leisure Activities

Tourism is also a leisure activity. In other words, tourism is traveling for recreation and leisure. It involves a huge number of leisure activities i.e. sport fishing, swimming, golfing, etc. So, a

specialized dictionary of tourism must contain terms related to leisure activities. There are numerous terms related to such activities in our dictionary which are translated in various ways based on their nature. Some of the terms are easily translated as they have their equivalents in the Urdu language e.g. *leisure club* is translated as تفریحی کلب and another term *holiday saving scheme* as تفریحی بچت پروگرام in the target language along with the same formal structure. Such kind of terms does not cause problems during the translation process. However, some of the terms are semantically complex and need explication otherwise a complete meaning cannot be conveyed. For example, there is the term *rock-climbing,* which refers to a leisure activity in which tourists, typically by using a rope, climb up or down the rock walls to reach the summit without falling. The term is a hyphenated compound that can be translated into its literal meanings in the Urdu language as چٹان چڑھنا or چٹان سر کرنا but it does not transfer the complete concept behind the term and it does not expose the term fully as a leisure activity as well. Thus, to avoid miscommunication, the term is translated with a complete explanation as رسّوں کے سہارے سیدھی الف چٹانوں پر چڑھنے کا تفریحی مشغلہ which is conveying a complete meaning in all aspects and also exposing it as a leisure activity. In this way, the user comprehends the meaning without any trouble. Another term *skin diving* is also semantically complex and hence translated in the same way. This open compound is also properly defined in the target language as تیراکی کا لباس پہنے بغیر گہرے پانی میں غوطہ خوری as it is not lexicalized in the Urdu language as well. If such kinds of terms are not explained in the target language, the target item remains incomplete in its content and sense and can cause a probable communication breakdown.

Sports and Games

During tours of various destinations, individuals participate as well as enjoy different sports events. Sports events are actual support for the host region. The dictionary includes different terms for sports and games in the context of tourism. Usually, speakers of different regions use the same terms for the sports and games that are played internationally. Hence, translators do not face any major issues while translating them, they transliterate them in another language as they are popular at the world level i.e. racing car, athletics, etc. some of the words related to this category are translated in their direct equivalents e.g. *regatta* is transferred in the target language as سفینہ بازی as well as an explicative phrase کشتیوں کی دوڑ کا سلسلہ is also provided as an alternative term for the ease of dictionary users. It is translated in this way because it is not used more

commonly in the target region. Another term for this category is *rink* which means a large closed area or flat surface of ice for skating. The term expresses the concept which is also known in the target region but is not lexicalized. In other words, there is no equivalent term for the *rink* in the Urdu language although the concept behind the term is accessible in the target language. Hence, the source element is translated by defining it as کھیلوں کے لیے استعمال ہونے والا احاطہ بند قدرتی یا میدان کا برف گیا کیا تیار پر طور مصنوعی. The term is translated by providing a complete sense of the source item so that the users can easily comprehend the same idea the word *rink* has in its source.

Tourism Promotion

The tourism industry is promoting tourism day by day. Different activities are developed to give rise to tourism. Such activities include advertising, organizing special events, operating promotion agencies, and distributing informative material to attract and encourage tourists to visit the presented places. So, there are several terms included in the dictionary which are placed under the category of tourism promotion. Most of the terms of this category are compound words and phrases which usually create problems in the process of translation. Some of these terms are literally translated as they are conveying complete sense and the same function through their literal meanings e.g. *promotional activities* is translated as ترقیاتی سرگرمیاں and *local tourism organization* as مقامی سیاحت کا ادارہ. Some of them are transliterated as they are comprehensible by the target audience because of their use in the Urdu language. For example, there is the term *hotel package* which is transliterated in Urdu as ہوٹل پیکیج with an explanatory note ہوٹل میں رہائش کے ساتھ ملنے والی دیگر سہولیات. If the term is only transliterated but not defined properly, there will be a lack of explication in the Urdu meaning and the information given in the source will not be properly transmitted causing a communication gap. Similarly, there is another term *advance purchase excursion fare (APEX)* consisting of a four-word phrase along with its acronym referring to airline fares which are normally discounted as they require an advance purchase of the ticket. It is translated in an equivalent phrase ٹکٹ کی پیشگی خریداری پر تفریحی سفر کا رعایتی کرایہ which maintains the source text idea and the acronym (APEX) is also directly transferred in the target as acronyms and abbreviations are used internationally.

Tourism Facilities and Services

The tourism industry offers a number of services and facilities to the tourists that include hotels, motels, camps, exhibitions, etc. So, a vast vocabulary exists related to tourism services and

facilities. Our bilingual glossary also includes many terms in this context. Many terms are transliterated in the target language as they are well known to the Urdu speakers e.g. *camping* which refers to spending vacations living in a tent and *candy shop* referring to a shop only selling confectionary are commonly used terms in the Urdu language hence they are transliterated as کیمپنگ and کینڈی شاپ respectively. In some places, along with transliteration, different alternative terms are also provided for the ease of readers e.g. *cooler* is transliterated as کولر in Urdu and ریفریجریٹر، فریج، سرد خانہ are also given as an alternative meaning for the term as all these are synonymous to each other. Most of the terms in this category are translated into their equivalent expressions, particularly in the context of tourism. For instance, a *half-fare card* is translated as نصف کرائے کا ٹوکن and the *provincial committee for tourism* (*PCT*) is translated as علاقائی کمیٹی برائے سیاحت. The creative stance of translators plays a great role in translating terms consisting of more than one word. There is another term *subscription reduction* which means discounted rates on membership. No equivalent term is found for the term, hence the idea behind the term is defined in the target language as ممبر شپ حاصل کرنے پر قیمت میں خاص رعایت which appropriately illustrates the meaning of the term in its current context. A word may have various meanings depending on the context e.g. a word *container* has different meanings in different contexts. In the context of computing, it refers to a distinct area in an operating system where one or more than one application can be run, while in transportation, the *container* is a large box made up of metal specially designed for the transport and goods through the sea, rail or road. Furthermore, it is also used to refer to the pots for the preservation of food. Here, it is translated in the context of transportation and food as they are linked with tourism facilities. First, it is transliterated into the Urdu language and then given an equivalent term ظرف in the context of food. Regarding transportation, the term *container* is not lexicalized in Urdu language so it appropriately defined in Urdu language as ایک بڑا دھاتی ڈبہ جس کا معیاری ڈیزائن اور سائز سڑک، ریل یا سمدنر سے سامان کی نقل و حمل کے مطابق بنایا جاتا ہے. In this way, the term is easily comprehensible for the readers in the particular context. Similarly, *continental breakfast* is translated in its direct equivalent as یورپی ناشتہ and what kind of food comes under the umbrella of *continental breakfast* is also explained as کافی اور بریڈ وغیرہ پر مشتمل ہلکا پھلکا ناشتہ so that the meaning can be grasped easily. Such concise target language paraphrases provide the idea in an elaborated form which aids the users in getting the idea without any complexity.

Tourism Events

People travel for various purposes and tour several destinations with certain aims. They go on tours to attend seminars, business meetings, educational conferences, entertainment shows, etc. In this context, it is evident that tourism involves a number of events led and managed by people. In the tourism industry, innumerable terms related to tourism events are used by individuals. Thus, the dictionary includes many terms regarding tourism events which are translated by using different strategies depending on the terms and their use. Some of the terms are transliterated based on their frequent use in the target audience e.g., conference room is transliterated as کانفرنس روم and shopping festival as شاپنگ فیسٹیول in the Urdu language. Similarly, some of the terms are translated into their contextually appropriate equivalents e.g. festival as تہوار and national festival as قومی تہوار. There is always a lexical gap exists between two distinct languages due to which translators cannot find an appropriate equivalent for various terms. Such kind of terms is translated by using a paraphrase or explaining the term. For example, puppet theatre is a term that is used to refer to a theatrical event staged with puppets with music or dialogue. The equivalent of the term puppet show is available in Urdu but is no suitable equivalent available for the term puppet theatre. So, the event behind the term is accurately explained in the target language as ایسا تھیٹر جہاں کٹھ پتلیوں کا تماشا دکھایا جاتا ہو. In this way, the meaning is conveyed with complete sense given in the source language.

Tourism Policy

As tourism is a particular field, it has its policies. Tourism policy is a set of decisions led by governments or in cooperation with private agencies intending to achieve various goals related to tourism. Among these aims, the tourism policy aims at integrating the cultural, economic as well as political advantages of tourism consistently with people and countries to enhance the quality of life by ensuring peace and prosperity.

Various terms related to tourism policy are included in the glossary which are translated in different ways similar to previous categories. Most of the terms in this category are translated by finding their equivalents in the target language. For example, the term consumer protection is easily given the meaning in the Urdu language as صارف کا تحفظ. However, some terms need an explanation as they do not have their equivalent terms in the Urdu language. For instance, *conservation area* referring to a protected historical area has no direct equivalent in the Urdu language that can convey the whole meaning of the term so it is translated into a phrase as قانونی

علاقہ شدہ محفوظ پر طور providing its complete sense. Similarly, there is another term free zone which refers to an area free from custom duty and laws. It also does not have a direct equivalent conveying the complete concept behind the term and is usually used as it is in the target language. Hence, it is first transliterated and then defined as اور ڈیوٹی کسٹم جو علاقہ ایسا ایک اندر کے ملک کسی ہو نہ تابع کے قوانین that illustrates the complete meaning of the term.

Travel

Tourism is a leisure journey or travel for pleasure so it involves the activity of traveling. In this regard, Theobald (1995) asserts that tourism is travel, a travel of a limited period for recreation, relaxation, or trade. Hence, it is strongly linked with travel. There are many terms which are related to travel and the facilities related to it. Most of the terms related to this category are very commonly used in the target region so they are simply transliterated in the Urdu language e.g. *coach* as کوچ, *car* as کار, *car insurance* as انشورنس کار, *coach station* as اسٹیشن کوچ, *rail car* as ریل کوچ, کار, etc. some terms are translated in their direct or near-equivalents e.g. *coach tour* as سفر کا کوچ, and a *convertible berth* as برتھ پذیر تبدل. *Convertible birth* comprises two words, one of them is translated in its direct equivalent while berth is transliterated as it is not lexicalized in the target language and is commonly used by the speakers of the Urdu language. Furthermore, some of the terms are explained in the target language as they do not have equivalents providing the complete sense of the term. For example, there is a term *promenade deck* that means 'a deck of a passenger ship'. To provide an absolute meaning, a definition of the term is formulated in the glossary's target language. It is translated as سکیں کر قدمی چہل مسافر جہاں عرشہ بالائی کا جہاز to give a complete sense of the word. *Hire limousine* referring to 'the hiring of a fancy car namely limousine driven by a special driver' is another term which is translated in a succinct paraphrase as لی پر کرائے گاڑی شاندار گئی due to lexical gap regarding the term in both languages. The succinct paraphrases and brief definitions of the terms in the target language provide intelligible and comprehensive meanings to the dictionary users.

To cut short, glossaries are designed for a specific set of users as well as according to their needs. Accomplishing the task of compiling such dictionaries, particularly bilingual glossaries is not an easy task for lexicographers as they face several problems while translating the terminology from one language to another. In other words, due to the lexical gap between two languages, semantic

complexity, and non-availability of direct equivalents of words and phrases, compiling bilingual dictionaries is a very complex activity.

In the final phase, overall revision of each entry has been done by focussing on the equivalents, alternative meanings, translation, and sense of the terms. The primary goal of reviewing the glossary is to provide information that is complete without being redundant, accurate, and appropriately arranged. In this phase, the information that needs more verification is identified, and the addition and elimination of the elements is done after careful consideration of all entries.

Conclusion

The current article illustrates the complete process of a glossary compilation. It concludes that the nature of any kind of dictionary is determined by how the elements are presented, and how meanings are given to the words. The selection of elements and meaning of the terminology depends on the audience of the dictionary. In the context of a bilingual glossary, lexicographers face certain issues due to the particular terminology of a specific field, its complex nature, and the distinctiveness of two languages. Hence, they have to put themselves in the shoes of a dictionary user to have a better product. Moreover, new multimedia technologies also play their role as aiding tools in the field of lexicography, hence, the utilization of these technologies to make bilingual dictionaries would also be advantageous. As there is not enough research conducted in the field of lexicography, this article suggests raising the issues regarding monolingual as well as bilingual lexicography. More user-oriented research with an effective methodological approach is the need of the day to fully understand the requirements of dictionary users. Furthermore, lexicographers need to shed light upon the development of bilingual dictionaries for specific fields that would be beneficial for the users of various industries.

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