Tourists' Reception of Translated Materials and Translation Services at Iranian Heritage Sites: A Tripadvisor Study[1]

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Abstract

Heritage sites are culturally and historically significant locations that preserve monuments and artifacts reflecting human traditions. These sites attract numerous domestic and international visitors, making the provision of high-quality services essential for the tourism industry. Among these services, translation plays a critical role in improving foreign tourists' experiences. This study assesses translated materials and translation services at Iranian heritage sites by analyzing online reviews, utilizing Chesterman's Translation Reception framework to evaluate tourists' responses. Tripadvisor, a platform for sharing traveler experiences and reviews, was used to analyze 522 reviews from visitors to 45 heritage sites across Iran's twelve most popular tourist cities. The pilot study identified four main themes and ten sub-themes related to interlingual and metaphorical translation. Reviews were categorized accordingly, revealing that the most frequently mentioned theme was the availability of translated materials. This suggests that tourists' demand for access to translated content may overshadow the necessity for high-quality translations and the role of site staff and tour guides as either interlingual or metaphorical translators. Overall, 68% of reviews were positive, while 32% were negative. This research addresses a gap in translation reception through visitor feedback analysis, providing actionable insights for staff and translators at heritage sites, enabling them to better understand tourist expectations and improve their services to create more satisfying visitor experiences.

Keywords: *Heritage site, Tourism translation, Tourist response, Translation reception, Tripadvisor*

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1. Introduction

The term "Heritage" encompasses physical objects (artifacts) and cultural practices (traditions) passed across generations, shaping collective identity. While physical heritage is conserved, abstract customs—like memory preservation—equally define social memory (Harrison, 2010). On the other hand, "Heritage sites" serve as vital, material expressions of cultural legacy, acting as foundational elements of heritage itself. While their physical presence offers clear visibility and accessibility, their role as cultural phenomena remains complex and harder to define (Garden, 2009). In heritage sites like museums, meaning is constructed through three interlinked registers: the verbal, the environmental, and the experiential (Whitehead, 2011). The verbal register, including translated signage and materials, is essential for foreign tourists' comprehension and engagement, which is a primary focus of this study. Nowadays, tourists possess advanced digital fluency, increasingly relying on tourism platforms and social media to gather travel-related information (Sulaiman & Wilson, 2021). One of these platforms is Tripadvisor (https://www.tripadvisor.com/), a global travel platform founded in 2000. Tripadvisor hosts user-generated reviews, ratings, and recommendations for hotels, restaurants, attractions, and activities. Both domestic and international tourists contribute reviews about various aspects of their trips, including landscapes and cultural experiences. One area particularly relevant to foreign tourists is the discussion of translation services. Translation plays a crucial role in ensuring accessibility at heritage sites. For foreign visitors, translated materials and services are essential for understanding the site's cultural and historical significance. Without adequate translation, the visitor experience may be diminished, as one of the key pathways to meaning-making—bridging language barriers—is hindered. Translation facilitates verbal communication and cultural interpretation, enabling visitors to engage deeply with the heritage site's narrative. Focusing on this matter and on Tripadvisor as a platform for user feedback, the present study aims to examine tourists' reviews about

translated materials and translation services at Iranian heritage sites. These responses serve as valuable data for understanding how visitors perceive translation efforts and their role in improving cultural accessibility. The study draws upon Chesterman's (2007) theoretical framework on "translation reception", which categorizes the reception of translations into the following three distinct levels:

Reactions: These refer to the immediate cognitive and emotional effects that the textual material of translations elicits in readers. Examples include feelings of joy or confusion, triggered by reading a translated text.

Responses: Responses are the actions prompted by the initial reactions, often taking the form of expressed opinions or reviews. For instance, a reader might post a comment about a translated book on social media.

Repercussions: Repercussions represent the broader cultural impact of translations, such as changes in translation practices, or alterations in dominant cultural narratives influenced by translated works.

The present research focuses specifically on the responses category within Chesterman's framework. By narrowing the scope to responses, this study aims to shed light on tourists' opinions and feedback regarding translation quality, effectiveness, and its impact on their overall experience at heritage sites.

2. Literature Review

Heritage managers use visitor insights to expand site appeal (Li et al., 2021). Traditionally gathered via staff surveys, feedback now comes from online reviews, offering real-time data for targeted improvements (Moreno-Mendoza et al., 2021). Traditional surveys risk missing latent visitor experience dimensions by using predefined expert criteria. Alternative methods, like focusing on user-generated content like online reviews provides spontaneous, narrative-rich data for holistic assessment (Riva & Agostino, 2022). An example for the traditional method can be

the research of Poria et al. (2006). They used surveys to explore visitor motivations at heritage sites and revealed five key motivations emerged: learning, connecting with heritage, leisure, bequeathing, and emotional involvement. While these findings highlight structured visitor expectations, they may fail to capture dynamic elements emerging from direct visitor discourse. An example for the novel method could be Riva and Agostino's (2022) research that examined online reviews from popular Italian museums to uncover latent dimensions of visitor experiences. Reviews were categorized by language as proxies for cultural backgrounds. Three shared dimensions emerged: museum cultural heritage (history), personal experience (emotional reactions), and museum services (guided tours). This approach provides a more organic representation of visitor perspectives, offering actionable insights into cultural engagement. While these studies demonstrate the potential of online reviews to reveal nuanced visitor experiences, they have not been applied extensively to heritage site translation services, which this study aims to address.

Meeting visitor expectations is critical for heritage site development (Catir, 2024), with proper translation services being a key factor for expanding tourism industry. Translation quality directly affects international tourist satisfaction, shaping their overall experience and engagement. Sulaiman (2016) investigated the gap between tourism commissioners' ideal practices and their actual approaches through interviews, uncovering significant misconceptions about translation. Tackling these misconceptions has the potential to improve promotional effectiveness while also increasing the reputation of the translation profession. Sulaiman and Wilson (2021) emphasized cultural, textual, and environmental factors in tourism translation. Culturally, translations must align with audience values. Textually, promotional materials combine persuasive, informative, and expressive functions, requiring restructuring for engagement over literal fidelity. Environmentally, market challenges like clients undervaluing translation's complexity lead to poor quality. Tourist translation also involves cross-cultural mediation, requiring translators to balance

information density (Agorni, 2012). Analyzing tourism texts reveals strategic choices: omitting obscure references, clarifying cultural aspects, and strengthening persuasive elements through metaphors and colloquial tone. These adjustments shape destination appeal by tailoring content to tourists' cultural knowledge. However, many scholars have overlooked the perspective of tourists as recipients of translations, which this study addresses by analyzing visitor feedback. This approach offers a novel user-centered evaluation missing in prior research.

Tan et al. (2021) analyzed Chinese-English translations of Northern Shaanxi tourism publicity using reception aesthetics. They identified language errors, cultural misunderstandings, and pragmatic mistakes stemming from literal translations and neglecting foreign tourists' perspectives. Recommendations include selective translation, transliteration with paraphrases for cultural terms, and emphasizing historical information over political messaging to improve engagement and promote tourism effectively. Lin and Zhang (2024) investigated the translation quality of Chuanzheng cultural tourism texts using reception aesthetics, highlighting issues like inappropriate word choices and cultural insensitivity. These hinder foreign tourists' comprehension. Antonić (2020) examined English-speaking tourists' reception of Croatian tourist brochures. The research found native English speakers preferred factual texts with straightforward headings. Non-native speakers favored texts with more persuasive metadiscourse and more simplified text. Despite text preferences, most tourists recognized metadiscourse's persuasive role, showing its importance in tourism promotion. Tourists recognized phrases that were more persuasive in the brochure's promotion.

Iranian researchers of Translation Studies have thoroughly investigated audience reception—a field focused on analyzing holistic user experiences and understanding how readers engage with translated texts (Suojanen et al., 2014)—primarily within domains such as interpreting (Eftekhar et al., 2024), literature

(Bolouri & Jalali, 2023), and audiovisual translation (Shafiei, 2025). However, the study of the reception of tourists as readers of translated materials remains underrepresented.

3. Methods

This study employed a qualitative descriptive case study approach to investigate tourists' responses.

3.1. Data Collection Procedure

The primary source of data was Tripadvisor. The study focused on English reviews written by foreign tourists who visited Iran between 2000 and March 2025. English was chosen due to its dominance among international tourists to Iran, though this limits broader applicability. Searching "Iran" on Tripadvisor revealed numerous reviews covering various heritage sites, and services, including translation-related experiences. These reviews formed the foundation of the research. To narrow the scope, the twelve most-visited cities in Iran, namely Tehran, Mashhad, Isfahan, Shiraz, Rasht, Kerman, Hamadan, Kashan, Tabriz, Yazd, Ahvaz and Kermanshah, were identified through Google searches. For each city, Tripadvisor's "Things to Do" feature was used to identify and choose three or four heritage sites with the highest popularity, number of tourists and review volume. To extract relevant reviews regarding translated materials and translation services, an initial set of keywords was identified:

Translation/ Translate/ Translated/ Interpret/ Interpreting/ Interpreter/ Interpretation

A pilot study revealed that tourists often used general terms instead of specialized language. For example, phrases like "English sign" were more common than "English-translated label". Consequently, additional keywords were incorporated:

English/ Label/ Description/ Sign

In the next step, three additional keywords were included:

Curator/ Staff/ Guide

The rationale for including these keywords stems from the observation that many tourists expect these individuals to either translate materials or explain the narratives of heritage sites. The latter task, while not strictly called "translation", aligns with the concept of heritage site as translation and "Curator as Translator", as discussed by some scholars. The perspective of "Metaphorical Translator" views heritage sites like museums as cultural translators that mediate and interpret cultural knowledge for their audiences (Manfredi & Bartolini, 2023; Neather, 2020; Rizzo, 2022; Sturge, 2014). In this framework, curators, guides and other staff are seen as metaphorical translators (pertaining to non-linguistic cultural mediation) who convert the source text (the represented people and culture) into the target text (the exhibits and narratives on display) and present it to the target audience in a way.

It goes without saying that not all reviews containing the keywords were relevant to the study. Irrelevant reviews—such as those mentioning personal translators or generic remarks unrelated to translation—were excluded. Duplicate reviews were removed to ensure uniqueness in the dataset. The final dataset comprised 522 unique reviews collected from 45 heritage sites across twelve cities in Iran.

3.2.   Data Analysis Procedure

Before conducting the main analysis, a pilot study was carried out using a sample of 108 reviews. These reviews were analyzed through a thematic approach, which helped identify four general themes and ten sub-themes. These themes provided the foundation for categorizing the reviews in the main dataset. The thematic analysis during the pilot study revealed the following categories:

Table 1

General and Sub-themes for Review Analysis

No.	General Themes	Sub-Themes	Type of Review	Explanation
A	Translation Availability	1. Presence of Translation	+	Tourists commenting about the availability of translated resources, such as labels, signs, etc.
		2. Lack of Translation	-	Tourists commenting about the unavailability of translated resources, or their incompleteness
B	Translation Quality	3. Translation Quality Admiration	+	Tourists commenting about the good quality of translations and their gratitude
		4. Translation Quality Criticism	-	Tourists commenting about the low quality of translations and their frustration
C	Staff as Translators	5. Staff Admiration	+	Tourists commenting about their satisfaction with the interlingual/metaphorical translation services provided by staff
		6. Staff Criticism	-	Tourists commenting about their dissatisfaction with the interlingual/metaphorical translation services provided by staff
D	Tour Guides as Translators	7. Presence of Guide	+	Tourists commenting about the presence of guides to do an interlingual/metaphorical act of translation
		8. Absence of Guide	-	Tourists commenting about the absence of guides to do an interlingual/metaphorical act of translation
		9. Guide Admiration	+	Tourists expressing admiration and gratitude for guides' translation service, and recommending them to others
		10. Guide Criticism	-	Tourists expressing dissatisfaction with the translation service provided by guides

Each review was categorized into a sub-theme. In cases where a review addressed more than one sub-theme, it was categorized according to its "predominant idea", operationally defined as "the sub-theme most frequently mentioned or emphasized within the review". To ensure reliability, an independent coder was asked to categorize the reviews. Inter-coder reliability was measured using Cohen's Kappa, which yielded a score of 0.8, indicating strong agreement. Discrepancies between coders were resolved through discussion. Then, the frequency of reviews in each category was calculated. This included determining whether most reviews were positive or negative across themes.

To assess the consistency and relevance of the identified themes across different languages, a sample of 30 non-English reviews was analyzed. This supplementary analysis demonstrated that the themes established from English reviews aligned closely with those found in non-English reviews.

4. Results and Discussion

The analysis revealed which sub-themes were most frequently mentioned by tourists and provided insights into their overall sentiment. Examples from the analyzed dataset are presented below, accompanied by explanations to illustrate how these reviews reflect tourists' experiences.

1. Presence of Translation

Figure 1
A Review on Sadabaad Palace–Tehran

Jul 2022

Great palace, with beautiful interior. Im glad that they had posters with english translation on it. Worth a visit.

Written July 17, 2022

This review highlights the tourist's admiration for the presence of posters with English translations, noting this feature as one of the aspects that make the site worthwhile to visit.

2. Lack of Translation

Figure 2

A Review on Towers of Silence–Yazd

Not even one sign un English

Jul 2017 • Family

The site is impressive. However if you don't come with a guide be prepared to have no explanation at all. There are brand new explanations in farsi but absolutely nothing in English, even if foreigners pay 4 times more than Iranians to enter. Hope some English description will come soon to get a sense of this place.

In Figure 2, the tourist highlights the absence of English signs. Interestingly, some tourists do not explicitly mention the need for translation services; instead, they simply express a desire for an English explanation.

3. Translation Quality Admiration

Figure 3

A Review on National Museum of Iran – Tehran

The National Museum is a "must" for any one interested in the history of Iran from pre-historic times. The microliths, clay potteries, bronze artifacts, stone sculptures, and the cuneiform inscriptions of Cyrus the Great and items from the Sassanian times brings the visitor face to face with history. This certainly helps in understanding Iran and her civilisation. The descriptions are well-done - in Farsi and in English. Thee are booklets on sale and the entry fee is moderate at 200,000 Rials.

In this review, the tourist highlights that the descriptions were well-crafted in both Farsi and English translations. This reflects the high quality of the labels, which is a testament to the excellent work of the curator, translator, and label designer.

4. Translation Quality Criticism

Figure 4

A Review on Qajar Museum–Tabriz

Oct 2019 • Friends

A nice house from Qajar era. With a beautiful garden with seats to sit and enjoy.
Now the house is a museum with lots of nice displays.
Many English mistakes in translations.
Such museum need to have professional curators.

This review reflects the tourist's frustration with the poor quality of translations, which contain numerous mistakes. The tourist underscores the crucial role of curators, potentially acting as translators or translation mentors, in ensuring effective communication of cultural content.

5. Staff Admiration

Figure 5

A Review on Isfahan Music Museum–Isfahan

This is a beautifully presented museum in a modern style with a fascinating and wide range of instruments. The curator who is often there gives an excellent English language explanation of the various instruments and you may be lucky enough as we were to here some of them played by first class musicians.

Similar to other reviews about this museum, this review expresses satisfaction. It highlights the tourist's appreciation for the English explanations provided by the curators and their interactive approach, where they personally played the instruments for the visitor. Here, when the curator explains a musical instrument, a metaphorical translation occurs. This happens in two ways: first, the curator transmits the cultural and historical context of the instrument, bridging cultural gaps. Second, in a music museum, the exhibits include not only the instruments and related items but also the sounds they produce. When curators play an instrument, they are showcasing part of

the exhibit, thereby completing the museum's narrative. This can be seen as a more metaphorical sense of translation, where the curators enrich the visitor's experience by providing a comprehensive understanding of the museum's offerings.

6. Staff Criticism

Figure 6

A Review on Golestan Palace–Tehran

This review highlights visitors' dissatisfaction with the curatorial work. The first sentence notes that tourists were unable to access certain areas of the palace, resulting in a fragmented representation of the heritage site's narrative—a shortfall directly linked to the curators' role in metaphorically translating the site's cultural and historical context. The second sentence underscores visitors' expectations that curators would provide explanations (i.e., act as metaphorical translators), yet not all staff fulfilled this role. These gaps in communication and accessibility led to visitors' dissatisfaction and criticism of the staff's performance.

7. Presence of Guide

Figure 7

A Review on Ali Sadr Cave–Hamedan

There are signs in English as you make your way through the caves. There is a guide with you and he made a point of translating things into English for us. After 15 mins or so you get off the boat train and walk along a route for about 1km - amazing lighting and rock formations. You then get another boat train back. Whole thing took about two hours but worth it !

Read less ∧

This review highlights the presence of an in-house guide, whose responsibilities include serving as an interlingual translator for visitors. This information about the guide's role in facilitating interpretation can serve as a valuable note for future tourists, enabling them to better plan their visit.

8. Absence of Guide

Figure 8

A Review on The National Jewelry Treasury – Tehran

Mar 2012 • Couples

it was said that the jewel museum is the top tourist attraction in Tehran. It should be true if you are Iranian or you joined a tour. If you are traveling alone you have to be very well-prepared before visiting. There was no information about the showpiece inside the hall. Buy a guidebook before entering will be wise. I heard that there should be English tour but couldn't get any of such info when i was there. When you ask the staff there they reply "i dont speak English" very fluently in English. we meet so many friendly and helpful Iranians during the trip, but encountered the most inhospitable guys in the top tourist spot. a bit ironical.

In Figure 8, the tourist initially expresses dissatisfaction with the absence of English information, highlighting their expectation for a guide to fill this gap. However, they further note that even a guide was not available, and as a result, no tour took place.

9. Guide Admiration

Figure 9

A Review on Ali Sadr Cave–Hamedan

The largest explored cave in the world

Aug 2017 • Couples

Less than a week ago we returned from our trip to Iran, visited many monuments and mosques but what struck us most was having visited the largest cave in the world. Thanks to the translator and guide of the Ordibehesht Inn we were able to go the day after our arrival in Hamadan Because it is always very busy. Amir organized everything to take us to the cave and explained the story about this. It was a spectacular day because it took us to the most important sites of Hamadan that without him we would never have found.

amirhosseinmotocross@gmail. com...

In Figure 9, the tourist expresses admiration and gratitude for a guide who also served as a translator. To recommend this guide, the visitor has included their Gmail, demonstrating a strong endorsement of the guide's services.

10. Guide Criticism

Figure 10

A Review on Perspolis–Shiraz

It was very interesting to see such an amazing historical site. It gets very hot and there's not much to shield you from the sun, so be sure to wear a hat and sunscreen. The only gripe I have is that the guide spoke very poor English. I'm sure he was full of knowledge, but he wasn't able to communicate that in English, which was a shame. Had I understood more I probably would've been able to appreciate Persepolis even more. Luckily i had read up some on Iranian history before going there, and also carried a guidebook with me.

This tourist expresses dissatisfaction with the guide for foreign visitors, criticizing their inadequate English proficiency. Regardless of how knowledgeable a guide may be, effective cultural translation requires strong communication skills, including fluency in the relevant language.

Table 2 presents the frequency and percentage distribution of each sub-theme identified within the analyzed tourist reviews:

Table 2

Frequency of Sub-themes

Sub-theme	Frequency	Percentage
Presence of Translation	154	29.5%
Lack of Translation	97	18.58%
Staff Admiration	63	12.07%
Presence of Guide	59	11.3%
Guide Admiration	56	10.73%
Translation Quality Criticism	35	6.71%
Translation Quality Admiration	23	4.4%
Staff Criticism	15	2.87%
Guide Criticism	11	2.11%
Absence of Guide	9	1.72%

A chi-square goodness-of-fit test was conducted to examine whether the frequency distribution of sub-themes differed from an equal distribution. The results showed a highly significant difference, $\chi^2(9) = 356.05$, $p < 0.001$, indicating that tourists emphasized some themes, such as the presence of translation, significantly more than others.

The most frequently mentioned sub-theme is Presence of Translation, followed closely by Lack of Translation. Together, these two sub-themes account for nearly half of all reviews. This shows that translation availability is a critical concern for tourists, with both positive and negative experiences being highly significant. Tourists rely heavily on these materials to understand and appreciate the cultural and historical significance of the sites (Salajegheh, 2024), This aligns with Tan et al.'s (2021) findings that comprehension barriers (e.g., missing translations) directly hinder engagement, even when translations are flawed. Therefore, their existence matters to tourists because, even if the quality is low, they still convey essential information that helps visitors grasp the core aspects of the heritage site. A plausible hypothesis is that translation availability may primarily reflect tourists' fundamental need for any form of translation, potentially overshadowing concerns about translation quality. Staff

Admiration and Presence of Guide are the third and fourth most common sub-themes, showing that tourists value human interaction for translation services. Notably, tourists tend to prioritize the presence of an in-house guide particularly when there is a lack of translated information or when existing translations are of poor quality or incomplete. This suggests that human guides are seen as a crucial supplement to written materials, especially in situations where they are insufficient or inadequate. Similarly, Guide Admiration highlights tourists' appreciation for guides who provide interlingual and metaphorical translation services. However, some of these positive reviews may be influenced by requests from the guides themselves. For instance, in the review section of *Persepolis*, numerous tourists expressed gratitude for their guides, often mentioning their names and contact details. One review explicitly stated that the guide had requested such feedback, and the tourist, satisfied with the guide's service, complied. This trend is less evident at other heritage sites, possibly because guides there did not make similar requests. Tourists often expect staff and guides—whether in-house or external—to act as cultural interpreters, bridging the gap between exhibits and visitors. One tourist noted that a museum curator had covered certain exhibits with a sheet, preventing access to that part of history. In this instance, the curator functions metaphorically as a translator who withholds part of the "source text", disrupting the comprehensive narrative of the heritage site. This act can be seen as selective appropriation of materials, aligning with Baker's (2006) concept of reframing narratives. Furthermore, this claim resonates with the idea that a museum's overall narrative is constructed through various interconnected elements, such as space, objects, labels, building design, and human interaction (Trisno et al., 2020). By concealing exhibits (object and label elements), the curator disrupts these components and undermines the integrity of the heritage site's narrative.

Reviews about the quality of translations are less frequent compared to availability. Positive feedback is minimal, while criticism is slightly higher. This suggests that while translation quality matters to tourists, it is not as prominent a concern as availability. The sub-theme Absence of Guide is the least frequently mentioned. This could indicate that many heritage sites effectively meet the need for

guides, or alternatively, that written translations are sufficient, thereby reducing the perceived necessity for human guides to provide additional services.

Figure 11 illustrates the overall distribution of positive and negative sentiments across the dataset.
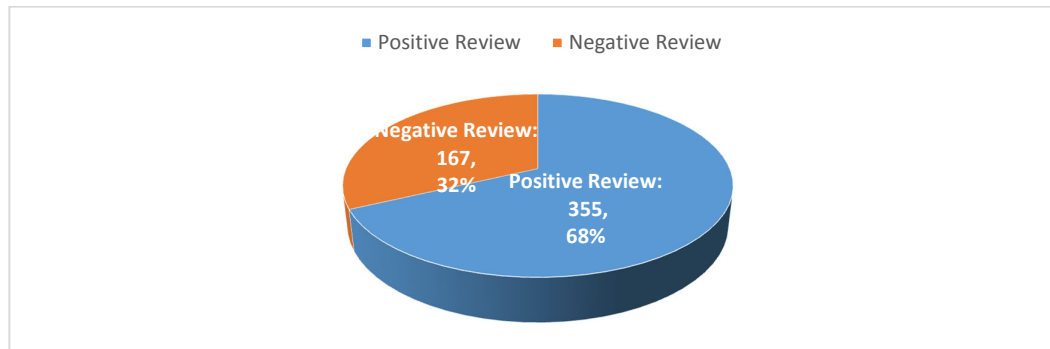
Figure 11

Frequency of Review Types

Figure 11 illustrates that tourists' positive reviews outnumbered negative reviews. This indicates a generally favorable perception of efforts to make cultural heritage accessible to international visitors, and highlights the success of heritage sites in addressing language barriers and improving visitor experiences through translation services. However, the presence of negative reviews also underscores areas requiring improvement, such as criticisms on translation quality. Addressing these issues and the fact that tourism promotional content ranks among the most frequently translated textual categories globally (Sulaiman, 2016), requires strengthened collaboration within heritage sites, aligning with scholars like Sulaiman and Wilson (2021), who emphasize collaboration as key to bridging cultural gaps, ensuring translations balance marketing goals with cultural relevance through accuracy and synergy.

5. Conclusion

This study strived to provide insights into tourists' reception of translated materials and translation services at Iranian heritage sites. The analysis of Tripadvisor

reviews from revealed recurring themes related to the availability, quality, and impact of translations on the visitor experience. Analysis of tourist reviews examined both interlingual and metaphorical translation acts, identifying ten sub-themes in order of frequency: Presence of Translation, Lack of Translation, Staff Admiration, Presence of Guide, Guide Admiration, Translation Quality Criticism, Translation Quality Admiration, Staff Criticism, and Guide Criticism. Findings revealed that tourists prioritized the availability of translated materials above all, followed by the role of guides, curators, and staff in mediating cultural understanding, with translation quality being the least emphasized concern. The analysis indicates a predominance of positive feedback in tourists' reviews compared to negative reviews. However, since this study uses only English-language reviews from Tripadvisor, its findings mainly reflect the views of English-speaking users on that platform, limiting generalizability to broader tourist populations or those using other languages and review sites. To boost tourist experiences at Iranian heritage sites, increasing the availability of translated materials like brochures, signs, and maps is crucial to meet the high demand identified in visitor feedback. Training staff and guides to improve their representational skills can further boost satisfaction levels. Conducting quality checks on existing translations will address criticisms and ensure they meet tourists' expectations. Lastly, while issues with guides are minimal, consistent monitoring of feedback can help maintain or improve their effectiveness in providing translation services, ensuring that visitors continue to benefit from personalized and engaging interactions at these cultural sites. These findings offer actionable insights for heritage site staff, policymakers and translation professionals, revealing foreign tourists' priorities. By prioritizing translation services, heritage sites can strengthen their appeal to international visitors, fostering a deeper connection with Iranian culture and history. By leveraging this balance of strengths and weaknesses, stakeholders can refine services to foster inclusivity and increase visitor satisfaction. This study reveals translation availability as a priority for heritage tourists, urging a shift in site

management practices and further investigation into multilingual feedback. This emphasis not only advances academic understanding of cultural mediation in heritage tourism but also provides a practical roadmap for enhancing visitor engagement through targeted translation strategies. Future research should focus on sites with the highest translation-related criticisms, conducting field studies to identify specific inadequacies in their practices and the relevant reasons.

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