

## HOSPITALITY/TOURISM TRANSLATION

### CHANGI AIRPORT

The Changi international airport is one of the **busiest airports in Asia** and the seventh busiest airport in the world. It serves more than 100 airlines to more than 350 cities



### PROJECT HIGHLIGHTS

- Industry: Hospitality & Tourism
- Languages: Chinese (CN), Japanese (JP), Korean (KOR), and Thai (TH)
- Content Type: Website/Offers
- Services: Translation, Editing, Proofreading, Linguistic Sign-Off (LSO)
- Volume: 50,000 words per language

### REQUIREMENTS & CHALLENGES

Changi Airport, a renowned international airport, sought to **localise its website and promotional offers** into **Chinese, Japanese, Korean, and Thai** languages. The challenge lay in creating highly localised content that accurately conveyed the airport's services and information while adhering to cultural nuances and preferences. Additionally, there was **no existing glossary available to maintain consistency throughout the translations**

# SOLUTION

- **Forming an Expert Team:** We assembled a team of experienced linguists specializing in tourism and hospitality. We ensured their expertise and the accurate translation and localization of the content while considering cultural sensitivities and local preferences.
- **Three-Step Translation Process (TEP):** The translation process included three steps - translation, editing, and proofreading - performed by professionals proficient in the respective target languages. This helped us ensure linguistic accuracy and maintained the quality of the localized content.
- **Technical Glossary Creation:** Our translators created a technical glossary of terms specific to Changi Airport. This glossary acted as a reference guide, ensuring consistency in the use of terms and terminology throughout the translations.
- **Quality Control (QC) Tools:** Our translators utilized quality control tools to identify and rectify any errors or inconsistencies during the translation process. These tools aided in maintaining the highest standard of quality and accuracy in the localized content.



# RESULT

- Successful localisation of over 50,000 words.
- Culturally sensitive localisation
- Consistent and Accurate translation of the website and promotional offers.
- Effective implementation of the website for Changi Airport



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