



Exploring Translation Mistakes in Tourism Messages Through Human and AI Perspective

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Abstract

The phenomenon of globalization has transformed our world into a tightly connected community where different cultures and nations have become closer to each other than ever before. Within this global tendency, effective communication is vital for smooth interactions between travellers and their destinations. However, the language variation within the tourism industry requires accurate translation to overcome language barriers and correctly perceive information. Translation errors can lead to misunderstandings, affecting the traveller's expectations and diminishing the quality of their experience. The current research aims to analyse the patterns and significance of language mistakes found in the English translations of tourism messages across various European countries and determine the best ways to avoid them. The comparative analysis of human and AI capabilities tries to reveal who is more adept at recognizing and interpreting these errors. The practical implications of the research findings offer language learners and language professionals ways to refine their translation skills and integrate these insights into their translation practices.

Keywords: Tourism messages, translation mistakes, Artificial Intelligence (AI)

1. Introduction

International tourism is one of the largest and most dynamic industries in the world currently breaking the walls of local isolation and providing favourable conditions for global movement. According to the *UNWTO World Tourism Barometer*, international tourist arrivals reached 1.3 billion in 2023, and the industry accounted for 3% of the global GDP [1]. With this immense flow of tourists speaking different languages and coming from different parts of the world, communication becomes a critical issue. Lack of proper communication can lead to confusion, misunderstandings or even offence. It can also negatively impact the whole travelling experience, and affect the reputation of tourism service providers.

The language of tourism has recently become a productive area of research. Scholars from different fields like linguistics, anthropology, sociology and hospitality management are interested in understanding how language might influence tourism experiences. Most prominent studies exploring the linguistic dimensions include Dann's [2] and Held's [3] views on the socio-linguistic aspects of tourism language and how it reflects and shapes tourists' experiences and perceptions; Thurlow and Jaworski's [4] research focusing the global spread of English and the standardization of communicative practices in tourism; the analysis of travelling words, also known as 'linguaging' by Cappelli [5]; Djafarova's [6] investigation of the role of figurative language use in the representation of tourism services; Agorni's [7] and Durán Muñoz's [8] analysis of mistakes in translations of tourist texts, to mention just a few.

Despite the critical role of accurate translations in tourism, there is a lack of in-depth analysis on the nature and impact of translation mistakes across this sector, especially through a comparative analysis of human and AI capabilities in recognizing and correcting these errors. So, the *problem question* the current research tries to answer is what translation mistakes are prevalent in the English translations of tourism messages and whether it is reasonable to rely on modern technology while trying to avoid them. The *subject of the research* is forty-eight tourism messages translated into the English language found in various popular locations for foreign visitors. The *methods* applied in the research include: 1) the analysis of theoretical sources that helped to review the main features of the language of tourism, the common translation mistakes and the possibilities provided by modern AI-powered technologies; 2) the descriptive linguistic analysis that was used to critically assess the patterns of translation mistakes in collected English tourism messages; 3) the comparative analysis



that revealed the strengths and limitations of human and AI-powered capabilities while identifying and interpreting the translation mistakes.

For data protection, the actual names of the locations and other entities where the tourism messages were found have been replaced by more generalized terms such as 'airport', 'museum', 'restaurant menu', and so on.

2. Literature Review

2.1. Characteristics of the Language of Tourism

In general, the language of tourism shares similar functional and structural characteristics with any other form of communication. However, it also exhibits distinct characteristics that differentiate it from other forms of discourse, reflecting the unique communicative demands of the tourism industry. Durán Muñoz [8] distinguishes three levels of the most common features that characterize the language of tourism and make it a specialized language.

According to the author [8], at the *lexical level*, tourism texts employ various strategies to evoke positive emotions and allure tourists. For example, they are usually full of positive qualifying adjectives and superlatives such as '*outstanding*', '*spectacular*', '*exotic*', '*the most easternmost*' to emphasize beauty and distinctiveness. They are also distinguished by carefully selected keywords such as '*adventure*', '*dream*', '*pleasure*' and '*escape*' that comply with tourists' expectations or use a technique known as 'languaging', which means the use of foreign or invented words to evoke a sense of exotic feeling to the tourists [2, 5]. Lastly, they contain cultural references, known as *realia*, which add authenticity to the text but may be challenging to translators due to their lack of equivalents in the target language.

At a *syntactic level*, tourism texts also demonstrate several distinctive features. Firstly, there is a tendency for nominalization, where verbs are transformed into nouns to convey a sense of formality and clarity. For example, '*when you arrive at the hotel*' becomes '*upon arrival at the hotel*' [8]. Secondly, the frequent use of imperatives encourages tourists to take advantage of available opportunities, for instance, to taste local food or to visit local open-air street markets. Finally, the present simple tense is often used to imply that the time of the holiday is permanent and everlasting.

The *functional level* of tourist texts primarily focuses on two main functions: referential and persuasive. The referential function serves to inform and describe destinations such as countries, regions, or communities. The persuasive or vocative function also plays a significant role, as it helps to convert a potential tourism client into an actual one.

To sum up, tourism texts are diverse in their character and nature to inspire and push people towards a particular destination.

2.2. Most Common Translation Mistakes

Undoubtedly, translation plays a significant role in facilitating cross-cultural communication and promoting tourism worldwide. However, translating tourism texts presents great challenges due to the diverse linguistic and cultural contexts involved. Therefore, good translators must possess specific skills, knowledge, and abilities or, as most contemporary sources define, '*translation competence*', which is required to be able to translate. According to PACTE group [9], translation competence comprises 1) proficiency in two languages, including linguistic, discourse, and sociolinguistic aspects; 2) extra-linguistic knowledge of general world topics and specialized subjects; 3) ability to use psychomotor, cognitive, and attitudinal resources; 4) ability to understand and complete the transfer process from the ST (source text) to the TT (target text), taking into account the aim of the translation and the target audience; and also 5) all the individual procedures, conscious and unconscious, verbal and non-verbal, used to solve the problems found during the translation process.

Unlike specialized technical translations, which benefit from standardized terminology and clear linguistic conventions, the translation of tourism content is inherently complex and subtle. In general terms, translation mistakes or errors refer to a discrepancy or deviation from the source text in the process of rendering it into another language, which results in a misrepresentation of the original meaning, intent, or style. Some scholars define them as any lack of congruence between the source language and the target language [10] or as an offence to certain norms [11]. These errors can occur at various levels, including lexical (word choice), syntactical (sentence structure), semantic (meaning), pragmatic (contextual understanding), and cultural (appropriateness and sensitivity to cultural aspects).



Based on different typologies, Durán Muñoz [8] proposes a general categorization of translation mistakes: 1) Grammar and spelling; 2) Lexis and semantics; 3) Pragmatics and discourse; Omissions, repetitions and additions.

Grammar and spelling mistakes are quite common in tourist texts. As first impressions matter, the presence of these mistakes can convey a lack of attention to detail and professionalism, leading to questions about the quality of services and experiences being offered. These mistakes typically arise from inadequate revision or even a lack of translator's skills when translating into a foreign language.

Mistakes regarding terminology also constitute a considerable number in tourist translations and can significantly affect communication clarity, appeal, and effectiveness. These errors refer to the misuse of vocabulary and the incorrect interpretation or conveyance of meaning, which can lead to misunderstandings and misrepresentations. Similarly, culture-specific items like personal names, place names and realia, deeply rooted in cultural and social contexts, often carry meanings and connotations that may not easily translate into other languages. One more key challenge in lexical translation is dealing with '*false friends*', i.e., words that look similar in two languages but differ significantly in meaning [12]. They cause great difficulties as translators may incorrectly assume that these words have equivalent meanings, leading to errors in interpretation and communication.

The importance of *pragmatic knowledge* and discourse in tourism industry translation should be considered seriously as well, as it ensures that the produced text conveys the intended meaning and communicative goals of the original content. Additionally, there are some stylistic and register differences, as some languages are more formal in nature, while others employ more poetic structures and linguistic means.

Finally, *omissions, repetitions, and additions* of information can significantly impact the quality and effectiveness of the translated tourism content.

Translation mistakes and discrepancies can be caused by a lack of understanding of the source or target language, insufficient knowledge of the subject matter, or misinterpreting culture-specific language items and idioms.

2.3. Machine Translation and AI-Powered Technology

Machine translation and artificial intelligence (AI) have undergone remarkable advancements in recent years, greatly affecting translation and communication across borders. Modern, sophisticated technology is widely used for creating translation memories, aligning texts, managing terminology, checking spelling and grammar, accessing and searching electronic corpora, and carrying out translation [13]. Furthermore, the evolution of Neural Machine Translation (NMT) makes it possible to decipher context and linguistic intricacies, thus offering more accurate and contextually aware translations [14]. This rapid development has opened new possibilities in various domains, including tourism, where the demand for cross-language communication and cultural exchange is ever-growing. One of the primary advantages is the speed and efficiency with which these technologies can produce translations. By automating the arduous task of linguistic conversion, they allow for rapid dissemination of information to a global audience and significantly reduce the time and effort required [14]. The NMT or AI technology can also ensure language and style consistency and uniformity across a multitude of content, which is essential for maintaining clarity in tourism communication.

However, despite these advantages, machine translation and AI technology also have limitations that can affect the quality of translated tourism messages. One significant drawback is the potential for inaccuracies and mistranslations, especially when dealing with culture-specific references and idiomatic expressions. Moreover, technology is still unable to adjust to the target readership, consider local cultural norms and customs and is effective only for the most common languages like English, German, Spanish, etc.

Therefore, when it comes to translation technology, it is very important to achieve the right balance between automation and human oversight.

3. Research Methodology

The current research has been carried out in two consecutive stages. Stage 1 was dedicated to the search, categorization and overview of translation mistakes in English tourism messages across various European cities and towns to discover the most common tendencies and patterns. By 'messages', we mean written informative texts found in popular tourist sites and entertainment areas, such as museums, galleries, historical places, skiing resorts, zoos; at the place of residence, like hotels, spa and wellness resorts, and any other locations such as airports, stations, cash machines,



etc. Some cases of mistranslations have been taken from promotional tourism texts, like brochures, leaflets, posters and even presentations given by some companies to the tourists visiting their premises. We took notice only of those mistakes that were found in acknowledged tourism texts, i.e., where they were expected to be translated professionally and accurately. In total, 48 tourism messages containing one or another translation discrepancy have been collected and analysed.

In the second part of our research, we tried to compare how humans and advanced technology recognize and interpret the collected mistakes by involving a control group of 56 students with B2-C1 level of English and AI-powered technology: *Chat GPT* and *Grammarly*.

4. Results

4.1. Most Common Translation Mistakes in Found Tourism Messages

The collected examples were classified and analysed according to the type of translation mistakes proposed by Durán Muñoz [8]. The analysis that was conducted is consistent with the author's idea that the most common translation mistakes are related to typographical errors and grammatical inaccuracies. Some of the examples are provided in **Table 1** and **Table 2** below.

Example	Source
englisch	Underground ticket machine
Englisch	Restaurant
Toast with ham and chees	Restaurant
Keys of internazionalization	Company presentation
Personalities of the signatorie	Historical monument
Don't tuch	Skiing resort
Sorry we are close	Shop
We are committed tothe large events	Company presentation
Company was founded in november 1957 and ended in january 2005 due to bankruptcy.	Company presentation

Table 1. Spelling mistakes in collected tourism messages

The English spelling system is quite complicated for non-native speakers due to its irregularities and inconsistencies, especially regarding its pronunciation. Many language users see it as illogical or unphonetic, often leading to common spelling mistakes. The analysed mistakes from the collected tourism messages contain several similar patterns, such as omissions or addition of some letters, most probably resembling the spelling system of their own languages or simply caused by mistyping and lack of attention. Some cases are related to the problem of capitalization, as the rules of proper and common nouns vary from country to country. In English, the names of the months, days of the week, languages and nationalities are considered proper nouns, whereas in other languages, there are different conventions.

Another extensive group of translation errors is related to grammatical deviations.

Example	Source
Wanting bubbles?	Holiday resort
Coaches parking	Bus station
Make sure it covers both your nose, mouth, and chin	Hotel
In 1994 it won the prize for best quality, but in 1999 was awarded as the largest exporting company	Company presentation
Last admission one hour before the closing	Museum
There is available to clients the allergen list of our products. Ask our staff.	Airport
In the sauna is recommended up to 12 people at a time	Spa&Wellness resort
Dear clients, used dishes please take away yourselves, thanks.	Self-catering cafe

Table 2. Grammatical mistakes in collected tourism messages

The incorrect use of the word '*wanting*' in the very first example (Table 2) makes the whole phrase ambiguous and unclear. It is a stative verb, which, according to the English grammar rules, is not generally used as a gerund, thus making the message sound quite strange and obscure. The implied primary intention of the original text was to convey a sense of desire, so alternative phrases like '*Do you want bubbles?*' or '*Craving for bubbles?*' would be more suitable and accurate. Another typical mistake is represented in the phrase '*Coaches parking*', which lacks an apostrophe to indicate possession. In many languages, the possessive (genitive) case is indicated by specific words,



grammatical structures or endings. However, English is unique, using the 's at the end of the words to indicate ownership, usually referring to a person. As there are different rules regarding the usage of an apostrophe (for instance, singular and plural or irregular plural forms), this may cause frequent confusion to non-native speakers. Another interesting aspect revealed during the research is the misuse of the words 'both' and 'but'. In the first case, the correlative conjunction 'both' is supposed to join two equal elements together. However, the provided message contains three subsequent words – your nose, mouth and chin making it grammatically incorrect. A related issue is the wrong usage of the coordinating conjunction 'but', which causes misunderstanding, as it is meant to show the contrast between two words, phrases, or ideas. However, no contradiction is implied in the given context. Therefore, it is assumed that other conjunctions or linking words, such as 'and', 'moreover', 'furthermore' would make more sense.

The last pattern of the most common grammar mistakes encountered refers to patterns of word arrangement in the sentence, i.e., syntax. The common mistake is the use of incomplete sentences by omitting the verb 'to be' as the main verb. Adding 'is' in the example '*Last admission one hour before the closing*' would make the message grammatically complete and more precise. The last two examples from this category also relate to the sentence structure. The message '*There is available to clients the allergen list of our products. Ask our staff*' most probably is the result of the direct translation from the source language where the word order is not so strict. The structure 'there is' used at the beginning of the sentence is supposed to be followed by a singular noun, yet the use of the adjective 'available' and subsequent prepositional and noun phrases disrupt the typical English word order pattern. The final example also violates the norms of the English word order in the sentence and should be revised and improved.

Lexical mistakes constitute another group of apparent mistakes in tourism messages we encountered during the research. They represent the misuse of the correct word either because of the similarities in the sound form or due to conceptual ambiguity.

Example	Source
Do NOT use the first-aid kit without stuff attention	Holiday resort
Dumplings without meet	Restaurant
Please do not feet the cats inside the yard of the outdoor church area!	Local Church
Your luggage and personal effects are safe in an area under video surveillance.	Airport
Please, take care of your values!	Railway station
The inventive French then began to use the protein of eggs which were abandoned in the fortress, while remaining yolks had to be used somewhere else.	Promotional material for tourists
Sale tickets	Railway station
Our especial beer	Restaurant

Table 3. Lexical mistakes in collected tourism messages

The mistakes in the first two translations (see Table 3) are caused by the misuse of homophones – words that sound alike and have different meanings. Accordingly, 'stuff' should be replaced by 'staff' and 'meet' should be changed into 'meat'. Other examples from this category represent more subtle cases of mistranslation related to the choice of the wrong word, presumable similar to the one in the source language. In the example taken from the message displayed at the airport, it is unclear what the word 'effects' means. Most English dictionaries define the word as 'personal belongings' or 'person's possessions'. However, the word is marked as 'formal' and 'specialized' and is usually used within a legal context. As the word is of Latin origin, it is assumed that in Romance languages, a similar word is still used to denote one's personal possessions. So, this example of mistranslation represents the case of the 'false friends' discussed in the previous part of the paper. Likewise, the warning sign '*Please, take care of your values!*' contains the wrong word, which has a different meaning in English. One more example related to the misinterpretation of the concept is misusing the word 'protein' while referring to part of the egg. The incorrect word is likely to be confused with the 'white' and indicate that the same word is used in the translator's language to denote both concepts. Some other examples are most probably related to the source languages, as the phrase 'sale tickets' is not common among native English language speakers. In English, it is usually referred to as just 'tickets' or 'ticket office'. One more illustration from this group requires special consideration. The phrase 'special beer' found in one of the Spanish restaurants was initially identified as the wrong one, as it is mostly used in its adverb form. However, most English dictionaries contain the meaning of 'special'. According to another source [15], the meanings of the adjectives '*special*' and '*especial*' are



very similar. However, *'special'* is more common and used about 600 times more frequently than *'especial'*. It is also emphasized that in Spanish, however, the adjective *'especial'* is very common.

To represent the importance of the pragmatics and discourse in translation, the following example can be taken: *'Do not feed the elephants, it creates management problems'*. The second part of the English translation of the instruction found at the zoo is difficult to understand and lacks clarity regarding the word 'management'.

The other types of language mistakes indicated by Durán Muñoz [8], such as additions, omissions and repetitions, were quite difficult to identify as they require knowledge of the source language, which was not the subject of the current research.

4.2. Recognition and Interpretation of Translation Mistakes Through Human and AI Perspective

As mentioned in the methodological part, in the second stage of the research, we attempted to assess the human vs technology capabilities to identify and interpret the discrepancies in the collected tourism messages. For that purpose, a group of 56 undergraduate and postgraduate students from the English language, Entrepreneurship and Project Management study programmes with B2-C1 level of English language proficiency were given a list of tourism messages, where most of the examples contained one or another type of translation mistake. To make the task more challenging, some correct sentences were included among the wrong ones. The students were asked to indicate the wrong part of the message and comment on possible solutions.

The results revealed that spelling mistakes were the easiest to identify and correct. All students had no problem recognizing and rectifying such mistakes as 'english', 'lunge', 'tuch', 'november', etc. However, the sign *'Personalities of the signatorie'* posed some confusion and was marked as the correct one.

The cases of homophones were also handled quite well, as the majority of the participants from the test group indicated that 'stuff', 'meet', 'feet', etc., were incorrect and gave the right words instead of them. Referring to the case of *'Our especial beer'*, most students indicated it as wrong by substituting 'especial' with 'special', 'exceptional', 'unique', or even 'strong'.

Students also correctly identified the translation problem in *'Your luggage and personal effects are safe in an area under video surveillance'* and *'Please, take care of your values'* and provided a number of alternatives, such as 'belongings', 'items', 'things', 'valuables', but the sentence containing the misused word 'protein' was corrected only by four students, while the rest of them indicated the whole message as the correct one. We assume that it is related to the students' native language, where the same word is used for different concepts, such as *'as a substance found in food'* and *'the clear liquid part of an egg'*.

Grammatical mistakes were noticed by students quite effectively and yielded a number of correct versions. For instance, they suggested changing *'Wanting bubbles'* into *'Do you want bubbles?'* and *'Would you like bubbles?'* or eliminating the gerund construction as in *'Want bubbles?'*, which sounds a bit rude in the English language. The misuse of conjunctions 'both' and 'but' were indicated as wrong and corrected by corresponding alternatives. However, the possessive case was tricky, and only a few students marked *'Coaches parking'* as the one that contained a mistake.

The messages with incorrect sentence structure and word order were improved in different ways. Students were able to identify the wrong arrangement of the words and suggested more suitable variations. Speaking about the *'Do not feed the elephants, it creates management problems'* caused confusion among students. Some of them marked it as correct, but others indicated that something was wrong with the words 'management' or 'creates'.

The correct sentences were marked as correct ones in most cases. However, some students still tried to improve them in one way or another.

After the research with students, we proceeded with AI-powered technology. At first, all the collected examples were uploaded into *Grammarly* (subscribed version), which is known as a proofreading tool focusing on correct grammar and spelling) with recently added AI-enabled writing assistance. So, both functions *Grammarly Editor* and *Generative AI* were used for the analysis. The mistake recognition and interpretation process was repeated with *Chat GPT* (free version) by giving it an appropriate question or prompt, such as *'Is the sentence/phrase correct?'*. Some of the results of the use of AI-powered tools are presented in Table 4.



A tourism message with a mistake	Grammarly Editor	Grammarly Generative AI	Chat GPT
<i>Personalities of the signatorie</i>	Identified the mistake and suggested a correct answer.	Identified and suggested a correct answer.	Identified the mistake, explained that it and provided a correct answer.
<i>Company was founded in november 1957 and ended in january 2005 ...</i>	Identified and suggested a correct answer.	Identified and suggested a correct answer.	Suggested an improved version with the capitalized names of the month.
<i>Make sure it covers both your nose, mouth, and chin.</i>	The text is too short for the editing	Identified and suggested a correct answer.	The mistake was not recognized.
<i>In 1994 it won the prize for best quality, but in 1999 was awarded as ...</i>	The mistake was not recognized.	The mistake was not recognized.	The mistake was not recognized.
<i>Wanting bubbles?</i>	The sentence was identified as a correct one.	The sentence was identified as a correct one.	The mistake was not recognized.
<i>Coaches parking</i>	The mistake was not recognized.	The mistake was not recognized.	The mistake was not recognized.
<i>There is available to clients the allergen list of our products. Ask our staff.</i>	Identified and suggested a correct answer.	Identified and suggested a correct answer.	Identified and suggested a correct answer.
<i>Do NOT use the first-aid kit without stuff attention.</i>	The mistake was not recognized.	Identified and suggested a correct answer.	Identified and suggested a correct answer.
<i>Your luggage and personal effects are safe ...</i>	The mistake was not recognized.	The mistake was not recognized.	The mistake was not recognized.
<i>Please, take care of your values!</i>	The mistake was not recognized.	The mistake was not recognized.	Identified and suggested a correct answer.
<i>The inventive French then began to use the protein of eggs ...</i>	The mistake was not recognized.	Identified and suggested a correct answer.	The mistake was not recognized.
<i>Our especial beer</i>	Identified and suggested a correct answer.	Identified and suggested a correct answer.	Identified and suggested a correct answer.

Table 4. The results of AI-powered tool analysis

As the collected data shows, the AI-powered technology had no problems identifying and correcting spelling mistakes. Both functions of *Grammarly* and *Chat GPT* could recognize the discrepancy, explain it and provide a correct solution. For example, the *Grammarly Generative AI* provided the following answer: ‘The phrase “Personalities of the signatorie” appears to be grammatically incomplete and contains a potential typo. If you’re referring to the characteristics or traits of individuals who have signed something, the correct phrase would be “Personalities of the signatories”. *Chat GPT* gave similar response: The statement “Personalities of the signatorie” is incorrect. “Signatorie” is not a recognized English word. The correct form would be “Personalities of the signatories.” The only limitation of the *Grammarly* editing tool was the length of the phrase of the sentence, so sometimes no answer was provided.

When the applied tools had to deal with grammatical and lexical mistakes, there were some issues regarding the recognition of the mistakes. In the sentence with the incorrect use of the word ‘both’ only the *Grammarly Generative AI* function was able to locate the mistake, explain it and provide a solution: ‘The phrase “Make sure it covers both your nose, mouth, and chin” is almost correct but not entirely due to the use of “both” with three items. “Both” is used when referring to two items. For three items, you can simply remove “both” or replace it with a word like “all”. So, the correct sentence would be: “Make sure it covers your nose, mouth, and chin”.

Surprisingly, all three tools indicated the cases with ‘*Wanting bubbles?*’ and ‘*Coaches parking*’ as correct answers. However, the tourism messages containing discrepancies with syntax were reasonably well understood and corrected.

The analysis of the lexical items revealed that *Chat GPT* was the most effective. It recognized such misuses as ‘stuff’ or ‘values’ and provided explicit explanations: ‘The sentence “Please, take care of your values!” is grammatically correct, but it might not convey the intended meaning. “Values” typically

refer to principles or beliefs rather than physical possessions. If you mean to refer to personal belongings, you might want to use a different word, such as “valuables”.

To sum up, the research revealed that students successfully identified all types of translation mistakes. Their keen attention to detail and linguistic awareness enabled them to handle given assignments. AI-powered technology was remarkably efficient in the speed of providing responses according to the given prompt or question. Although some mistakes were left unidentified, the correct cases, alongside the correct solution, included explicit explanations that are extremely valuable for the continuous development of translation competence.

5. Conclusions

The analysis of the relevant scholarly sources revealed that the international tourism market continues to grow and expand worldwide and requires more means to facilitate cross-cultural communication and understanding.

As such, translation services are already in great demand, serving as a bridge to connect travellers from diverse linguistic, cultural and social backgrounds to local communities and their chosen destinations. Accuracy and precision are essential elements of each translated tourism-related text, despite its length or density, as only a clear and comprehensive piece of information or instruction can ensure a positive travelling experience, allow tourists to make reasonable decisions and fully immerse themselves in the local culture.

The findings of the practical analysis allowed us to uncover that the most common language mistakes found in tourism messages are misspellings and grammatical errors. They mainly occur due to oversight, time constraints, or, sometimes, a lack of translator proficiency. Lexical and syntactical mistakes are also common in translations and are mostly influenced by the translators' native language system. They may mistakenly use words that closely resemble those in their language but have different meanings in the target text or unconsciously apply grammatical patterns or sentence structures common to their mother tongue.

The analysis carried out with students and AI-powered technology revealed the strengths and weaknesses of each. Given sufficient time and knowledge of the subject matter, humans are better and more accurate at recognizing and improving incorrect tourism messages. However, in our fast-paced world, modern technology can help quickly process large volumes of texts from the source to the target language, as well as provide solid and rational explanations of the mistakes encountered. Thus, the best combination is to achieve a balance between human expertise and technological capabilities to maximize the quality and accuracy of the translation.

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