

Exploring Translation Mistakes in Tourism Messages Through Human and AI Perspective

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Aim of the Research

To analyse the patterns and significance of language mistakes in the English translations of tourism messages across various European countries and determine the best ways to avoid them.

Methods Applied in the Research

Theoretical

Analysis of theoretical sources

Practical

Descriptive linguistic analysis
Comparative analysis

Literature Review – Language of Tourism

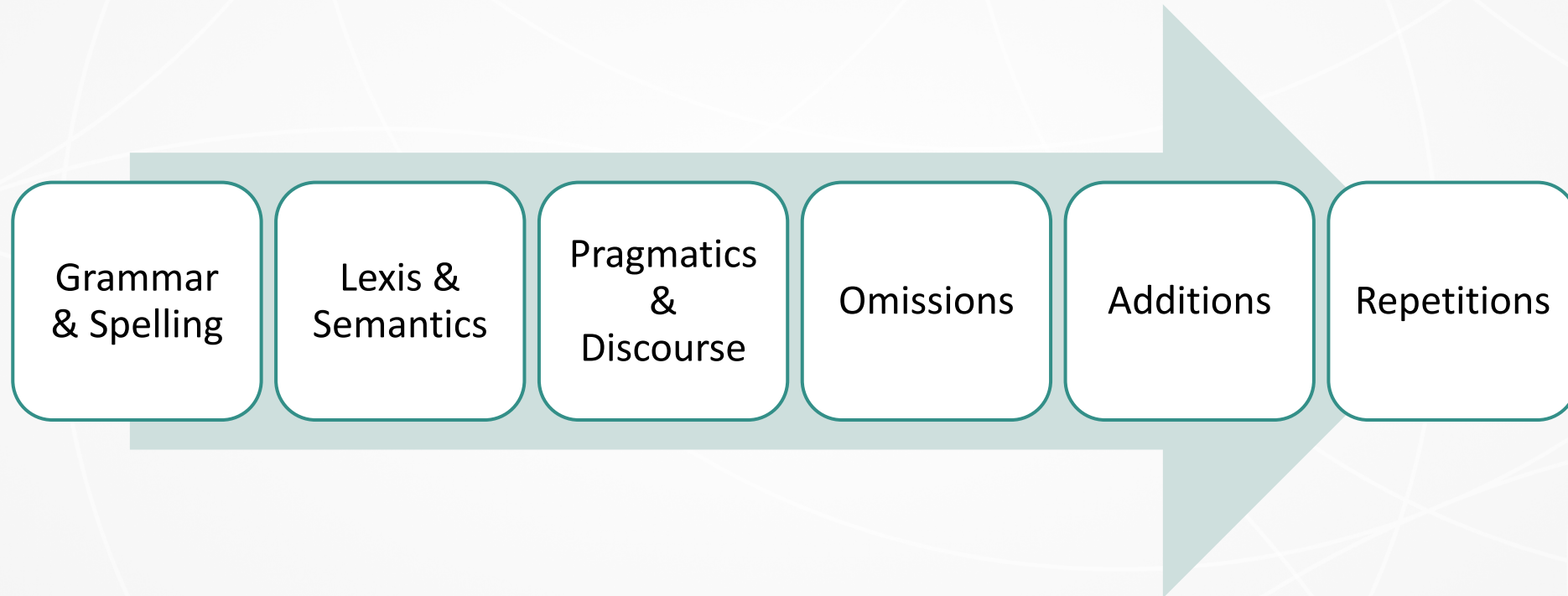
Distinctive Features – certain linguistic characteristics and conventions, which justify its classification as a specialized discourse (Durán Muñoz, 2012)

- **Lexical Level:** *Positive adjectives, keywords, cultural references.*
- **Syntactical Level:** *Nominalization, imperatives, present simple tense.*
- **Functional Level:** *Referential and persuasive functions.*

Literature Review – Translation Mistakes

Translation Competence – the underlying system of knowledge, abilities and attitudes required to be able to translate (PACTE, 2003).

Literature Review – Translation Mistakes



Literature Review – Translation Mistakes

Challenges – cultural references, false friends, stylistic differences

Research Methodology – Stage 1

- **Objective:** Discover common translation mistakes in English tourism messages.
- **Scope:** Written texts from popular tourist sites and entertainment areas.
- **Data Collected:** 48 tourism messages with translation discrepancies.

Findings & Results – Spelling mistakes

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
Company was founded in november 1957 and ended in january 2005 due to bankruptcy.	Company presentation

Findings & Results – Grammatical mistakes

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
Dear clients, used dishes please take away yourselves, thanks.	Self-catering cafe

Findings & Results – Lexical mistakes

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
Our especial beer	Restaurant

Research Methodology – Stage 2

- **Objective:** Compare human and AI recognition and interpretation abilities of translation mistakes.
- **Participants:**
 - Control group of 56 students (B2-C1 English level).
 - AI-powered tools: *ChatGPT* and *Grammarly*.

Findings & Results (1)

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.

Grammarly Generative AI:

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”.

Findings & Results (2)

A tourism message with a mistake	Grammarly Editor	Grammarly Generative AI	Chat GPT
<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>Wanting bubbles?</i>	The sentence was identified as a correct one.	The sentence was identified as a correct one.	The mistake was not recognized.

Grammarly Generative AI:

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”.

Findings & Results (3)

A tourism message with a mistake	Grammarly Editor	Grammarly Generative AI	Chat GPT
<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>Please, take care of your values!</i>	The mistake was not recognized.	The mistake was not recognized.	Identified and suggested a correct answer.

Chat GPT:

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”.

Conclusions (1)

Growth and Importance of Translation in Tourism:

- The international tourism market is expanding, necessitating enhanced cross-cultural communication.
- Translation services are crucial in bridging linguistic, cultural, and social gaps, facilitating better interactions between travellers and local communities.

Essential Qualities of Translated Texts:

- Accuracy and precision are vital for all tourism-related texts.
- Clear and comprehensive translations ensure a positive travel experience and help tourists make informed decisions.

Conclusions (2)

Common Translation Mistakes:

- Most frequent errors are **misspellings** and **grammatical mistakes**, which occur due to oversight, time constraints, or translator proficiency.
- **Lexical and syntactical errors** are influenced by the translator's native language, causing misuse of similar-sounding words and incorrect sentence structures.

Human vs. AI in Translation:

- **Human translators** are better at recognizing and correcting errors with sufficient time and subject knowledge.
- **AI technology** is efficient in processing large volumes of text and providing rational explanations of mistakes.

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