

# **Igbo Travel and Tourism Terminology Research: An Imperative for Igbo Tourism Development**

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## **Abstract**

*The paper aims at developing appropriate terms for the Igbo travel and tourism sector to enhance awareness and encourage the development of Igbo tourism potentials. The paper uses descriptive survey to examine the perceived gap in the Igbo terms and terminologies for tourism. The aim is to ignite further studies in this and others areas that have not been handled in this current research. Preliminary findings reveal that there are little or no researches in Igbo tourism research. Therefore, there is, the need for concerted effort by Igbo scholars and tourism experts so as to encourage tourism business development especially among the rural dwellers and other stakeholders, thereby economically empowering many and contributing to our national Gross National Development (GND) indices.*

## **Introduction**

There is an obvious dearth of lexemes and terminologies in most African or developing languages of the world including the Igbo language in relation to the developed world due to mostly what is available in our environment as well as cultures and practices available to us. Besides, many languages including Igbo, are everyday faced with the challenge of bracing up with ideas and development in the expanding world of scientific and technological explosion. This scenario is aptly captured in the words of Ahiazunwa (2012:129):

In the present world of techno-scientific and information explosion, languages, especially developing ones such as Igbo are struggling to live up to the demand to express the new realities introduced into their culture.

Indeed, there is need for Igbo language experts to keep pace with development challenges and to use the Igbo language to address issues in every sector of life and in every profession. Although, not fully

implemented, the calls and proposals for mother tongue education and literacy, are increasingly becoming apparent and needful. Two main reasons account for the inadequate implementation of policies and proposal towards mother tongue education in Nigeria. The first is the weak institutional capacities and structures for teaching in mother tongues, while the second is related to the fact that government policies made in this direction lacks impetus or better put, are docile.

Recently, the National Universities Commission (NUC) of Nigeria gave directives through the academic planning units of Nigerian universities including the University of Nigeria (UNN), to develop courses that will handle new realities being faced by the world in the area of climatic change adaptation. If such policies are not properly executed and if scholars, in this case, Igbo scholars fail to respond appropriately by carrying out terminological researches and developing terms in this field, the proposal may never see the light of the day. Iwuchukwu and Oji (2005) give credence to the capacity of indigenous Nigerian languages to be used for pedagogical purposes and their ability to accommodate novel scientific and technological advancements. They further nullify claims of some scholars, including Ajunwa (1991) that "it is almost impossible to translate certain scientific and technical terms into most African languages with a reasonable degree of accuracy." Moreover, such erroneous views could no longer hold water with coming on board of such works as Mbah et al (2013) in which most Linguistics and Literary terms were successfully rendered in Igbo. Besides, in the past several works have researched on translating terminologies into Igbo as well as using Igbo to teach other subjects both at secondary and primary school levels. Such works include Eke and Ugoji (1999), Oli, Nwaozuzu and Mbah (2013), Iwuchukwu and Oji (2005, 2005b), Ikonne and Ohaiké (2004), Olarenwaju (200), Ahiazunwa (2012), Okeogu (2012), Ianna (2005), Okeke (2005), Ijioma (2005). Iwuchukwu and Ugoji (2005, 2005b) show the promise of translating basic sciences into Igbo including Chemistry, Physics, Biology, Integrated Science, Mathematics and also using the Igbo language to teach them.

### **Methodology**

The main thrust of this paper, being a pilot study is to create Igbo terms from existing English terms for travel and tourism using, various techniques and methods of translations. The study randomly selected and translated about one hundred terms so as to initiate and steer researches in Igbo language tourism terminological development. The researchers had less trouble in the translations having a linguist that has

worked for several years as an IATA (International Air Transport Association) registered travel agent and also as an IATA certified travel professional. Nevertheless, some linguists versed in translation as well as practicing travel and aviation experts were consulted in the course of this research.

### **Translating Travel and Tourism Terms**

In the translations of the terms used in the travel and tourism industry, the practical approach to translation was adopted. Iwuchukwu and Oji (2005:58-59), give a vivid insight into the practical approach to translation:

Translation theorists and practitioners have always been in disagreement over literal vs free translation with emphasis on form vs content. The practical approach used here ... is our own term to explain the same approach adopted by Margaret Okon and Paulinus Noah (2004:9) in their translation project. For them, based on data available (practical evidence), neither a highly literal kind of translation nor an excessively free translation can be called a translation in the usual sense of the term. We share their opinion that, while remaining faithful in the Source Language (SL), the translator may exercise a bit of freedom in rendering his text in the Receptor Language (RL), as a matter of style since no harm is done to the substance. Though their postulation is centered majorly on bible translation, it tends to be true even in technical translation. In fact, it is the inability to adjust to this approach by Igbo language translators that has locked the Igbo metalanguage into an intractable structural controversy. Our opinion is that scientific translation into our indigenous languages should be more realistic than idealistic. A very rigid adherence to Dolet's principles in translating technical terms from a source language with high technological history to a Receptor Language with little or no technology background will definitely be problematic.

Iwuchukwu and Oji (2005) therefore, note that their practical approach to translation depends on naturalness and accuracy and recommends it for technical translations. Consequently, they loaned words, created new ones, used existing Igbo metalanguage and indigenized some, but did not fail to be sensitive to phonological conditioning as accepted by the Igbo language. This paper adopted the foregoing principles and techniques. Besides, Iwuchukwu and Oji (2005:59), refer to what Emenanjo (2005:20) termed, "the Peculiar Genius"

of the Igbo language, noting the verbose power of Igbo in expressing meanings and concepts freely without any inhibition. They also note that Emenanjo asserts the descriptive prowess of the Igbo language which manifests in certain coinages and loan translations and reflects in the lengthy nature of some. Hence, Iwuchukwu and Oji (2005:59) argue that this “does not make translation into Igbo almost impossible”. Based on these principles and techniques, the following terms were translated from English to Igbo. They include hotel, tourism, transport, hospitality and management terms and these have been arranged alphabetically.

| <b>English</b>             | <b>Igbo translations</b>       |
|----------------------------|--------------------------------|
| A la carte                 | alakatị                        |
| Adjoining                  | onụlọ nsoteibe                 |
| Amenities                  | ngwa onụlọ                     |
| American plan (AP)         | usoro Nri Amerịka              |
| Apartments                 | apatimentị                     |
| Back of the house          | ebe azụ ụlọ                    |
| Bed & Breakfast            | akwa na nri ụtutu              |
| Bell stand                 | Ogbe nnabata ibu               |
| Cabin                      | kabịn                          |
| Chain                      | ụlọ ọbịa ndị enwekọnu          |
| Check-in                   | Ndenye aha nbanye              |
| Check-out                  | ugwo ọpupu                     |
| Commission                 | ihe nrite                      |
| Concierge                  | onye ozi                       |
| Confirmation               | anamaaga                       |
| Connecting                 | onụlọ nsoteibe nwere ụzọ njikọ |
| Consortium rate            | onụ ahịa igwe                  |
| Continental breakfast (CB) | nri ụtutu kekọtinenta          |
| Continent                  | kọtinentị                      |
| Corporate rate             | onụ ahịa ndị ahịa              |
| Cultural geography         | jografị omenala                |
| Culture                    | omenala                        |
| De luxe                    | delus                          |
| Deported                   | onye agbaara ụgbonwamkpi       |
| Deposit                    | kajide                         |
| Destination                | nsotu njem                     |
| Double                     | akwa mmadu abuo                |
| Double/double              | onụ ụlọ akwa abuo              |
| Duty-free                  | akwughị utu noduugboelu        |

|                                   |                            |
|-----------------------------------|----------------------------|
| Elapsed travel time               | oge njem were              |
| English breakfast                 | nri ụtụtụ kebekee          |
| European plan (EP)                | usoro nri iropu            |
| Expatriates                       | ndịorụ alaọzọ              |
| F&B outlets                       | ndị ore nri na mmanya      |
| Familiarization tours             | njem ngosi ebere ego       |
| Frequent flier program            | ihe nrite ofeugbelukwamgbe |
| Frequent guest program            | ihe nrite ọbiakwangbe      |
| Front desk                        | oche nnabata               |
| Front of the house                | ebe diri ọha               |
| Front office                      | ihu ọrụ                    |
| Government rate                   | ọnụ ahịa gọmentị           |
| Group bookings                    | ndeba ahanigwe             |
| Guarantee                         | ihebe nkweta               |
| Half board                        | nri ụbọchị ugboro abụọ     |
| Hall porter                       | Onye ibu                   |
| Handicapped facilities            | ngwa maka ndị ọrụsi        |
| Health club                       | otu ahuike                 |
| Hold                              | deberem ọnọdụ              |
| Hospitality suite                 | ogbe nlekọta ọbia          |
| Housekeeping                      | ọrụ ndezi ọnụ ụlọ          |
| IATA                              | AYATA                      |
| Independent                       | hotelụ nnọrọ onwe          |
| Industry rates                    | ọnụ ahịa ndị ọrụ           |
| Infected area                     | ogbe nje batara            |
| In-rooming dinning (Room service) | inye ọbia n'ọnụ ụlọ        |
| Japanese style                    | Staili ndị Japani          |
| Junior suite                      | ogbe nta                   |
| King                              | akwa onyeeze               |
| Long-haul                         | njem oteka                 |
| Low season                        | oge obere ahịa             |
| Market segments (price tiers)     | okike ndị ahịa             |
| Meal plans                        | usoro nri                  |
| Military rates                    | ọnụ ahịa ndị ami           |
| Mini bar                          | minibaa                    |
| Minimum                           | ọnụ ụlọ opekampe           |
| Modified American plan (MAP)      | Mmeghari plani Amerika     |
| Murphy                            | akwa mufi                  |
| No-show                           | ọbiaghi                    |
| Occupancy                         | ọnọdụ                      |
| Overbooking                       | ndeba aha kariji           |

|                      |                            |
|----------------------|----------------------------|
| Package              | ngụkọta                    |
| Package rates        | ọ̀nụ ahịa ngụkọta          |
| Peak season          | oge nnukwu ahịa            |
| Penthouse suite      | ogbe ụlọ penti             |
| Promotional rate     | ọ̀nụ ahịa nrata            |
| Property             | ụlọ ọ̀bịa                  |
| Quarantine           | mmachi onyeọ̀rịa           |
| Queen                | akwa ezenwaanyi            |
| Rate categories      | Ogosi ogo ọ̀nụ ahịa        |
| Reconfirmation       | akanaaga                   |
| Res                  | ọ̀nụ ahịa rịsọ̀ọtu         |
| Room block           | nkuchi ọ̀nụ ụlọ            |
| Sample               | ọ̀nụ ngosi                 |
| Short-haul           | njem ọ̀dinso               |
| Shuttle service      | ugbo nefu                  |
| Single (room)        | ọ̀nụ ụlọ otu onye          |
| Single (Twin Bed)    | akwa otu onye              |
| Smoking              | ọ̀nụ ụlọ anwuru/utaba      |
| Standard             | ọ̀nụ ụlọ kwesiri           |
| Stopover             | nchetu                     |
| Suite                | Ogbe                       |
| Superior             | ọ̀nụ ụlọ ogiriya           |
| Table                | d'hote nri tebuluotu       |
| Tour                 | njem                       |
| Transit              | ononanjem                  |
| Turndown             | nlekota nefu               |
| Twin                 | ọ̀nụ ụlọ mmaduabo          |
| Upgrade              | mbugo                      |
| Walking              | iduga onyeije onodu ozo    |
| Western style        | staili ndi west            |
| Wild flora and fauna | mkpa akwukwo na ahija ohia |

## Conclusion

True to the Peculiar Genius hypothesis as advanced by Emenanjo (2005), there is hardly any term that cannot be translated into Igbo using its descriptive power and freedom of expression.

The paper, has adopted the practical approach which allows for free expression to translate some travel and tourism terms into Igbo.

## Recommendations

1. The paper proposes a synergy among various professionals and Igbo scholars in the effort to develop Igbo terms for all fields and endeavour and the use same within and outside the Igbo territory.
2. In order to ignite interest in tourism, training modules in travel and tourism should be developed in the indigenous languages of Nigeria, especially Igbo.
3. Tourism as a subject of study should also be taught in the Igbo language at the secondary school level.
4. There is the need for capacity building in the use of the Igbo language in pedagogy at least as provided by the Nigerian Language Policy.

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