

Language Access In The Arab World - Tourism Industry

Tourism in the Middle East is booming. The GCC welcomed over **80 million international visitors** in 2024, driven by mega events, medical travel, and religious tourism. Yet, **language barriers remain one of the top three causes of negative visitor feedback**, affecting everything from safety to satisfaction.

Why Language Access Matters



of visitors are **non-Arabic speakers**.

- **Miscommunication leads to errors** in hotel check-ins, transport, and medical services.
- Tourism authorities (e.g., Saudi Tourism Authority, Dubai DET, Qatar Tourism) now **link multilingual service readiness to quality ratings and licensing**.

3 Steps to Language Readiness

Audit guest touchpoints: websites, signage, emergency scripts

Train frontline staff on cultural and linguistic sensitivity

1

2

3

Deploy multilingual chat/voicebots or interpreter lines

Questions for Tourism Leaders

- Can every visitor understand your **safety and booking instructions**?
- Are your digital channels **accessible in the top five visitor languages**?

Infographic Snapshot



Airports & Hotels →
First impression, first barrier



Medical Tourism →
Informed consent & comfort



Pilgrimage Tourism →
Guidance for millions in diverse languages



Emergency Communication →
Multilingual alerts save lives

Checklist for Tourism Leaders

- ✓ Multilingual signage & wayfinding
- ✓ Interpreter or hotline access
- ✓ Translated digital content
- ✓ Staff cross-cultural training
- ✓ Staff cross-cultural training
- ✓ Human-in-the-loop translation for accuracy

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