

An Analysis of the Translation Errors in the Tourism Guide Book "Wonderful Riau Islands" and its Impact on the Visit Interests of Foreign Tourists to the Riau Islands Province

*Taufik Afdal*¹

*Joko Iswanto*²

*Eka Mayasari*³

¹Corresponding author, English Education Department, STAI Miftahul Ulum Tanjungpinang, Indonesia; taufikafdaltranslator@gmail.com

²English Education Department, STAI Miftahul Ulum Tanjungpinang, Indonesia; iswantojoko21@gmail.com

³English Education Department, STAI Miftahul Ulum Tanjungpinang, Indonesia; eka.maya.sari28@gmail.com

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Abstract

This study aims to describe translation error patterns from Indonesian into English found in the Wonderful Kepri Tourism Guide book. The data in this research are the erroneously translated words, phrases and clauses. The samples of the data were collected from several pages in the book. Types of errors are classified into syntactic errors including usage, punctuation, grammar, and syntax. Semantic errors include spelling, tenses, addition or omission of word elements, terminology or diction and free translation. With reference to the findings of this study, the researcher provides a more accurate translation in accordance with the Language of Tourism (LoT) specification and in accordance with the original text so that the message delivered reaches the target audience. The findings are expected to serve as a reference for Provincial Tourism Office of Kepulauan Riau to translate tourist guide books accurately and carefully in the hope that the number of tourism visits especially English-speaking tourists increases in the following years ahead. The implication of this research in Language Teaching is that translation teaching especially tourism text should take into account the principles of the language of tourism (lot) as it is a distinct type of text which requires persuasive lexis and tone.

Keywords: Translation Errors, Language of Tourism, Travel Guidebook

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1. Introduction

The Riau Archipelago is a very strategic area which is flanked by two neighboring countries, Singapore and Malaysia, and to the north is adjacent to the Philippines and Vietnam. With these very strategic natural resources, the Riau Islands become an attraction for travelers from various countries. Currently, the Riau Archipelago is the third tourist destination in Indonesia after Bali and Jakarta. Various efforts have been made by the Riau Islands provincial government, including printing a Tourist Guide Book every year which contains interesting places from the seven Koita regencies in the Riau Islands that are worth visiting by both domestic and foreign tourists.

However, the travel guide book was not reviewed for the quality of the translation. This can be seen in several translation errors which are further discussed in the discussion chapter. Pierini (2007: 99) states that “The complexity of tourism promotion texts is often underestimated by clients who use translation services and even translators: at first glance it seems easy to translate into common languages; but actually tourism text is a special type of text with certain linguistic/cultural characteristics”.

In 2012, Common Sense Advisory surveyed 2,430 web consumers in eight countries to learn more about how language affected their buying habits. They found out that 72.1% of consumers spend most of their time on websites translated in their own language, 72.4% of consumers said they would be more inclined to buy a product/service with information in their own language, 56.2% of consumers said that their ability to access information in their own language was more important than price, (<https://www.languagedirect.org>)

A study of 53,000 international tourists concluded that the number one factor for purchasing a holiday online is the “excitement tourists feel while purchasing their holiday” and the use of emotive and creative language in your native tongue is key to success in our increasingly connected world. With that regard, Afdal (2016:4) stated that tourism text is another type of text that has the importance to study, as it is composed of a certain level of complexity and a different sentence structure from other types of text, thus it requires special skills of translators to translate persuasively and effectively. If the translation does not meet the minimum standard, it might cause a great deal of loss to a country. Maudlin (2014) put forth that translation errors cost 120 million euros for e-tourism in France alone.

1.1. Research Questions

Based on the above background, we formulate the following research questions:

1. How is the quality of translation of the Tourism Guidebook Wonderful Kepri?
2. Does the quality of translation of the Tourism Guidebook Wonderful Kepri have an impact of the interests of international tourists to visit Kepri?

1.2 Objectives of the Research

The present research aims to:

1. Find out the the quality of translation of the Tourism Guidebook Wonderful Kepri.
2. Find out whether the quality of translation of the Tourism Guidebook Wonderful Kepri have an impact of the interests of international tourists to visit Kepri.

2. Literature Review

Various studies have discussed the quality of translation in Travel Guide books. Among them is Munoz (2012) who examines common mistakes in tourism texts in Spanish, English, and German. His research found that the main reason for errors in the translation of tourism texts was the lack of professionally trained translators. In his research, it was found that there is often repetition of terms on the same line, the same concept is translated in different ways in the same text or in the same paragraph, and the omission of some parts of the text. Munoz suggested that professional translators should be involved to translate tourism texts in order to ensure that communication between local and foreign cultures can be well established.

Napu (2019) who studied translation problems and implications on the text's effectiveness for tourism promotion found that the problems of translation are varied from a low-level linguistic aspect to more significant cultural reference problems. In addition to that, he also argues that the translation problems have a significant impact on the text for tourism promotion as they undermine the text ability to achieve the purpose of tourism promotional material.

Sulaiman (2014) researched the translation of tourism promotion text styles: cross-cultural travel through Stylescape. The research data is an Australian tourism website (www.australia.com) in English as the source language and the translation in Malay (www.australia.com/my). His research found that Australian culture places greater emphasis on directness and explicitness. While the Malay style is more subtle, indirect (indirect) and implied (not overt). Using native Malaysian respondents, Sulaiman found that the respondents rated the website translations as 'unattractive', 'boring', 'awkward', 'inappropriate', 'too direct', 'too aggressive', 'too pushy', 'too loud', 'too adventurous', 'no options available' and 'difficult to understand'. Even more worrying, the translation results are also considered 'impolite', 'unfriendly', 'uninviting', and even 'rude'.

This shows that the basic principles of advertising language, namely AIDA (attract Attention), maintain Interest, increase Desire, and get Action are not included in the translation process. Muñoz, (2012:31) suggests that tourism is an activity that involves direct contact between culture and all the elements in it including (folklore, customs, gastronomy, etc.) between tourists and the places they visit and their cultures. Furthermore, Munoz (2012:336) said that several other researchers such as Calvi (2000), Dann (1996), Kelly (1997) stated that tourism languages have certain lexical, syntactic and textual features which strengthen the opinion that the translation of tourist texts is classified as special discourse translation.

The quality in translation depends on the translator's ability to carry out a work with the absence of mistakes (Munoz, 2012:338). She further added that translation mistakes are a sign of interference between working languages, lack of comprehension in source text and lack of extralinguistic knowledge, as well as the inability to produce proper oral or written communication in one's own native language.

Munoz (2012:137) describes several characteristics of tourism language from textual features, syntactic features and lexical features, including:

1) At the lexical level.

At this level, tourism texts have several characteristics, including: a). The use of positive adjectives to describe the beauty and specificity of the text (examples in English: outstanding, spectacular, exotic, colorful). b). The use of superlative adjective levels (example in English, the most easternmost). Another example "Windsor Castle is the oldest and largest occupied castle in the world.". This sentence uses the superlative adjective "the oldest and largest". c). Lexical selection in tourism texts must be very careful, such as the choice of words away, adventure, dream, imagination, pleasure, escape in order to satisfy visitors' expectations for a vacation. d). A technique called languaging (Potter in Dann: 1996:183) is also used which means that the text refers to the use of foreign words to persuade the visitor's feelings. e). The use of cultural references, called realia, is words that have no equivalent in the target language.

2) At the syntactic level.

At this level, several characteristics of tourism texts are divided into three, namely: a) Nominalization preferences (For example: when you arrive at the hotel > upon arrival at the hotel) the word "arrive" which was originally a verb is changed to "arrival" into a noun, b). The use of imperatives is to invite visitors to take advantage of the opportunities offered (for example: to taste genuine food, go to one of the local open air street markets), c. The use of the present tense to give the impression of vacation time that is forever (Example: Standing alone in the vast empty tract of the Salisbury plains and with origins dating back nearly 5,000 years, Stonehenge remains a place of wonder and mystery (Bath, Windsor & Stonehenge brochure))

3) At the functional level.

At this level, the characteristics of tourism texts are divided into three, namely: a). The referential function is the main function because the purpose of tourism texts is to provide information and draw pictures area, community, etc. b). The vocative or persuasive function is another main function, as stated by Dann (1996:2 in Munoz, 2012) namely the main purpose of tourism language is to persuade, seduce, attract millions of people, and turn them into potential visitors. c). Expressive function, conative function, and poetic function are the three main functions. So in the context of this research, the use of cultural references, and persuasive adjectives are used as guidelines in the final editing of tourism texts.

3. Method

3.1 Data Analysis Techniques

To answer the first research question, the data were analyzed using content analysis techniques or content analysis. The words or phrases which are considered inappropriate will

be discussed and better equivalences will be given. In the meantime, to answer the second research questions, descriptive qualitative technique is used by elaborating the respondents' feedback from open-ended interview.

3.2 Data collection technique

Purposive sampling is one of the non-random sampling techniques where the researcher determines the sampling by determining the specific characteristics that are in accordance with the research objectives so that it is expected to be able to answer the research problem. Given the limited time, the researchers only took some excerpts of the text in the book.

3. Findings and Discussion

3.1. Analysis of Translation Errors

Below are some samples of texts that were found to have translation errors both at the word, phrase and clause level. ST is an abbreviation of the source text (original text in Indonesian), TSA is an abbreviation of the target text (text translated into English).

Table. 1 Text Excerpt 1

There is an omission of the word "species" in the first sentence. Then, the more

Source Text	<i>Masyarakat Natuna menyebut salah satu species kera ini dengan sebutan "kekah". Spesies langka ini hanya hidup di Pulau Bunguran seperti di kawasan hutan Gunung Sintu, Gunung Ranai dan Gunung Ceruk. Laiknya kera pada umumnya, kekah adalah pemakan buah-buahan, umbi-umbian, daun-daunan dan biasanya hidup berkelompok. Agak sulit didekati karena sifatnya yang pemalu dan penakut.</i>
Target Text	Natuna people call one of these apes as "kekah". This endangered species live only in Bunguran Island such as in the forest of Sintu Mountain, Ranai Mountain and Ceruk Mountain. Like the apes in general, kekah is eating fruits, tubers, leaves and usually live in packs. Somewhat difficult to reach because it is shy and timid.

appropriate equivalent for the clause "one of these ape species" is more accurately translated into "this particular apes species". So the translation should be 'Natuna people call this particular apes species as "kekah".

It is found that the above sentence is translated literally. To bring the original message to life and give a rare and unique impression, the passive voice is more appropriate to use in English translation. The translation results so that it becomes "This endangered species can only be found ...". The word 'Pulau Bunguran' should be located at the end of the sentence in the translation because Mount Sintu, Mount Ranai and Mount Ceruk are located on Bunguran Island, not on the other hand, Bunguran Island is located on these mountains. Then, word choice errors also occur in the translation of "Gunung" which is translated "Mountain". According to the collinsdictionary "A mountain is a very high area of land with steep sides". If you look at the context, then the choice of the right word is "Mount", according to the

search results on wikipedia that Mount Ranai is termed "Mount Ranai". Based on this analysis, a more appropriate translation result is “in the forests of Mount Sintu, Mount Ranai and Mount Ceruk of Bunguran Island.”

In the third sentence, the clause “kekah is eating fruits” is translated into “kekah is eating fruits”. The phrase "is eating fruits" is a type of continuous tense "present continuous tense" which if translated will be "is eating fruits". What is meant in the source text is that kekah is a type of fruit-eating animal. The correct term for this is "frugivore". According to collinsdictionary, "frugivore is an animal that feeds primarily on fruit". So, the correct translation is “kekah is a frugivore”.

Then, in the last sentence, "Somewhat difficult to reach because it is shy and timid" is an incomplete sentence where there is no subject. To form a complete sentence, the researcher suggests combining the third and fourth sentences into "Like any other apes, as a frugivore (fruit eaters) which normally live in packs, kekah are difficult to get close to because they are shy and timid. animals." Like any other already means like "apes in common", so the word "general" does not need to be added. The phrase in the source text “A bit difficult to reach” translates literally to “Somewhat difficult to reach”. The context here is that the animal is not to be reached but to be physically approached. So the correct translation for this phrase is “difficult to get close to”.

Table. 2 Text Excerpt 2

Source Text	<i>Pelanduk atau kancil yang bernama Llatin tragulus javanicus adalah hewan menyusui (mamalia) sebangsa kijang yang memiliki ukuran tubuh kecil. Pelanduk dewasa, ukurannya kurang lebih sama dengan kelinci. Di Kepulaun Riau, salah satu mamalia terkecil di dunia ini bisa ditemukan di hampir setiap hutan yang tersebar di pulau-pulau, mulai dari Lingga, Batam, Bintan hingga Natuan. Kini meski pelanduk sudah sulit ditemukan keberadaannya, tetapi bagi masyarakat Kepulauan Riau, pelanduk tak bisa dipisahkan dari hikayat atau cerita rakyat. Tidak sedikit cerita yang tertutur dari mulut ke mulut itu menempatkan pelanduk sebagai tokoh pelengkap, bahkan sebagian menjadikannya sebagai tokoh sentralnya.</i>
Target Text	Pelanduk or mouse-deer has a latin name of Tragulus Javanicus are mamals or a deer kinds who have a smaller body size. The adult, approximately the same size with the rabbit. In Riau Islands, one of the smallest mamals in the world can be found in almost every forest in the scattered islands, ranging from Lingga, Batam, Bintan to Natuna. Now, despite the existence, Pelanduk is hard to find, but the people of Riau Islands, it can not be separated from the tale of folklore. Not a little story was passed through generations which puts pelanduk as the complementary figures, and even some making it as the central figure.

The above text shows that the first error is seen in the repetition of the predicate in the sentence. The first predicate is "has" and the second predicate is "are". In one simple

sentence, it only consists of one predicate. If you want to use two predicates in a compound sentence, then you should use a conjunction or remove one of the predicates and add the word "with". So, the sentence should be "Pelanduk or mouse-deers with a latin name of *Tragulus Javanicus* are mammals or a particular type of deer which has a smaller body size."

The next sentence is "Adult porcupine, approximately the same size as a rabbit" translated into "The adult, approximately the same size with the rabbit". This sentence has no predicate in its English version. So that the meaning conveyed is lost and incomplete. For that, a more accurate translation is "The adult mousedeeers have bodies about the same size as rabbits".

The next sentence is "In the Riau Islands, one of the smallest mammals in the world can be found in almost every forest scattered on the islands, from Lingga, Batam, Bintan to Natuan." which translates to "In Riau Islands, one of the smallest mamals in the world can be found in almost every forest in the scattered islands, ranging from Lingga, Batam, Bintan to Natuna". The error lies in the omission of the translation of the word "this". The target text should be "this one of the smallest mammals". Then the phrase "forest scattered on the islands" is mistranslated into "in the scattered islands". If translated back into Indonesian, it means "in the scattered islands" meaning "on the scattered islands". Meanwhile, the context of the sentence is in the forests scattered on the islands". For that, the accurate translation is "forests scattered across the islands of Lingga, Batam, Bintan and Natuna". The use of the phrase "ranging from" is not appropriate here because it is not a range.

The next sentence is "Now even though its existence is difficult to find, for the people of the Riau Archipelago, it cannot be separated from saga or folklore." translated to "Now, despite the existence, Pelanduk is hard to find, but the people of Riau Islands, it can not be separated from the tale of folklore". The fatal error is found here where the "despite the existence" clause is found. When translated back into Indonesian, this phrase means "despite its existence". The context of the source sentence does not mean that, but vice versa. This translation is not accurate because there is a complete shift in meaning. The source text is "the porcupine is hard to find" should be translated simply as "Despite its rare existence". The word "rare" here should be added to emphasize the difficulty of finding the animal and the phrase "Pelanduk is hard to find" is no longer needed in the target sentence. For the clause "for the people of the Riau Islands, the Pelanduk cannot be separated from the hikayat or folklore" it can be broadly translated into "For most of Riau Islands people, Pelanduk is strongly tied to local folklore". The choice of the phrase "strongly tied to" here is much more flexible than the literal translation of "can not be separated from".

The next sentence is "There are not a few stories that are told by word of mouth that place the monkey as a complementary character, some even make it the central character." Which translates to "Not a little story was passed through generations which puts the peladuk as the complementary figures, and even some making it as the central figure.". The first error lies in not translating the phrase "by word of mouth. "Not a few stories are told by word of mouth" should be translated into "Quite many folklores passed on word of mouth". The phrase "not few" has another alternative translation, namely "quite many".

Another error is the translation of the phrase “complementary character”. The character here should be translated into "character" not "figure". So that "complementary character" can be translated into "supplementary character". Likewise with the "main character" which should be translated into "main character". So that a more accurate translation for the sentence "put the hump as a complementary character, some even make it as the central character" is "put it as the supplementary character, some even put it as the main character".

Table. 3 Text Excerpt 3

Source Text	<i>Berkunjung ke kota Tarempa, coba menginap di hotel yang satu ini. Berada di tepi pantai yang menghadap langsung ke laut, hotel ini termasuk salah satu yang terdepan di kabupaten Anambas. Fasilitas yang tersedia, lumayan memadai. Harga kamar pun relatif terjangkau dan semua kamar telah ber-AC, tersedia TV, kamar mandi di dalam. Lokasinya pun sangat mudah dijangkau, dekat dengan Kantor Bupati serta Gedung DPRD Kabupaten Kepulauan Anambas.</i>
Target Text	While visiting Tarempa City, try to stay in this hotel. Located on the beach directly facing the sea, the hotel is one of the most leading hotels in Anambas District. The available tariff is relatively affordable and all rooms is equipped with AC, TV, and personal bathroom. The location is easily accessible, close to the District Office as well as the Regional House of Representative of Anambas Island District.

The source sentence above does not have the AIDA principle (Attention, Interest, Desire, Action). At the syntactic level, the use of imperatives in tourism sentences is highly recommended. Munoz (2012:337) emphasizes that the use of imperative sentences aims to persuade tourists to take advantage of the offers given. In addition, the use of nominalization (use of verbs (verbs) or adjectives (adjectives) as nouns (nouns)) is also important in tourism texts.

Thus, the first sentence in the paragraph above should be translated into “Upon arrival in Tarempa town, go to check into this hotel”. This alternative translation emphasizes more on tourists to stay at the hotel. The next error is not translating the sentence "The facilities available, quite adequate.". The sentence should be translated as “The available ammenities are accommodating”. Directly facing the sea should be replaced with the more frequently used diction "overlooking the sea". The adverb "primely" must be added before the word "located" to emphasize a very strategic location.

The next error identification is the choice of the word “tarriff” for the translation of “room price”. While the "tariff" is the amount billed to guests after using various services such as ordering food and drinks, and others. Thus, the accurate translation of the clause “The room rates are also relatively affordable” is “The room rates are highly affordable”. The addition of the adverb "highly" here is to emphasize the affordability of room prices offered by the hotel to tourists so that tourist interest is greater. Then the phrase “all rooms” is plural so, as a whole a more accurate translation is “all rooms are equipped with AC, TV, and a

private bathroom". Private bathrrom is more appropriate to be used for the equivalent of "bathroom inside"

The lack of accuracy in the translation also occurs in the last sentence in the paragraph above, "close to the Regent's Office and the Anambas Islands Regency DPRD Building." which translates to "close to the District Office as well as the Regional House of Representative of Anambas Island District.". The phrase "district office" here does not represent the source text of "Bupati's Office". The phrase "Bupati's office" should be translated as "The Regent's office Building" and "Anambas Islands Regency DPRD Building" should be translated as "Anambas House of Representatives Office Building".

Based on the above findings, we classify the types of errors found in the translation of "Wonderful Riau Islands" into: inappropriate collocation, deletion, wrong word choice, literal word for word translation, poor style (uninviting), redundant or double meaning, incorrect verb tense, and repetition.

3.2. Tourists' Response.

To discover the impact of the quality of translation on the interests of prospective tourists, we asked "does the quality of translation affect your interest in visiting a certain place?". Based on the open ended interviews conducted online, some of the respondents' answers are as follows:

- Respondent 1: Of course. A historical building is just an old building without the background. And if people can't understand the background is as if it didn't exist (Lara Cecilia Garau, 14 Feb, 2021)
- Respondent 2: It helps people to get the most out of their visit. Getting them to come back is a different kind of challenge. (Marge Hogarty, 14 Feb, 2021.)
- Respondent 3: Yes, I think it is very important! There are places I have visited that had no signs/information whatsoever, and I did not really know the significance of what I was looking at until much later. This was even worse pre-Internet since there was very little information available even in books (if you could find any). Some of these sites now have signs with the relevant historical information, and it has become so much more fulfilling to visit these places after this welcome change. (Amel Abdullah, 14 Feb, 2021.).
- Respondent 4: It makes a big difference. In Cuba they get all their translations done by locals who have no Internet access and it's done on a type writer (no joke). Thr English texts were completely incomprehensible and it made it difficult to appreciate the items on display. (Chloe Cabuchin, 14 Feb, 2021)
- Respondent 5: Alas, in some touristic places, people don't speak or understand even the most basic form of English so having information available in their

language is definitely a plus. You also have the issue of places where there aren't many signs or information leaflets to begin with (like the island of Martinique) and where translation is often (not always) handled poorly by the wrong people (the 15 year old niece who has good grades in ESL...) and when on top of this you find that much of the "information" about the place available online is in fact misinformation... And yet people are coming back... It must be the rum... (Bella Nazaire, 15 Feb, 2021)

All informants agreed that language in promoting tourist destinations plays an important role in attracting their interest to visit. They said that a visit will not impress if the information conveyed is not grammatically correct. This will affect their regular visits (repeat visits) to Riau Islands.

4. Implication on Language Teaching

This study sheds some light on different kinds of errors potentially found in the translation of tourism text in a widely published book. EFL learners might be made aware that the language of tourism has specific characteristics and it is therefore of highly importance for EFL teachers to incorporate this specific-text type materials into their syllabus. Errors in word choices, tone, and register are the most common one. With the potential of tourism as an alternative career for EFL learners in a higher education setting would require them to be able to distinguish between general English and English for specific purposes. Thus, widening the knowledge of the language of tourism is critical for higher education students especially those living a tourism rich region.

5. Conclusions and Suggestions

The present research concludes that the quality of the Indonesian-English translation of the "wonderful riau islands" travel guide book is not accurate. Lack of AIDA (Attention, Interest, Desire, Action) principles in a few sentences in the 'Wonderful Riau Island' travel guide book. There are several sentences that seem plain and don't explain why potential foreign tourists deserve to go to destinations in Riau Islands. The results of this study indicate that the Riau Islands tourist guide book does not provide an understanding of tourist attractions in Riau Islands and the influence of language is very large on their interest in visiting Riau Islands, therefore the 'wonderful riau islands' tourist guide book should be improved by experts who competent and professional translators in order to increase the motivation of foreign tourists to visit Riau Islands so that economic growth in Riau Islands will increase as well.

In addition to travel guide books, the website <http://kepri-travel.kepriprov.go.id/> must also be translated by a professional translator, not a machine translator (Google Translate). In addition, the translation of the Travel Guide Yearbook should be done by a professional translator who understands the function of tourism texts. As Bass (2006: 70-76) points out many factors may hinder translation quality, e.g. time pressure, budget constraints, low quality of source materials, technological problems. It is therefore important for the

translation process to go through the editing and reviewing steps, perform quality check on tourists (close ended questionnaire/likert Scale) and comply with the European quality standard EN-15038:2006. Any translation service under EN-15038 must include as a minimum, translation and review. A translator with the appropriate competences translates the documents and after finalizing the initial translation, checks his/her own work. A person other than the translator reviews the translation. The standard defines review as “examining a translation for its suitability for the agreed purpose, and respect for the conventions of the domain to which it belongs and recommending corrective measures”. Translators who take part in translation projects under EN-15038:2006 must demonstrate the professional competences specified in the standard by meeting at least one of the three requirements, has an advanced translation studies (recognized qualification), equivalent qualification in another specialization plus a minimum of two years documented experience in translation, and at least five years of documented professional experience in translation. The implication of this research in Language Teaching is that translation teaching especially tourism text should take into account the principles of the language of tourism (lot) as it is a distinct type of text which requires persuasive lexis and tone.

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