

IMPACT OF FRENCH-ENGLISH TRANSLATION SERVICES ON DEVELOPMENT OF TOURISM FIELD: CASE STUDY OF *LA RÉGION FORESTIÈRE* IN GUINEA REPUBLIC

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Abstract: Tourism is a strategic sector for economic and cultural development, and effective communication plays a crucial role in its promotion. This study investigates the contribution of French–English translation to the valorisation of tourism in *La Guinée forestière*. Drawing on Skopos Theory and Newmark's Communicative Theory of Translation, the study explores translators' perceptions of the role of translation in tourism development, the challenges they encounter, and the strategies to overcome them. The study adopts a mixed-methods combining quantitative and qualitative approach. Data were collected through a survey administered to twenty translators and language service providers operating in Guinea, with particular attention to those working in *La Guinée forestière*. Findings reveal that all respondents consider translation essential for tourism promotion, visitor communication, travel planning, and the enhancement of tourists' experiences. The study also shows that tourism translation in the region is constrained by cultural and terminological challenges, particularly when translators deal with culturally specific items, local traditions, and the lack of standardized terminology. To address these difficulties, translators rely on glossaries, consultation with tourism stakeholders, field investigations, and explanatory translation strategies. As solution, the study highlights the need for specialized training in tourism translation, greater awareness of the profession's contribution to tourism development, and the integration of tourism-oriented translation courses into UZ curricula. The study concludes that high-quality French–English translation can significantly improve the international visibility of tourism assets of *la Guinée forestière* and contribute to its sustainable development.

Keywords : Tourism translation, French–English translation, cultural challenges, terminology

IMPACT DES SERVICES DE TRADUCTION FRANÇAIS-ANGLAIS SUR LE DÉVELOPPEMENT DU SECTEUR TOURISTIQUE : ÉTUDE DU CAS DE LA RÉGION FORESTIÈRE EN RÉPUBLIQUE DE GUINÉE

Résumé : Cette étude analyse le rôle de la traduction français–anglais dans la valorisation du tourisme de la *Guinée forestière*, une région riche en ressources naturelles, culturelles et historiques. L'objectif est d'examiner comment les services de traduction peuvent contribuer à améliorer la visibilité internationale des sites touristiques et à faciliter la communication entre les acteurs locaux et les visiteurs étrangers. S'appuyant sur la théorie du Skopos et la théorie communicative de la traduction, la recherche adopte une approche mixte combinant méthodes quantitatives et qualitatives. Les données ont été recueillies auprès de vingt traducteurs et prestataires de services linguistiques exerçant en Guinée. Les résultats montrent que la traduction est considérée comme un outil essentiel pour la promotion touristique, la diffusion de l'information, la planification des voyages et l'amélioration de l'expérience des visiteurs. Toutefois, les traducteurs sont confrontés à des défis culturels et terminologiques liés à la traduction des réalités locales et du patrimoine culturel. L'étude souligne la nécessité de renforcer la formation spécialisée en traduction touristique, de développer des ressources terminologiques adaptées et de sensibiliser les acteurs du tourisme à l'importance de la communication multilingue. Elle conclut que la traduction français–anglais constitue un levier stratégique pour accroître l'attractivité et la compétitivité de *la Guinée forestière* sur le marché touristique international.

Mots-clés : traduction touristique, traduction français–anglais, terminologie, communication interculturelle.

Introduction

Tourism translation constitutes a highly specialized area of translation studies due to its interdisciplinary nature and its close relationship with language, culture, and communication. Unlike general translation, tourism translation requires the transfer not only of linguistic meaning but also of cultural values, historical references, and destination-specific information. As noted by W. Suo (2024), tourism texts are characterized by rich cultural connotations and historical backgrounds that demand careful interpretation and adaptation by translators. Consequently, tourism translation plays a crucial role in facilitating intercultural communication between tourists and host communities.

In this context, translation extends beyond the mere establishment of linguistic equivalence. It functions as a strategic tool for the dissemination of information, the promotion of destinations, and the valorization of cultural heritage (A. Pukiene, L. Brazauskaite-Zubaviciene, M. Prodanovic, M. Piirman, K. Jäärats, 2025). By ensuring that tourism-related content is accessible to international audiences, translation contributes to enhancing visitors' understanding of local cultures and encourages meaningful interactions between travellers and local populations. Moreover, the effectiveness of tourism communication largely depends on the accuracy, clarity, and precision of translated materials. According to A. Pukiene *et al.* (2025), well-translated tourism texts enable tourists to make informed decisions, improve their travel experiences, and foster deeper engagement with the cultural environment of the destination.

The Republic of Guinea possesses significant tourism potential, characterized by diverse natural landscapes, cultural heritage, and historical attractions. To valorise such an asset, The leaders of the republic of Guinea are making strong efforts to valorise the sector of tourism (*la Vision 2040 pour une Guinée émergente et prospère*; APIP, 2025; Office

National du Tourisme, 2023). However, it appears nowhere that language facilitation can strongly help in the promotion and achievement of such a vision. Consequently, the promotion of these resources at the international level remains constrained by linguistic barriers, particularly in regions bordering countries with different official languages. This situation is particularly evident in *la Guinée forestière*, a region located at the crossroads of Côte d'Ivoire, Sierra Leone, and Liberia. While Côte d'Ivoire is predominantly French-speaking, Sierra Leone and Liberia are English-speaking countries, creating a multilingual environment that highlights the importance of effective French–English translation in tourism communication. Against this background, the present study investigates the role of translation, with a particular emphasis on French–English translation, in promoting and valorizing the tourism sector in the Republic of Guinea. More specifically, it examines how translation can contribute to increasing the visibility and accessibility of tourism resources in *la Guinée forestière*, thereby fostering cross-border tourism exchanges and supporting the region's socio-economic development.

Effective communication plays a sensitive role in the valorisation of any sector. The field of tourism is not an exception mainly when it is known as a domain calling people from various horizons. Translation which is an activity aiming at bridging gaps between communities speaking different languages then becomes an important tool that can be used to strengthen communication and reach a larger audience in the domain of tourism. Moreover, in some universities of the country, particularly to name few, University of N'zérékoré (UZ), University of Julius Nyerere of Kankan (UJNK), General University of Lansana Conté (UGLC), University of Kindia (UK) there are English departments training learners for a Bachelor's Degree in the field of translation. Tourism in the country and mainly in the region can stand as a panacea for translation specialists trained in those universities. French-English translation can make it more visible and striking through the world. Despite the critical role of accurate translations in tourism, it is observed a lack of a serious consideration of how impactful translation can be in promoting tourism in the republic of Guinea and in *la Guinée forestière*. This calls for attention and raises some questions.

The current research tries to answer the following questions: what impacts can French-English translation services provide in the valorisation of tourism potentials in *la Guinée forestière*? What challenges are prevalent in French-English translation in the domain of tourism in *la Guinée forestière*? How can translators overcome French-English translation challenges in the tourism field in *la Guinée forestière*? It is seriously considered in this study that: quality translation will positively influence tourism services in *la Guinée forestière*; translators in the field tourism will be confronted with terminological and cultural challenges in their job; translation in the field of tourism will require additional efforts from practitioners to bridge up cultural and terminological gaps in their jobs. Significantly, the sector of tourism needs better translation strategies in order to reveal touristic potentials of the Republic of Guinea, particularly, the forestry region of N'Zérékoré. Consequently, the main purpose of the current investigation is to explore the impact of French-English translation services on the valorisation of tourism in *la Guinée forestière* with a focus on translators' perception.

1. Background of the study and Statement of the problem

1.1 Background of the study

There are about two hundred (200) sites of tourism in the Republic of Guinea (APIP, 2025). In *la Vision 2040 pour une Guinée émergente et prospère*, there is a huge investment being made to valorise tourism in the country (Office National du Tourisme, 2023). The investment being made by the country's leaders is purposefully to attract more visitors all over the country and in *la Guinée forestière*. Naturally, the Republic of Guinea is divided into four regions among which there is *La Guinée forestière which occupies 20% of the whole country*. In the region there are a lot to valorise and promote in term of tourism namely:

- *Mount Nimba* with 1752m at an altitude is the second highest peak in West Africa. It has been a UNESCO Biosphere Reserve and World Heritage Site since 1981.
- the natural bridge over the Cavalli River,
- the natural aquarium of sacred fish at Gogota and the armoured cave of Kéoulenta.
- the viviparous toads,
- the chimpanzees of Bossou in Lola
- Traditional cultural rites and ceremonies (masquerades) in *la Guinée forestière* and Daaka among the Coniaguais.
- Ziamia forest located in *la Guinée forestière* in the préfecture of Macenta is the most important humid forest of West Africa covering 1161,70 km². It has also been a biosphere reserve of UNESCO since 1980 and bears more than 1300 species of plants and above 500 species of animals among which we have elephants, cheetahs, etc.

2. Clarification of key concepts and literature review and

2.1 Clarification of key concepts

-Translation

Translation can be defined as a fact of transferring the content of a message from one language to the other while being faithful to the linguistic and para linguistic features. Such a definition clearly indicates the presence of two languages. J. Munday (2016, p 8) sides with it and declares that:

“The process of translation between two different written languages involves the changing of an original written text (the source text or ST) in the original verbal language (the source language or SL) into a written text (the target text or TT) in a different verbal language.” (the target language or TL).

According to P. Newmark (1982, p 7) the concept of translation can be defined as “a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language.” This research is interested in French-English translation and focusses on the written aspect of translation.

-Tourism

Tourism involves travelling away from home for leisure, relaxation and pleasure utilising commercial services. It is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of commercial provision of services. Tourism sector is strongly increasing all over the world. International tourism is one of the largest and most dynamic industries in the world currently breaking the walls of local isolation and providing favourable conditions for global movement (Pukiene et al., 2025). It is a powerful tool that contributes to individuals and communities' wellbeing. It is

used to enhance countries' visibility and to boost their economy. Unfortunately, the potentials are not rightly valued and this becomes a lost for the country.

-Tourism and translation

Tourism translation is a technical translation since it is a translation attached to an industry which is tourism. R. O. K. A. Johnson (2019 :1) relies on C. Durieux (1993) and defines technical translation as toute traduction des textes que les entreprises industrielles et commerciales produisent et font traduire quotidiennement. C'est tout texte dont la mission est d'informer, expliquer, convaincre, faire vendre, faire exécuter une tâche. The author goes further and declares that Il s'agit des traductions spécialisées liées à des domaines de compétence bien précis. Durieux confirms such a definition and posits that :

« Le traducteur doit impérativement déterminer la ou les missions du texte à traduire avant de se lancer dans l'exécution de la traduction. En effet, le traducteur doit épouser la mission du texte et s'investir dans l'exécution de cette mission. Si la situation du texte est de renseigner, le traducteur rédigera un exposé technique précis ; si la mission du texte est de convaincre, il adoptera une formulation mettant en valeur les arguments. » (Durieux, 1991:171- 172)

Tourism texts are meant to inform, convince, and attract visitors. It is a field that calls for concision and precision mainly when it comes to translation which mission in such a context is to facilitate communication in the field of tourism and make tourism sites and activities visible to foreigners.

3. Theoretical framework and research methodology

3.1 Theoretical framework

The current investigation is conducted relying on two theories namely the Skopos theory as coined and developed by Reiss Katharina and Hans Vermeer in the 1970s. With such a theory, translation aims at creating text for the target population with a focus on a specific purpose and considering the context. This theory is worth being used since translating in the field of tourism is for a specific objective as tourism stands as an industry and the context is not to be neglected since cultural realities should transpire. C. Nord (1997, p 109-122) pinpoints that the Skopos Theory is not applicable to certain types of texts namely: literary texts, religious content. However, the translators may adapt their style to the purpose of the translation (ibid, p 111). The second theory underpinning the current investigation is the communication theory as proposed by Newmark 1988. He posits that the Communicative Theory of Translation "attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original." Newmark (1988:39). Producing similar effects is very important in the current context since translating in the field of tourism can be seen as technical translation and then call for additional effort to truly render meaning in a precise and concise way. C. Durieux (1993 : 100) affirms that « après l'efficacité de la communication, l'autre apport majeur de la terminologie est la concision. » She continues and underlines that the advantage of concision in translation is double:

« [...] d'abord, une économie dans l'expression puisque l'emploi de termes précis et bien définis épargne des explications longues et le recours à des paraphrases qui alourdissent le discours et nuisent à sa lisibilité; ensuite, la clarté du message avec la possibilité de le formuler en produisant un maximum d'information et un minimum de bruit susceptible d'opacifier l'information. » (Durieux, *ibid*)

In the context of tourism promotion in the region of N'zérékoré, there is the need for clear, consistent and credible information on translation brochures, sites, social platforms that will advertise the existing tourism sites and all the same bridging cultural gaps in communication. Communicative and informative Translation will be very useful in the promotion of the tourism concepts while conveying the attractive message that the target language readers need to know.

3.2 Research methodology

This study aims to explore how impactful translation can be in valorising tourism in *la Guinée forestière*. Data collection focusses on translators and language service providers that operate in *la Guinée forestière*. Therefore, this is a sociological and analytical survey which is conducted with the principles of synchronism. The approach used to collect data is both quantitative and qualitative. A total number of twenty (20) translators has been questioned. The idea behind the choice of such a target is to question translators' perception about the importance of their job in the development and the promotion of such a critical field. Consequently, it will be checked if they have ever translated document in the field of tourism in general and mainly for *la Guinée forestière* and if yes, what challenges do they generally meet and the strategies they use to overcome them.

4. Data presentation and Discussion

4.1 Participants' perception about the job

The first bunch of questions addressed to translators was meant to inquiry about their perception as regard the importance of their job in the domain of tourism. The results obtained are presented and discussed below.

Table 1: opinion of translators about the link between translation and tourism

Q1: Do you think translation is necessary in the domain of tourism?		
	Yes	No
Nombre de personnes ayant répondu	20	00
Total = 20	(20) 100%	00%

100% of the respondents agree that translation is necessary and very impactful in the field of tourism. In that regard, it is clear that translators can contribute to the development of the sector of tourism through their profession and all the implications attached to it. Moreover, when asked to justify their approval of the importance of translation in the development of tourism, all the respondents (100%) acknowledge that the job plays relevant roles in helping tourism service actors to reach out larger prospects. A gist of the outcomes is presented in the table below

Table 2: the role of translation services in the domain of tourism

Q2: What do you think translation is necessary for in the domain of tourism?		
	Cochées	Non cochées
Communication with foreign visitors	20	00
It facilitates understanding of information for tourism	20	00
promotion of tourism services	20	00
booking and planning of trips for foreign visitors.	20	00
It ameliorates the tourism experience of the visitors	20	00
Polishing the image of the country and places to be visited	20	00
Total = 120	120 (100%)	00 (00%)

A quick glance at table 2 and it becomes obvious that the respondents are aware of how much necessary their job can be in valorising the domain. The theory of Skopos as coined and developed by Vermer (1970) presents the translation as the art of creating a text matching a specific purpose and a precise context. Respondents acknowledge that translation helps to communicate with foreign visitors. They went further and painted it as a powerful tool used to facilitate understanding of information in tourism, and the promotion of tourism services, booking and planning of trips for foreign visitors. Covering all aspect of tourism experience from the attraction, planning to the hospitality services, translators know their importance in smoothing all the path for both clients and vendors of tourism services. Consequently, translation and language facilitation specific objective are to ameliorate the tourism experience of visitors and help in polishing the image of the country and the places to be visited. Participants to the current investigation made a list of twelve documents which can serve as useful tools that must be translated for better visibility and attractiveness of tourism services in *la Guinée forestière*.

Table3: what to be translated to valorise the domain of tourism

Q3 : what do you think should be translated to promote tourism in <i>la Région forestière de la Guinée</i>?		
	Cochées	Non cochées
tourism brochures	20	00
Travellers' guide	20	00
Websites	20	00
Advertising materials	20	00
Visual aids in museums	20	00
Stories on the spot	20	00
Histories on the spot	20	00
Food items, dishes and dishes ingredients	20	00
Menu (local dishes) cards	20	00
Name of culturally specific items	20	00
Taboos and cultural prohibitions	20	00
Rules and regulations of the visited region	20	00
Total = 240	240 (100%)	00 (00%)

Listing out documents they think can help in impacting the field of tourism in the region of *la Guinée forestière*, translators were asked to tick the right options. Surprisingly, all the options were selected. The obtained results clearly depict the strong interest they show, for all the answered they provided cover tourism services needs mainly moving from

planning the visit to the hospitality and restauration (catering) services. As such, obtained results are classified into three groups namely planning the trip, the visit itself and hospitality and restoration services

- **As for planning the visit respondents think that documents and manuals such as tourism brochures, travellers guide, websites, advertising materials, rules and regulations, histories attached to the places to be visited** must be made available for visitors.
- **For the while visit step, translation of specific documents, brochures and manuals such as specific cultural items, rules and regulations, stories on the spot, histories attached to the visited, taboos and cultural prohibitions, rules and regulations** can be of great help to adding values to the domain
- **Hospility services, translation services can be oriented toward aspects such as food, items, local dishes, menu cards, Food items, dishes and dishes ingredients, Menu (local dishes) cards**

It is worth recalling that the objectives of the first four questions were to check if translators' awareness as regard the importance of their job in the domain of tourism. Happily, gathered results indicate that they know and show how important they think the job is and the prospect markets they should be getting as for that matter.

4.2 Participants' profile as translators

Considering the total number of translators sampled for the current study, it is thought worth inquiring about their profile. Then, they were asked to inform about their training and experience in the practice of the job in *la Guinée forestière*. Out of the twenty (20) translators standing as respondents for the current investigation, the great majority (85%) are trained translators. The left 15% are not trained and openly declare not to know the importance of being a trained translator. As for them, since they can speak and write the needed languages, they can translate in it. All the same they are from anglophone surrounding countries and upon simple discussion sound fluent in speaking the language. As can be noticed with presented table below, it is obvious that they are not in majority in terms of tendency.

Table 4: qualification of the trained translators

Q6: if yes, kindly circle the right option as regard you education level					
	BA	MA	PhD	Diploma	Certification
	13	00	00	04	00
Total = 17	13 (76.47%)	00 (00%)	00 (00%)	04 (23.52%)	00 (00%)

Out of the total number of the trained translators our investigation tool is addressed to, none of them is certified. Neither do they get a Master's degree nor a PhD in the domain. The great majority (76.47%) of the translators has a Bachelor's degree in Art (BA) with the special field of French English translation. They underwent their training process at public universities in the country. On the other side, 23.52% of the respondents received a short-term training program and obtained a diploma in the field of translation. They clearly affirm that they got them in neighbourhood countries. In order to be more informed about their profile, respondents were asked to provide their language combinations and their experience. Tables 5 and 6 summarise the obtained results.

Table 5: language combinations presented by translators

Q7: What are the languages combination you translate in la Région forestière?		
Possible combination		
French-English	20	100%
French-Portuguese	1	5%
French-Chinese	2	10%
French Russian	1	5%
English-Pulaar	1	5%
French-Pulaar	2	10
French-Maninka kan	6	30%
French – Guerze	00	00%

All the participants to the current investigation affirm that they translate in French English translation. All the same, some of them claim to be able to deal with more than two languages. In that vein, 30% of the total number of translators are able to translate from French – Maninka ka (a local language spoken in the country). 10% of them are able to go from Pulaar to French and from French to Chinese. There are some other combinations available mainly French – Portuguese, French Russian, and English Pulaar which were all of 5 % each. It is surprising to notice that in the region we did not find any translator with combinations including the languages of the region (Manon, Konon, Guerze, Kisi; etc.). Although this sounds worrying it can be explained by the fact that at the university of the region there is no department of communication and in charge of the promotion of the national languages. However, the high rate of French - English translators can be explained by the presence of English department at UZ, by the needs as observed generally. For visitors generally understand a bit of English even though they are from horizons where English is not the spoken language. This can be presented as globalisation effect of the English language.

Table 6: translation experience of the respondents

Q8: How long have you been translating?					
Number of years of experience	0 – 3 years	3 – 5 years	5 – 8 years	8 – 10 years	More than 10 years
Obtained results	6	9	2	1	2
Total = 20	06 (30%)	09 (45%)	02 (10%)	01 (5%)	02 (10%)

Table 6 informs about the experience of translators involved in the study. It comes out that only two of the respondents (standing for 10% of the sampled population) is loaded with more than ten years' experience. In summary, 75% of the translators has less than five years' experience. While the remaining 25% of the targeted population is loaded with more than five years' experience. As mentioned above, only 10% percent of the targeted group has more than 10 years' experience. An inquisitive question led to discover that those with such a load of experience are not trained translators. Neither do they have any experience in the domain of tourism. They just rely on their experience and their understanding of realities and facts to propose their services to the community and any interested people.

-Profile of respondents as regard tourism services

In order to better understand the profile of the translators engaged in this investigation, they were asked if they are familiar with tourism field translation. It comes out that only 35% of the respondents are familiar with tourism field translation whereas

65% are not. Among those familiar with tourism sector's activity, all of them are less than ten years experienced as presented in the table below.

Table 7: trained translators' experience in tourism field

Q10: How long have you been translating in the field of tourism?					
	0 – 3 years	3 – 5 years	5 – 8 years	8 – 10 years	More than 10 years
Obtained results	06	-	01	-	-
Total = 07	06 (85.71%)	00	01 (14.28%)	00	00

Table 7 shows that only 14.28% is experienced above five years old. The remaining 85.71% is loaded with less than three years' experience.

4.3 Linguistic challenges related to tourism texts translation in la Guinée forestière

Tourism is view as an industry and then require effective communication. For A. Pukiene et al (2025:2)

“The language of tourism shares similar functional and structural characteristics with any other form of communication. However, it also exhibits distinct characteristics that differentiate it from other forms of discourse, reflecting the unique communicative demands of the tourism industry.”

This clearly shows that translators will be in need of matching the demand of tourism industry while translating. In that vein it will not be surprising to see even the most experienced translator striving with some aspects of the text to be translated. Aware of that, respondents were asked if they generally meet some challenges when doing their job. Unsurprisingly, all the respondents (100%) acknowledge to be facing challenges when translating text in the field of tourism. The listed challenges they generally encounter are mainly of two groups: they face challenges when they have to translate issues that are attached to cultural references; they are also exposed to terminology difficulties as regard the field mainly when they are interested in concision.

-Cultural challenges they generally face

100 % of the questioned translators find it difficult to succeed in translating local realities and successfully convey the entire meaning while appropriating the cultural norm of the source text and adapting the production to the realities of the target language norms. As such, aspects attached to

- Local practice, dishes,
- Meaning of names
- Cultural practice, stories and histories;
- Meaning of places and their stories,
- meaning of places that bear strong history and or stories,
- Striving to match up with visitors understanding as regards some says and motto that integrate the sites environment culture,
- There are some complexities in local languages that are difficult to render with faithfulness

-Terminology challenges they generally face

Translators in general mainly technical translators need to be precise and concise in the practice in order not to confuse consumers of their production. In other words, technical translation calls for terminology issues (R. O. K. A. Johnson, 2025). All the respondents familiar with tourism field translation point out that are confronted to: specific terms as regard tourism translation issues; lack of adequate terminology. Both cultural and terminology challenges respondents highlight can stand as impairment to the communication function of translation as depicted in the Communicative Theory of Translation (Newmark, 1988). To overcome those barriers and challenges, they often use some strategies.

-Strategies for cultural impediments

They claim to look for some existing standardised equivalence between French or English and some native languages namely Gbele, Kissi, etc. and when they do not find any that can match it, they simply proceed by extensive explanation.

-Strategies to overcome terminology challenges

They claimed to be used to consulting guides and tourism promoters; Going to the targeted sites natives; consulting available glossaries and data bases.

Conclusion

This study examined the importance and the impact of French English translation when it comes to promoting tourism in *la Guinée forestière*, a region endowed with exceptional natural, cultural, and historical resources. The gathered findings clearly demonstrate that translation is not merely a linguistic activity. It can stand as a strategic tool that ameliorates access to tourism information, and enhances the visibility of destinations among international audiences as well. In such a vein, it clearly appears that quality French-English translation stands as an asset for the promotion of tourism services in *la Guinée forestière*. It also comes out that translators and language service providers perceive their profession as an essential component of tourism development. For, they contribute to informing visitors, promoting tourism services, supporting travel planning, and improving the overall tourist experience.

Nevertheless, the study highlights significant challenges faced by translators, particularly those related to culturally specific items and specialized tourism terminology. These difficulties may affect the accuracy and effectiveness of tourism communication if not adequately addressed. To overcome those challenges, it is strongly suggested to emphasise terms and conceptual studies in translation classes. Doing so will help to build capacity of translators working in the field of tourism (restaurants, communication, accommodation, kitchen practice, transportation issues,). In addition, integrating tourism translation training in the course content of French-English translation trainees of the university of N'zérékoré (UZ), and creating short time training and workshops to call for attention on the complexity and the importance of accurate translation. On the other hand it is worth sensitising people about the complexity of translating cultural items and then trying to harmonise some cultural items translation. Moreover, it is crucial for translators to be frequent on tourism sites. It is thought that this can inspire and prompt up for accuracy in the proposed translations.

Furthermore, the study reveals that only a limited number of translators in the region possess experience in the field of tourism translation. This indicates a need for greater specialization and professional development. In this regard, training institutions, tourism authorities, and language professionals should collaborate to strengthen translators' capacities through specialized courses, and the development of tourism-oriented terminology resources.

Ultimately, the success of Guinea's tourism promotion strategy depends not only on investments in infrastructure and tourism sites but also on the quality of communication provided to international visitors. By ensuring accurate, culturally appropriate, and persuasive translations, French–English translation can play a decisive role in increasing the global visibility of *la Guinée forestière* and positioning it as an attractive destination within the West African tourism market.

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