
| RESEARCH ARTICLE

Reframing Tourism Translation in Jordan: A Qualitative Inquiry into Cultural Mediation, Communicative Function, and Translator Practice

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| ABSTRACT

Tourism translation is a complex and multidimensional practice that goes beyond linguistic transfer to include cultural mediation, audience awareness, and persuasive communication. In the context of Jordan, it is the country that distinguished by its rich archaeological heritage, religious significance, and diverse natural attractions, the quality of tourism and recreational translation plays a crucial role in shaping international insights and enhancing visitors' experiences. This study reforms tourism translation in Jordan by examining its theoretical fundamentals and practical applications, with a particular focus on communicative strategies and cultural adaptation. The study identifies main challenges faced by translators/interpreters, including the interpretation of culture-specific references, the balance between literal accuracy and promotional application, and the need to address diverse target audiences. It also explores the growing role of digital technologies and online platforms in transforming tourism discourse and translation practices. Adopting an academic perspective, the study emphasizes the importance of integrating practice-based training, real-life translation tasks, and technological tools into translator education programs. The findings highlight that effective tourism translation in Jordan requires a strategic combination of linguistic precision, cultural sensitivity, and persuasive techniques. Moreover, the study argues that translator training should be aligned with market demands and digital developments to ensure professional competence. Eventually, this research contributes to a deeper understanding of tourism translation as a dynamic field that supports cultural exchange and sustainable tourism development in Jordan.

| KEYWORDS

Tourism translation, recreational translation, cultural mediation

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1. Introduction

Tourism translation has increasingly been recognized as a specialized domain that extends beyond the transfer of linguistic meaning to comprehend cultural mediation, communicative purpose, and audience-oriented adaptation. Within modern translation studies, this perspective aligns with functionalist approaches, particularly Skopos Theory, which emphasizes the purpose of the target text and its intended function in the target culture (Vermeer, 1989; Reiss & Vermeer, 2014). In tourism discourse, translation is fundamentally persuasive and promotional, requiring translators to prioritize readability, attractiveness, and cultural resonance over strict formal equivalence (Dann, 1996; Kelly, 1997).

Scholars have highlighted that tourism texts are deeply embedded in cultural contexts, often containing references, symbols, and expressions that may not be directly transferable across languages (Newmark, 1988; Katan, 2014). As a result, effective tourism translation involves strategies such as adaptation, clarification, and localization to ensure both comprehension and engagement among target audiences (Venuti, 1995; House, 2015). This reinforces the view of translation as a form of intercultural communication rather than a purely linguistic exercise.

In the context of Jordan, a country distinguished by its rich archaeological heritage, religious significance, and diverse natural attractions, tourism translation plays a critical role in shaping international perceptions and enhancing visitor experience. Despite its importance, the practice faces challenges related to cultural representation, terminological accuracy, and the balance between informational and promotional functions. This study adopts a qualitative descriptive–analytical approach to examine tourism and recreational translation in Jordan from a cultural–communicative perspective. It explores the key challenges encountered by translators, the strategies employed to address them, and the implications for translator training and professional practice within an evolving digital and globalized tourism landscape.

2. Problem Statement

Despite the importance of tourism translation, there is a lack of comprehensive research examining the specific challenges and strategies in the Jordanian context. Translators often face difficulties in balancing accurate accuracy, persuasive language, and cultural sensitivity across multiple types, including brochures, museum labels, promotional websites, menus, and guided tour scripts. Moreover, the rapid adoption of digital platforms has introduced additional challenges: translators now must navigate computer-assisted translation (CAT) tools, machine translation, localization, and accessibility requirements while maintaining stylistic coherence. Without an integrated framework combining theory, practice, and pedagogy, translators risk misrepresenting cultural heritage, reducing international engagement, or producing linguistically and culturally inappropriate content. This study addresses this gap by exploring the theory and practice of tourism and recreational translation in Jordan and its pedagogical implications for translator training.

3. Literature Review

Tourism translation is increasingly recognized as a hybrid and interdisciplinary field that integrates linguistic competence, cultural awareness, and marketing sensitivity (Dann, 1996; Baker, 2018). Unlike technical translation, which prioritizes precision and terminological consistency, or literary translation, which emphasizes aesthetic and stylistic fidelity, tourism translation operates at the intersection of information and persuasion. Its primary objective is not only to transfer meaning but also to recreate an engaging and appealing experience for the target audience (Nord, 1997; Hatim & Mason, 1997).

This dual function informative and promotional places tourism translation within what scholars describe as “performative communication,” where language actively shapes tourists’ expectations and experiences before they even arrive at the destination (Dann, 1996). Consequently, translators are required to act not merely as linguistic mediators but also as cultural interpreters and marketing agents. This complexity makes tourism translation particularly sensitive to issues of cultural representation, audience expectations, and communicative effectiveness (Katan, 2014).

3.1 Cultural Sensitivity in Tourism Translation. Translation is inherently an intercultural act, requiring sensitivity to both the source culture and the target audience (Venuti, 2018; Tymoczko, 2007). In tourism contexts, this sensitivity becomes even more critical, as texts often aim to present culturally embedded concepts such as traditions, religious practices, and social norms to an international audience that may have limited prior knowledge.

A key challenge lies in bridging cultural gaps without distorting meaning or oversimplifying cultural identity. Translators must carefully navigate between foreignization (retaining cultural specificity) and domestication (adapting content to the target culture) (Venuti, 2018). In many tourism texts, a balanced approach is preferred, where cultural elements are preserved but explained or adapted to enhance comprehension.

For example, Arabic expressions of hospitality often carry deep cultural implications that cannot be fully conveyed through literal translation (LT):

- Arabic: "أهلاً وسهلاً بكم في الأردن، بلد الكرم والضيافة."
- LT: "Welcome to Jordan, the country of generosity and hospitality."
- Adapted Translation (AT): "Welcome to Jordan, where generosity and hospitality are a way of life."

Another example involves culturally specific religious references:

- Arabic: "يمكنكم زيارة مقام النبي موسى، أحد أهم المواقع الدينية في المنطقة."
- LT: "You can visit the مقام of Prophet Moses."
- Improved Translation (IT): "You can visit the Shrine of Prophet Moses, one of the region’s most important religious sites."

Here, the use of “Shrine” instead of leaving the term untranslated ensures clarity for international visitors while maintaining cultural accuracy.

Similarly, food-related translation presents cultural challenges:

- Arabic Menu Item: "المنسف"
- LT: "Mansaf"

- AT: "Mansaf – a traditional Jordanian dish of lamb cooked in fermented yogurt sauce, served with rice."

In this case, transliteration combined with brief explanation ensures both authenticity and comprehension. Such strategies are essential in tourism translation, where unfamiliar cultural elements must be made accessible without losing their identity (Newmark, 1988).

3.2 Text Types and Translational Strategies. Tourism translation encompasses a wide range of text types, each requiring distinct strategies and communicative approaches. As noted by Nord (1997), translation strategies must align with the purpose (skopos) of the text, which varies depending on its function and audience.

a. Promotional Texts. These include brochures, advertisements, websites, and social media content. Their primary aim is persuasion, often achieved through evocative language, imagery, and emotional appeal (Dann, 1996). Translators must therefore adopt creative and adaptive strategies rather than LT.

Example:

- Arabic: "اكتشف سحر البتراء، المدينة الوردية المنحوتة في الصخر."
- LT: "Discover the magic of Petra, the pink city carved in rock."
- Enhanced Translation: "Discover the enchanting Petra, the rose-red city carved into ancient rock."

b. Informational Texts. These include museum labels, signage, maps, and guidebooks. Clarity, accuracy, and conciseness are essential, as these texts often serve practical purposes (House, 2015).

Example:

- Arabic Sign: "ممنوع الدخول بدون تصريح"
- LT: "Entry is forbidden without permission."
- IT: "Authorized personnel only."

c. Narrative Texts. These involve storytelling elements, such as legends, historical accounts, and cultural narratives. Translators must preserve coherence, tone, and emotional impact while ensuring accessibility (Baker, 2018).

Example:

- A LT of a Bedouin legend may sound overly formal or fragmented in English, whereas a narrative adaptation can recreate its storytelling flow and emotional depth.

d. Practical Texts. These include menus, hotel instructions, transportation guides, and safety information. Accuracy and usability are crucial.

Example:

- Arabic: "يرجى عدم استخدام المصعد أثناء الحريق"
- LT: "Please do not use the elevator during the fire."
- Standard Translation: "Do not use the elevator in case of fire."

The standardized version aligns with global safety communication norms.

These examples illustrate that tourism translation requires flexibility and the application of multiple strategies, including adaptation, simplification, explication, and cultural substitution (Lefevere, 1992; Nord, 1997).

3.3 Technology in Tourism Translation. The rapid advancement of digital technologies has significantly transformed tourism translation practices. CAT tools, such as translation memory systems, enable consistency across large volumes of tourism content, including websites, brochures, and multilingual platforms (Pym, 2010). These tools are particularly valuable in maintaining uniform terminology and style across repeated descriptions of destinations and services.

Machine Translation (MT), including systems like neural machine translation, has also become widely used in the tourism industry. While MT can produce quick and cost-effective translations, it often struggles with idiomatic expressions, cultural references, and persuasive language (Pym, 2014).

Example of MT limitation:

- Arabic Input: "الأردن وجهة لا تُنسى"
- M T: "Jordan is a destination that is not forgotten."
- Human Translation: "Jordan is an unforgettable destination."

The human-translated version is more natural and impactful, demonstrating the importance of post-editing.

Localization represents another critical dimension of tourism translation. It involves adapting content not only linguistically but also culturally and technically to suit the target audience (Pym, 2014). This includes:

- Adjusting currency (e.g., Jordanian Dinar to USD or EUR),
- Modifying date formats,
- Adapting measurement units,
- Replacing culturally unfamiliar references with more accessible ones.

Example:

"درجة الحرارة 40 مئوية" "Temperature: 104°F" (for American audiences).

Furthermore, emerging technologies such as mobile applications, audio guides, and augmented reality tools have expanded the scope of tourism translation. Audio guides, for instance, require not only translation but also adaptation for spoken delivery, including tone, pacing, and audience engagement. Simplified language and multilingual accessibility features also play a crucial role in ensuring inclusivity for diverse tourist groups. Despite these technological advancements, human expertise remains indispensable. The integration of technology with human translation, often referred to as a hybrid approach, offers the most effective solution for achieving high-quality, culturally appropriate tourism translation (O'Hagan & Ashworth, 2002).

4. Methodology

4.1 Research Design.

This study adopts a qualitative descriptive-analytical research design to investigate the nature, challenges, and strategies of tourism translation in Jordan. Qualitative research is particularly suitable for this study as it allows for an in-depth exploration of linguistic and cultural phenomena within their real-world context (Creswell, 2014). The study focuses on analyzing authentic tourism texts and their translations to identify patterns, inconsistencies, and areas for improvement. The research is grounded in translation studies frameworks, particularly the functionalist approach (Nord, 1997), which emphasizes the purpose (skopos) of translation, and cultural translation theories that highlight the role of translators as mediators between cultures (Venuti, 2012; Baker, 2018). These frameworks guide the analysis of how tourism texts are adapted to meet the expectations of international audiences while preserving cultural identity.

4.2 Data Collection. The data for this study consist of a corpus of bilingual tourism texts (Arabic–English) collected from multiple sources within the Jordanian tourism sector. These sources include:

- Official tourism websites and digital platforms
- Printed brochures and promotional materials
- Museum and heritage site signage
- Travel guides and informational booklets
- Hotel and restaurant materials (e.g., menus, service guides)

The selected texts represent a variety of tourism domains, including cultural, religious, historical, and recreational tourism. This diversity ensures that the analysis captures different text types and communicative purposes.

A purposive sampling technique is used to select representative examples that illustrate common translation practices and challenges. The sample includes approximately 30–50 text excerpts, ensuring sufficient depth for qualitative analysis while maintaining manageability.

4.3 Data Analysis. The study employs a thematic and comparative analysis of the selected texts. The analysis is conducted in three main stages:

1. Comparative Analysis. Each Arabic source text is compared with its English translation to identify differences in meaning, style, tone, and cultural representation. Attention is given to:
 - a. Lexical choices
 - b. Sentence structure
 - c. Cultural references
 - d. Pragmatic meaning
2. Error and Strategy Identification. Translation issues are categorized based on established typologies (House, 2015; Newmark, 1988), including:
 - a. LT errors
 - b. Cultural mismatches
 - c. Omission or addition
 - d. Inconsistencies in terminology
 - e. Stylistic inadequacies

At the same time, effective translation strategies are identified, such as:

- f. Adaptation
 - g. Explicitation
 - h. Cultural substitution
 - i. Transcreation
3. Functional Evaluation. The translations are evaluated according to their effectiveness in achieving their intended purpose (Nord, 1997). This includes assessing whether the translation:
 - a. Accurately conveys information
 - b. Appeals to the target audience

- c. Maintains cultural authenticity
- d. Meets international communication standards

4.4 Analytical Framework. The study integrates multiple theoretical models to ensure a comprehensive analysis:

- Functionalist Theory (Nord, 1997): Evaluates whether translations fulfill their communicative purpose.
- Cultural Translation Theory (Venuti, 2012): Examines the balance between domestication and foreignization.
- Text Typology (Reiss, 1971): Differentiates between informative, expressive, and operative texts to determine appropriate translation strategies.

This multi-framework approach allows for a nuanced understanding of tourism translation as both a linguistic and cultural process.

4.5 Reliability and Validity. To ensure the reliability and validity of the findings, several measures are implemented:

- Triangulation: Using multiple data sources and text types to ensure comprehensive coverage.
- Peer Review: Consulting translation experts to validate the analysis and interpretations.
- Systematic Categorization: Applying established translation theories to maintain consistency in analysis. These measures enhance the credibility and academic rigor of the study (Creswell, 2014).

4.6 Limitations of the Study. While this study provides valuable insights into tourism translation in Jordan, certain limitations must be acknowledged:

- The study focuses on a limited sample of texts, which may not represent all tourism materials in Jordan.
- The qualitative nature of the research limits generalizability.
- The analysis is restricted to Arabic–English translation and does not include other language pairs.

Despite these limitations, the study offers a meaningful contribution by identifying key challenges and proposing practical recommendations for improving tourism translation practices.

4.7 Ethical Considerations. The study adheres to ethical research standards by ensuring that all data sources are used for academic purposes only. Publicly available materials are analyzed without misrepresentation, and proper acknowledgment is given to all referenced sources.

4.8 Translating Jordan's Tourism Sector. Jordan's tourism sector presents unique opportunities and challenges for translators, reflecting the country's diverse offerings:

a. Religious Tourism. Sites like Mount Nebo and Bethany Beyond the Jordan attract visitors seeking spiritual and historical insight. Translators must handle religious terminology with care, differentiating between beliefs and historical facts (Tymoczko, 2007).

Example:

Arabic: "جبل نيبو هو الموقع الذي يُعتقد أن النبي موسى رأى منه الأرض المقدسة قبل وفاته."

English: "Mount Nebo is believed to be the site where the Prophet Moses viewed the Promised Land before his death." The phrase "is believed to be" maintains respect and accuracy.

b. Cultural Tourism. Cultural sites such as Petra and Jerash require narrative translation to engage international visitors while conveying historical facts accurately (Lefevere, 1992). Translators must adapt metaphors, provide context for local references, and maintain emotional resonance.

Example: Petra brochure:

Arabic: "البتراء، المدينة الوردية المنحوتة في الصخور، تُعد من أعظم الكنوز الوطنية في الأردن."

English: "Petra, the rose-colored city carved into rock, is one of Jordan's greatest national treasures."

c. Adventure and Wellness Tourism. Adventure tourism (Wadi Rum, Aqaba) requires energetic language, while wellness tourism (Dead Sea) demands accurate yet persuasive descriptions of therapeutic benefits (House, 2015). Translators must avoid exaggeration while highlighting unique experiences.

Example:

Arabic: "البحر الميت، أخفض نقطة على سطح الأرض، يشتهر بمياهه الغنية بالمعادن."

English: "The Dead Sea, the lowest point on Earth, is renowned for its mineral-rich waters offering a unique therapeutic experience."

4.9 Challenges in Tourism Translation

a. Proper Names and Transliteration: Consistency in rendering site names such as Petra, Jerash, or Wadi Rum is essential (Hermans, 2009).

- b. Cultural and Historical Terminology: Translators must convey accurate archaeological, architectural, and cultural concepts (Alharahsheh, 2026).
- c. Idioms, Humor, and Local Expressions: Adaptation is required to maintain intended effect across cultures (Newmark, 1988).
- d. Balancing Accuracy and Persuasion: Translators must maintain factual precision while inspiring engagement (Venuti, 2018).
- e. Multilingual Consistency: Texts must be coherent across different languages, adjusting style for audience expectations.

4.10 Pedagogical Implications. Practice-based translation pedagogy emphasizes active learning through real-world tasks (Kelly, 2005). Exercises with brochures, museum labels, websites, menus, and cultural narratives help students:

- Apply theoretical knowledge to authentic texts.
- Balance factual accuracy, persuasive language, and cultural mediation.
- Develop digital literacy for CAT tools, localization, and social media content.

Tourism represents one of the most dynamic sectors of the global economy, functioning as a bridge between cultures, history, and communities (Dann, 1996). In Jordan, tourism holds particular significance due to the country's rich cultural heritage, religious landmarks, and diverse natural landscapes. From the rose-red city of Petra and the Roman ruins of Jerash to the therapeutic waters of the Dead Sea and the dramatic desert landscapes of Wadi Rum, Jordan offers a wide range of cultural, religious, adventure, and wellness tourism experiences. Accurate and culturally sensitive translation of tourism texts plays a critical role in shaping international perceptions, enhancing visitor experience, and promoting the country's global image (Nord, 1997; Hatim & Mason, 1997).

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Despite its potential, the effective promotion of Jordanian tourism internationally depends heavily on the accuracy, clarity, and cultural sensitivity of translated tourism texts. Poor or culturally inappropriate translations can misrepresent destinations, reduce tourist engagement, and ultimately impact the country's image abroad (Nord, 1997; Hatim & Mason, 1997). This highlights a critical problem: while Jordan's tourism sector is rapidly growing, the translation of tourism-related materials often lacks standardized strategies that ensure both linguistic accuracy and cultural appropriateness. Consequently, there is a pressing need to examine and enhance the translation practices applied in the tourism industry to optimize visitor experience and support sustainable tourism development (Venuti, 2012).

5. Results and Discussion

5.1 Overview of Findings. The analysis of the selected corpus of Arabic–English tourism texts in Jordan reveals recurring patterns in both translation challenges and applied strategies. The findings indicate that while some translations demonstrate a high level of linguistic competence and cultural adaptation, a significant number suffer from issues related to LT, cultural misrepresentation, and stylistic inadequacy. Three major themes emerged from the analysis:

1. Overreliance on LT, leading to unnatural or misleading expressions.
2. Insufficient cultural adaptation, particularly in conveying culturally bound concepts.
3. Inconsistency in terminology and style, especially across institutional texts.

These findings confirm previous research highlighting the complexity of tourism translation as a communicative and intercultural activity (Dann, 1996; Nord, 1997; Venuti, 2012).

5.2 LT and Its Impact. One of the most frequent issues identified in the dataset is the overuse of LT, which often results in awkward or unclear expressions in English.

Example 1: Promotional Text

- Arabic Source: "استمتع بجمال الطبيعة الخلابة في وادي رم."
- Observed Translation: "Enjoy the beauty of the charming nature in Wadi Rum."
- IT: "Experience the breathtaking natural beauty of Wadi Rum."

The observed translation, while grammatically acceptable, lacks the persuasive and evocative tone expected in tourism discourse. The phrase "charming nature" is not idiomatic in English and weakens the promotional impact. The improved version uses more natural collocations ("breathtaking natural beauty") that align with international tourism language.

Example 2: Informational Text

- Arabic Source: "تبعد البتراء حوالي ثلاث ساعات عن العاصمة عمان."
- Observed Translation: "Petra is far about three hours from the capital Amman."
- IT: "Petra is approximately a three-hour drive from the capital, Amman."

Here, the literal rendering of "تبعد" as "is far" leads to an unnatural structure. The improved version reflects standard English usage and provides clearer, more practical information for tourists.

These examples illustrate that LT often fails to achieve communicative effectiveness, supporting Newmark's (1988) argument that semantic accuracy must be balanced with natural expression.

5.3 Cultural Adaptation and Mediation. Another key finding concerns the insufficient adaptation of culturally specific elements. Many translations retain source-language structures or concepts without adequate explanation, potentially leading to misunderstanding.

Example 3: Cultural Expression

- Arabic Source: "الأردن يتميز بكرم الضيافة العربية الأصيلة."
- Observed Translation: "Jordan is characterized by authentic Arab hospitality."
- IT: "Jordan is renowned for its warm and authentic Arab hospitality."

While the observed translation is accurate, it lacks the emotional appeal conveyed in the Arabic text. The improved version adds "warm," enhancing the affective dimension and aligning with target audience expectations.

Example 4: Religious Reference

- Arabic Source: "مقام النبي شعيب"
- Translation Observed: "The station of Prophet Shuayb"
- IT: "The Shrine of Prophet Shuayb"

The term "station" is a LT of "مقام" but is semantically inappropriate in this context. Replacing it with "shrine" ensures cultural and contextual accuracy.

These findings highlight the importance of cultural mediation in tourism translation. Translators must go beyond linguistic equivalence to ensure that cultural meanings are effectively conveyed (Tymoczko, 2007; Venuti, 2012).

5.4 Terminological Inconsistency. The analysis also revealed inconsistencies in the translation of key tourism terms across different texts. This issue is particularly evident in institutional and promotional materials.

Example 5: Terminology Variation

- "البحر الميت" translated as:
- ✓ "Dead Sea" (correct)
- ✓ "The Dead Sea Area"
- ✓ "Dead Sea Region"

While variation is sometimes acceptable, inconsistent usage within the same context can confuse readers and weaken branding consistency.

Example 6: Heritage Sites

- "الموقع الأثري" translated as:
- ✓ "Archaeological site"
- ✓ "Historical site"
- ✓ "Ancient site"

Each term carries slightly different connotations, and inconsistent use may affect the perceived accuracy of the information. This issue underscores the importance of standardized terminology and the use of tools such as translation memory systems to ensure consistency (Pym, 2010).

5.5 Effectiveness of Translation Strategies. Despite the challenges identified, the analysis also revealed effective use of translation strategies in several cases.

Example 7: Explicitation Strategy

- Arabic Source: "المنسف"
- Observed Translation: "Mansaf – a traditional Jordanian dish made of lamb cooked in fermented yogurt and served with rice."

This translation successfully combines transliteration with explanation, making the term accessible while preserving cultural identity.

Example 8: Adaptation Strategy

- Arabic Source: "سوق شعبي"
- Observed Translation: "Traditional marketplace"

The use of “traditional marketplace” instead of a LT (“popular market”) ensures clarity and appropriateness for international audiences.

Example 9: Transcreation in Promotional Texts

- Arabic Source: "الأردن... تجربة لا تُنسى"
- Observed Translation: "Jordan... an unforgettable experience."

This example demonstrates effective transcreation, where the translation captures both meaning and emotional impact.

These successful examples confirm that when appropriate strategies are applied, tourism translation can effectively fulfill its communicative and promotional functions (Nord, 1997; Baker, 2018).

5.6 Discussion. The findings of this study highlight the complex nature of tourism translation as a multidimensional practice that requires balancing linguistic accuracy, cultural sensitivity, and communicative effectiveness. The prevalence of LT errors suggests that many translators prioritize lexical equivalence over functional adequacy, which can undermine the overall quality of tourism texts.

From a functionalist perspective (Nord, 1997), many of the analyzed translations fail to achieve their intended purpose, particularly in promotional contexts where persuasive language is essential. Similarly, from a cultural translation perspective (Venuti, 2012), the lack of adaptation in some cases reflects an overemphasis on source-text fidelity at the expense of target audience comprehension.

At the same time, the presence of effective strategies such as adaptation, explication, and transcreation demonstrates the potential for high-quality tourism translation when translators adopt a more audience-oriented approach. These strategies align with the concept of translation as intercultural communication, where meaning is negotiated rather than transferred directly (Tymoczko, 2007).

The findings also have practical implications for the tourism industry in Jordan. Improving translation quality requires not only skilled translators but also institutional support, including the development of standardized terminology, the use of technological tools, and the integration of cultural training in translation education.

5.7 Implications for Practice. Based on the findings, several recommendations can be proposed:

- Adopt functional translation approaches that prioritize audience needs and communicative purpose.
- Enhance cultural training for translators working in tourism.
- Develop standardized glossaries for key tourism terms in Jordan.
- Integrate technology, such as MT tools, to ensure consistency.
- Encourage collaboration between translators, tourism experts, and marketing professionals.

6. Conclusion and Recommendations

6.1 Conclusion. This study set out to examine tourism translation in Jordan as a multidimensional practice that integrates linguistic accuracy, cultural mediation, and communicative effectiveness. Through a qualitative analysis of Arabic–English tourism texts, the findings reveal that tourism translation is not merely a process of transferring words between languages, but rather a complex act of intercultural communication that significantly shapes international perceptions of destinations. The results demonstrate that while some translated texts achieve a high level of quality through the effective use of strategies such as adaptation, explication, and transcreation, a considerable number of translations still rely heavily on literal rendering. This overreliance often leads to unnatural expressions, reduced readability, and weakened persuasive impact. Furthermore, insufficient attention to cultural nuances—particularly in relation to hospitality expressions, religious references, and culturally bound terms—can result in partial or distorted representations of Jordanian identity.

Another key issue identified is the inconsistency in terminology across tourism materials, which affects clarity, professionalism, and branding coherence. These findings confirm that tourism translation in Jordan faces both linguistic and institutional challenges, including the absence of standardized guidelines and limited integration of professional translation practices within the tourism sector. From a theoretical perspective, the study supports the relevance of functionalist approaches to translation, emphasizing that the success of tourism texts depends on their ability to fulfill their intended communicative purpose. It also reinforces the importance of cultural translation theories, which view translation as an act of mediation rather than mere equivalence. Ultimately, the study highlights that improving tourism translation is essential not only for enhancing visitor experience but also for strengthening Jordan’s global image and competitiveness in the international tourism market.

6.2 Recommendations. Considering the findings, this study proposes several practical and academic recommendations aimed at improving the quality and effectiveness of tourism translation in Jordan:

a. Adoption of Functional and Audience-Oriented Translation Approaches. Translators should prioritize the communicative purpose of the text and the expectations of the target audience rather than adhering strictly to LT. This involves using natural, engaging, and persuasive language, particularly in promotional materials.

b. Enhancement of Cultural Competence. Translation training programs should place greater emphasis on cultural awareness, enabling translators to effectively mediate culturally specific concepts. Understanding the cultural background of both source and target audiences is essential for producing meaningful and accurate translations.

c. Development of Standardized Terminology. Tourism authorities and translation professionals should collaborate to create unified bilingual glossaries for key tourism terms. Standardization will ensure consistency across different platforms and materials, thereby enhancing clarity and professionalism.

d. Integration of Technology in Translation Practices. The use of CAT tools and translation memory systems should be encouraged to maintain consistency and efficiency. However, machine translation output must always be reviewed and refined by human translators to ensure quality and cultural appropriateness.

e. Institutional Collaboration. Effective tourism translation requires collaboration between translators, tourism experts, marketers, and policymakers. Such interdisciplinary cooperation can ensure that translated materials are both linguistically accurate and strategically aligned with tourism objectives.

f. Continuous Professional Development. Translators working in the tourism sector should engage in ongoing training to stay updated on best practices, emerging technologies, and evolving tourism trends. Workshops and certification programs can play a key role in enhancing professional standards.

7. Future Research Directions. Further studies are recommended to:

- a. Explore tourism translation in other language pairs beyond Arabic–English.
- b. Investigate the impact of translation quality on tourist satisfaction and decision-making.
- c.
- d. Examine the role of emerging technologies such as artificial intelligence and localization platforms in tourism translation.

List of abbreviations.

Abbreviation	Meanings
CAT	computer-assisted translation
MT	Machine Translation
LT	Literal Translation
AT	Adapted Translation
IT	Improved Translation

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