

Review Form 3

Journal Name:	Asian Journal of Language, Literature and Culture Studies
Manuscript Number:	Ms_AJL2C_126159
Title of the Manuscript:	Application Natural Language Processing (NLP) For Multilingual Tourism: Google Translate For Effectiveness Communication
Type of the Article	Review Article

Review Form 3

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.		
Is the title of the article suitable? (If not please suggest an alternative title)		
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.		
Are subsections and structure of the manuscript appropriate?		
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.		
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. -		

Review Form 3

<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>		
<p>Optional/General comments</p>	<p>Peer Review for “Application Natural Language Processing (NLP) For Multilingual Tourism: Google Translate For Effectiveness Communication”</p> <p>1. Summary of the Manuscript: The study explores the effectiveness of Machine Translation Models, especially Google Translate for multilingual communication in tourism settings. It is a qualitative method. The rapid growth of the tourism industry has brought about new challenges regarding cross-language communication. The author(s) test the model's translation accuracy and discuss the main advantages of Google Translate (GT). The author(s) mentioned, one of the main advantages of GT is its easy access across different platforms and it's availability on Web, mobile applications and its utility. Travellers can use the GT app to translate conversations instantly, breaking language barriers when interacting with with locals. They discussed about its accuracy, efficiency, communication etc. They emphasised on the effective communication in tourism often hinges on a deep understanding of context and cultural nuances.</p> <p>2. General Comments: This research addresses a significant topic as tourism heavily on accurate, multilingual communication, especially in different service interactions where misunderstandings could impact people's experience. The methodology is well-designed and the qualitative (human evaluation of different countries people) metrics is effective. However, there are some areas where the paper could improve in terms of clarity, detail.</p> <p>3. Tittle and abstract: Tittle: The tittle accurately reflects the content, but it could be more concise. Suggested Tittle: “Effectiveness of Google Translation: NLP for Multilingual Tourism Communication” or “Assessing NLP for Multilingual Tourism Communication”. Abstract: The abstract summarizes the methodology and results and discussion well. However, it would benefit from highlighting a key finding or practical recommendation for tourism practitioners to enhance readability and applicability.</p> <p>4. Introduction: The introduction is well organized and provides a through background on the importance of multilingual NLP tools in tourism. It could be added a discussion on how translation errors impact the tourism experience. If we know the dark side of a point then only we can realize the light side. That's why I think, the translation errors could be added.</p> <p>5. Results and discussion are presented clearly with tables and different tyoes of research that you had mentioned on your paper. To improve transparency, it would be useful if the authors could provide more details on the human evaluation criteria and inter-rater reliability metrics. This would give readers more insight into the consistency of qualitative evaluations.</p> <p>The technical approach is very constructive and structured. This paper reviews the NLP concepts and ensure technical terms are used accurately, especially the study evaluates the effectiveness communication through Google Translate. However, the additional clarification on the methodology, results and discussion, accuracy rate and limitations of the study would be beneficial.</p> <p>The study has practical relevance, especially for tourism professionals. The authors provided so much quantitive and qualitative researches that is very helpful for any</p>	

Review Form 3

	readers to understand. The study has a strong foundation and usefulness in different tourists from different countries and different cultures. So, the authors could strengthen this section by providing recommendations or suggestions, the improvement mentioned would enhance clarity and reliability and it might still be preferred.	
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PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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