

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The main purpose of translating New Small World's Leaflet and Booklet is enhancing the overall foreign tourist experience by improving communication with potential visitors. Here are some key reasons why providing a translation in tourism is crucial:

- a) Translated materials increase the accessibility in tourism sector and make the content more accessible to a broader audience.
- b) By providing translated material in multiple languages, it will break down language barriers.
- c) Translated materials can make the content easier to be comprehended, navigated through the content.
- d) When foreign tourists can read and understand the material in their second or preferred language, it enhances their confidence and reduce the risk of frustrations.

From the notions above, translated materials is a powerful tool that is crucial in tourism sector, it increases accessibility, improves the overall tourism experience for foreign tourists, fosters a welcoming environment by removing language barriers and facilitates meaningful interactions, experiences and effective communication.

B. Suggestion

During one month of job training at New Small World, there were several problems faced in carrying out all the duties that had to be done. There are some suggestions for New Small World that hopefully can improve their satisfaction rate and overall tourism satisfaction.

Several suggestions that can be implemented are providing translated material to increase customer satisfaction and trust, improve communication, foster a more inclusive atmosphere for foreign tourists and the result is increasing the revenue. New Small World has to ensure that their venue is well-organized, by creating positive first impression through promotional media and printed material in major language for an example English version of their printed material, organizing their resources, staff, infrastructure and facility and enhancing their venue images by making sure that both local tourists and foreign tourist are satisfied.