

**Review Form 3**

Journal Name:	<a href="#">Asian Journal of Language, Literature and Culture Studies</a>
Manuscript Number:	Ms_AJL2C_126159
Title of the Manuscript:	<b>Application Natural Language Processing (NLP) For Multilingual Tourism: Google Translate For Effectiveness Communication</b>
Type of the Article	<b>Review Article</b>

### Review Form 3

#### **PART 1:** Review Comments

<b>Compulsory</b> REVISION comments	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>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.</b>		
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>		
<b>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.</b>		
<b>Are subsections and structure of the manuscript appropriate?</b>		
<b>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.</b>		
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b> -		

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<p>Minor REVISION comments</p> <p><b>Is the language/English quality of the article suitable for scholarly communications?</b></p>		
<p><b><u>Optional/General</u></b> comments</p>	<p>This topic and study are indeed quite fascinating. If feasible, I would appreciate recommendations regarding situations where the non-English speakers, particularly in relation to Asian languages. For instance, there are instances where translations between Mongolian and English may lack clarity. Table 1 shows only English speaker countries.</p> <p>Google Translate (GT) has emerged as an essential resource for bridging language gaps within the tourism industry. Its capability to deliver immediate translations of both text and spoken language significantly enriches the travel experience, enabling improved communication between tourists and service providers. Many users find it especially beneficial for translating menus, signs, and key phrases, which can greatly enhance interactions and promote engagement with local cultures.</p> <p>Nevertheless, despite its commendable features, GT is not without its drawbacks. A primary concern is its accuracy, particularly regarding idiomatic expressions, subtle phrases, and context-dependent language. Misinterpretations can result in misunderstandings, potentially affecting travelers' experiences and their perceptions of a destination. Additionally, the tool's effectiveness can vary by language; while it excels with widely spoken languages, its translations for less common languages may be inconsistent, placing some travelers at a disadvantage.</p> <p>Another important consideration is the tendency of users to overly depend on GT, often neglecting the learning of basic local phrases. This dependency can reduce genuine cultural exchanges and impede meaningful interactions between tourists and residents. In a time when cultural sensitivity and understanding are crucial, it is vital for travelers to engage more thoroughly with the languages of the regions they visit.</p> <p>Moreover, as GT continues to develop, there is an urgent need for enhancements in its language database and functionalities. Expanding the range of languages and dialects, along with improving translation accuracy, would better accommodate the diverse requirements of global travelers.</p> <p>Google Translate serves as a significant tool for improving communication within the tourism sector; however, it should not substitute the commitment to learning and interacting with local languages. Users need to recognize its limitations and pursue a balanced strategy that appreciates both technological assistance and genuine cultural interaction. With continuous advancements, Google Translate could become an even more essential resource for travelers facing the challenges of language and communication.</p> <p>It is advisable for this research to place greater emphasis on the following three aspects: (accuracy, communication, and efficiency)</p> <p>Accessibility: Google Translate makes academic content more accessible for non-English speakers, enhancing the learning experience. Language Bridging: It helps serve ethnic languages, which is crucial in regions where local languages prevail. Early English Exposure: Encourages familiarity with English among tourists and locals.</p>	

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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