

An Analysis of Translation Strategies for Thai Food and Beverage Names into Chinese: A Case Study in Nakhon Ratchasima Province

Ketsaraporn Patjaikhotha¹ Yada Mahayod² Natthaya Lianyang³

Paweena Pholswang⁴ Panchompoo Kampho⁵ Saranphon Sikhiao⁶

Nakhon Ratchasima Rajabhat University¹⁻⁶

Nakhon Ratchasima, Thailand¹⁻⁶

E-mail: ketsarapornfilmgot7@gmail.com

Received 4 June 2025; Revised 26 June 2025; Accepted 29 June 2025

Abstract

The research aims to analyze the translation strategies of Thai food and beverage names in the menus of restaurants and beverage shops into Chinese in Tambon Nai Mueang, Amphoe Mueang and Tambon Mu Si, Amphoe Pak Chong, Nakhon Ratchasima Province, and to improve and correct the incorrect and difficult-to-understand translation of Thai food and beverage names into Chinese in Tambon Nai Mueang, Amphoe Mueang and Tambon Mu Si, Amphoe Pak Chong, Nakhon Ratchasima Province. The names of Thai food and beverages in Chinese were classified according to the translation strategies of Saibua (2017), divided into 2 types: 1. Direct translation strategy 2. Interpretation translation strategy. There were 412 menus, divided into 2 types: 315 savory dishes and 10 sweet dishes. The savory dishes were divided into 4 types as follows: 79 fried and grilled dishes,

63 boiled, curry, and steamed dishes, 102 stir-fried dishes, 71 spicy salad, larb dishes, and 87 beverage dishes.

After collecting the data, the researcher analyzed the meaning and classified the names of the food and beverages. In addition, it was revised according to the two translation strategies mentioned above.

The researcher concluded the research results by calculating the percentage of the collected and analyzed results and categorizing the types of Thai food and beverage names translated into Chinese according to the two translation strategies. The analysis results found that out of the 412 Thai food and beverage names translated into Chinese, the most commonly used translation strategies were 81 percent, followed by the cognitive translation strategy at 19 percent.

Keywords: Translation strategies, Thai-Chinese Translation, Thai food and beverage names

Introduction

Thai food, whether savory or sweet, has gained widespread popularity and has significantly contributed to promoting Thailand both domestically and internationally. According to statistics provided by the Ministry of Tourism and Sports in 2024, the number of Chinese tourists visiting Thailand increased compared to 2023, with the primary purpose of enjoying authentic Thai cuisine and beverages. This trend has positively impacted the nation's economic growth and has further enhanced Thailand's international reputation. Nakhon Ratchasima Province, being a large and strategic location, stands to benefit even more in the future with the introduction of the Thailand-China high-speed rail line linking Bangkok,

Nong Khai, and Vientiane. Two key stations in this line, situated in Mueang and Pak Chong districts, are expected to attract a larger influx of Chinese tourists.

At present, the Nai Mueang sub-district in Mueang district is home to a vibrant Chinatown area where Thai-Chinese businesses thrive. This area, located along Chom Phol and Pho Klang roads, is also home to several shrines and temples and serves as an important economic hub of the district. In contrast, the Mu Si sub-district in Pak Chong district is renowned for its natural tourist attractions, most notably the Khao Yai National Park. This park has become a landmark destination for tourists, including Chinese visitors and Chinese nationals residing in Thailand, seeking to experience the beauty of Thailand's natural landscapes. As a result, restaurants and beverage shops in Mueang and Pak Chong districts have started translating their menus into Chinese to cater to this growing demand.

The names of food and beverage items play a significant role in reflecting the richness of ingredients and the unique cultural practices of Thai cuisine. The translation of these names into Chinese not only facilitates cultural communication but also serves to promote the virtues of Thai food to the Chinese public. Restaurants often feature popular food and beverage items on their menus to attract Chinese customers, making it an essential selling point. The primary goal of restaurants and beverage shops is to ensure clear communication, helping Chinese-speaking customers easily understand the menu items available.

This research, therefore, focuses on analyzing the translation strategies used for Thai food and beverage names in restaurant and beverage shop menus in the Nai Mueang and Mu Si sub-districts of Nakhon Ratchasima

Province. The research examines translation strategies based on Saibua's classification, which includes two types of translation strategies: 1) literal translation and 2) free translation. This study also aims to improve and correct translations that are incorrect or difficult to understand, making the menu more accessible to Chinese-speaking customers.

Research Objectives

1. To analyze the translation strategies of Thai food and beverage names into Chinese in the menus of restaurants and beverage shops in the Nai Mueang sub-district, Mueang district, and Mu Si sub-district, Pak Chong district, Nakhon Ratchasima Province.

2. To improve and correct the incorrect and difficult-to-understand translation of Thai food and beverage names into Chinese in the Nai Mueang sub-district, Mueang district, and Mu Si sub-district, Pak Chong district, Nakhon Ratchasima Province.

Research Scope

This research focuses on analyzing the translation strategies of Thai food and beverage names into Chinese in Nakhon Ratchasima Province, and aims to improve and correct the incorrect and difficult-to-understand translations of Thai food and beverage names into Chinese. The names of food and beverages used in this research were selected based on the criterion of choosing restaurants that have Chinese-translated menus. The study specifically focuses on restaurants in two districts, with one sub-district from each: Nai Mueang sub-district, Mueang district, and Mu Si sub-district, Pak Chong district. The selection of these two districts is due to the fact that

both will be serviced by the Thailand-China high-speed rail line in the future, running from Bangkok to Nong Khai and Vientiane, passing through these two districts. Additionally, these areas are home to significant tourist attractions, ensuring that the districts will attract an influx of Chinese tourists in the future.

The selected restaurants for this research consist of a total of 13 establishments, as follows:

1. Restaurants in Nai Mueang Sub-district, Mueang District, Nakhon Ratchasima:

1) Chinese restaurant: Xiao Xiao Restaurant. This restaurant was selected because it offers both Chinese and Thai food, and its menu is translated into Chinese.

Beverage and Dessert Shops in Nai Mueang Sub-district, Mueang District, Nakhon Ratchasima:

7 shops were selected because their beverage and dessert menus are translated into Chinese:

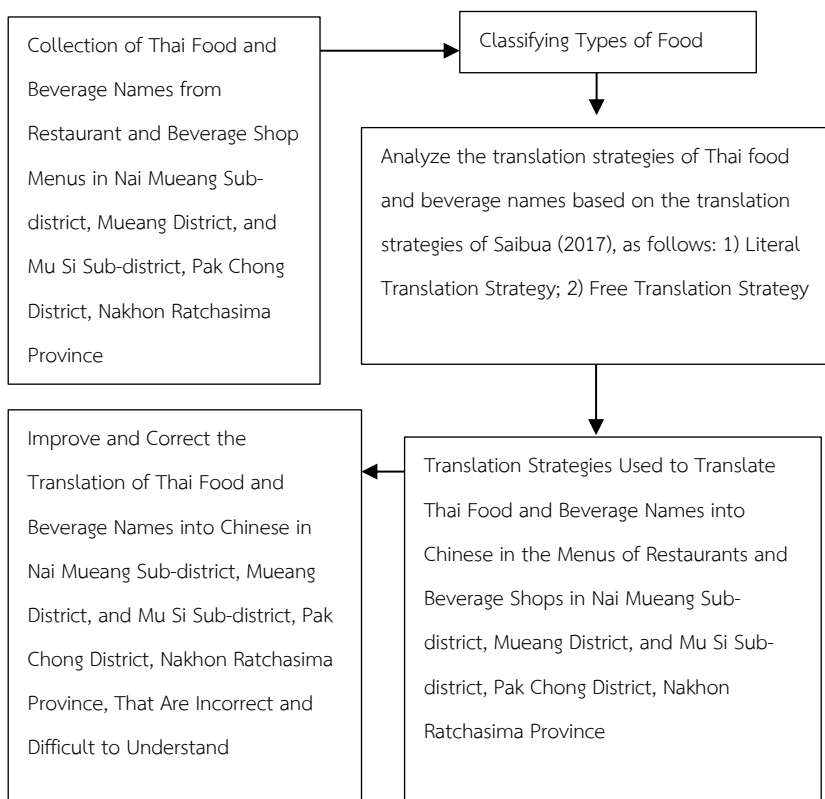
- 1) Café Amazon, Central Nakhon Ratchasima
- 2) Chatramu, Central Nakhon Ratchasima
- 3) Snow Icecream, The Mall Korat
- 4) All Coco, The Mall Korat
- 5) Yod Cha, The Mall Korat
- 6) Nobi Cha, Nakhon Ratchasima Rajabhat University
- 7) WE DRINK, Front of Rajamangala University of Technology Isan

2. Restaurants in Mu Si Sub-district, Pak Chong District, Nakhon Ratchasima:

5 restaurants were selected for having Thai food menus translated into Chinese:

- 1) Pen Lao Restaurant
- 2) Krua 505 Khao Hom Nutrition, Khao Yai
- 3) Krua Khao Yai
- 4) Khao Tom Luek Heng
- 5) Krua Nam Prik Tua Kao

1. Conceptual Framework



2. Theories Related to the Research

Numtong (2020, p. 60) states that translation is a linguistic activity used in cross-cultural communication, where the translator acts as an intermediary between users of different languages. The core of translation is “meaning”, which requires an understanding of the source text and the ability to convey the meaning in a way that the target audience understands.

Saengaramuang (2020, p. 7) explains the German expert’s definition of translation, stating that translation is not just a process of code conversion, where the translator only acts as the code changer. We do not translate content in isolated chunks but rather translate the entire text as a whole. This is because language does not arise in isolation; it is influenced by specific situations and contexts that require communication, with cultural frameworks involved. Fairmeyer emphasizes that translation is a cultural transfer (Kulturtransfer), while Hönig and Kussmaul view the text as part of the social culture expressed through language. From this, we can conclude that translation is the reorganization of the text to align with a specified situation and to be part of the target culture.

Saibua (2017, p. 2) states, “Translation is the process of conveying the meaning of the original text to the translated text. This is the primary goal for translators, to transfer the information from the source language while preserving the most accurate meaning. It is a key factor in determining the quality of a translation. A quality translation is one that preserves the essence of the original text. When someone reads the translated text, they should have the same response as the reader of the original text. This is a meticulous task”.

Pinmanee (2019, p. 41) explains that “Translators must possess skills in reading, analysis, and interpretation, as well as writing skills. Writing is not about expressing one’s own thoughts but about conveying the thoughts of others. The translator must assume the role of another person, expressing their ideas in a different language. This means the translator must work with two linguistic systems and understand the social and cultural contexts of both the source and target languages”.

Based on the statements above, we can conclude that translation means the process of conveying the meaning from the source language into another language while maintaining the original meaning or as closely as possible, so that the recipient of the message understands it as accurately as possible.

Research Methodology

1. Population and Sample

1.1 Population

The population used in this study consists of the names of Thai food and beverages from restaurant and beverage shop menus that have been translated into Chinese in Nakhon Ratchasima Province.

1.2 Sample

The researcher selected the sample using purposive sampling. The scope of the data was drawn from the menus of restaurants and beverage shops in two districts of Nakhon Ratchasima Province, with one sub-district from each district: Nai Mueang sub-district in Mueang district and Mu Si sub-district in Pak Chong district. A total of 13 establishments were selected, with 412 names of food and beverages that have been translated

into Chinese and are in actual use. The researcher applied the following sampling methods:

1.2.1 Names of Savory Dishes – 315 names, divided into 4 categories:

- 1) Fried and Grilled Dishes – 79 names
- 2) Boiled, Curry, and Steamed Dishes – 63 names
- 3) Stir-fried Dishes – 102 names
- 4) Spicy Salads, Larb Dishes – 71 names

1.2.2 Names of Sweet Dishes – 10 names

1.2.3 Names of Beverages – 87 names

2. Research Instruments

The translation principles of Saibua (2017) classify translation into two types: literal translation and free translation.

3. Data Collection

3.1 Collect the names of food and beverage menus that have already been translated into Chinese as samples from restaurants and beverage shops in Nai Mueang Sub-district, Mueang District, and Mu Si Sub-district, Pak Chong District, Nakhon Ratchasima Province.

3.2 Classify the types of food and beverages and analyze the translation strategies used for the food and beverages.

3.3 Collect data from the sample group to identify which translation strategy is used most frequently and improve the menus that are incorrect or difficult to understand.

3.4 Verify and summarize the results.

Research Results

1. Analysis of Translation Strategies for Thai Food and Beverage Names in Restaurant and Beverage Shop Menus Translated into Chinese in Nai Mueang Sub-district, Mueang District, and Mu Si Sub-district, Pak Chong District, Nakhon Ratchasima Province

Before conducting the analysis, the researcher collected the names of Thai food and beverages that had been translated into Chinese from 13 restaurants and beverage shops in Nai Mueang Sub-district, Mueang District, and Mu Si Sub-district, Pak Chong District, Nakhon Ratchasima Province, with a total of 412 names. The researcher classified the names into two categories: food and beverages. The food category was further divided into two sub-categories: savory food and sweet food, with the savory food category further split into four types: fried and grilled, boiled, curry and steamed, stir-fried, and spicy salads/larb.

The research on analyzing the translation strategies for Thai food and beverage names into Chinese in Nakhon Ratchasima Province from the 13 restaurants in Nai Mueang Sub-district, Mueang District, and Mu Si Sub-district, Pak Chong District, with a total of 412 names, classified the food into two categories: savory and sweet food. The savory food was further divided into four types: fried and grilled, boiled, curry and steamed, stir-fried, and spicy salads/larb, as well as the beverage category. Using the translation theory of Saibua (2017), which includes two strategies: literal translation and free translation, the results can be summarized as follows:

1.1 Fried and Grilled Dishes – 79 Names

Literal Translation: 61 names, which account for 77%.

Free Translation: 18 names, which account for 23%.

An example is shown in Table 1.

Table 1

Table Showing Examples of the Analysis of Translation Strategies for Fried and Grilled Dishes

No.	Dish Name (in Thai)	Translation Analysis	Translation Strategy Used
1	ไข่ดัดไส้	蛋+卷 ไข่+ม้วน	Free Translation
2	หมูทอดกระเทียมพริกไทย	蒜香+胡椒+炸+猪肉 กระเทียม+พริกไทย+ทอด+เนื้อหมู	Literal Translation
3	ไก่ทอดกระเทียมพริกไทย	蒜香+胡椒+炸+鸡 กระเทียม+พริกไทย+ทอด+ไก่	Literal Translation
4	ปลากะพงราดพริก	香椒+浇+鲈鱼 พริกหอม+ราด+ปลากะพง	Literal Translation
5	ปลากะพงสามรส	三味+鲈鱼 สามรส+ปลากะพง	Literal Translation

1.2 Boiled, Curry, and Steamed Dishes - 63 Names

Literal Translation: 38 names, accounting for 60%.

Free Translation: 25 names, accounting for 40%.

An example is shown in Table 2.

Table 2

Examples of the Analysis of Translation Strategies for Boiled, Curry, and Steamed Dishes

No.	Dish Name (in Thai)	Translation Analysis	Translation Strategy Used
1	แกงจืดไก่	鲜鸡+汤 ไก่สด+แกง	Literal Translation
2	ต้มยำปลากะพง	酸辣+鲈鱼+汤 เปรี้ยวเผ็ด+ปลากะพง+ซุป/แกง	Literal Translation
3	ต้มยำกุ้งก้ามกราม	酸辣+沼虾+汤 เปรี้ยวเผ็ด+กุ้งก้ามกราม+ซุป/แกง	Literal Translation
4	แกงอ่อมหมู	香+辣+茼蒿+汤+猪肉 หอม+เผ็ด+ผักชีลาว+ซุป+เนื้อหมู	Free Translation
5	แกงอ่อมไก่	香+辣+茼蒿+汤+鸡肉 หอม+เผ็ด+ผักชีลาว+ซุป+เนื้อไก่	Free Translation

1.3 Stir-fried Dishes - 102 Names

Literal Translation: 85 names, accounting for 83%.

Free Translation: 17 names, accounting for 17%.

An example is shown in Table 3.

Table 3

Examples of the Analysis of Translation Strategies for Stir-fried Dishes

No.	Dish Name (in Thai)	Translation Analysis	Translation Strategy Used
1	ข้าวผัดปลาเค็ม	咸鱼+炒饭 ปลาเค็ม+ข้าวผัด	Literal Translation
2	ข้าวผัดพริกแกง	辣汁+炒饭 ขอสพริก+ข้าวผัด	Free Translation

No.	Dish Name (in Thai)	Translation Analysis	Translation Strategy Used
3	หมูผัดพริกสด	鲜椒+炒+肉	Literal
		พริกสด+ผัด+หมู	Translation
4	ผัดผักเบบี๋คอตกุ้งแห้ง	生菜+炒+虾米	Free
		ผักกาดหอม +ผัด+กุ้งแห้ง	Translation
5	ผัดต้นอ่อนทานตะวัน	炒+ 向日+葵苗子	Literal
		ผัด+ดอกทานตะวัน+ต้นอ่อนทานตะวัน	Translation

1.4 Spicy Salads, Larb Dishes - 71 Names

Literal Translation: 60 names, accounting for 85%.

Free Translation: 11 names, accounting for 15%.

An example is shown in Table 4.

Table 4

Examples of the Analysis of Translation Strategies for Spicy Salads, Larb Dishes

No.	Dish Name (in Thai)	Translation Analysis	Translation Strategy Used
1	ตำลาว	腌鱼+青木瓜+沙拉	Free
		ปลาดอง+มะละกอ+สลัด	Translation
2	ตำไทย	泰式+青木瓜+沙拉	Literal
		แบบไทย+มะละกอ+สลัด	Translation
3	ตำปู	咸蟹+青木瓜+沙拉	Literal
		ปูเค็ม+มะละกอ+สลัด	Translation
4	น้ำตกหมู	辣+拌+猪肉	Free
		เผ็ด+คลุก/ผสม+เนื้อหมู	Translation
5	ซุบหน่อไม้	凉拌+竹笋	Literal
		ยำ/ลาบ+หน่อไม้	Translation

5. Sweet Dishes - 10 Names

Literal Translation: 9 names, accounting for 90%.

Free Translation: 1 name, accounting for 10%.

An example is shown in Table 5.

Table 5

Examples of the Analysis of Translation Strategies for Sweet Dishes

No.	Dish Name (in Thai)	Translation Analysis	Translation Strategy Used
1	ไอศกรีมมะพร้าวน้ำหอม	椰汁+冰淇淋 น้ำมะพร้าว+ไอศกรีม	Literal Translation
2	ไอศกรีมซอฟต์เสิร์ฟ รสสตอเบอร์รี่	草莓+冰淇淋 สตอเบอร์รี่+ไอศกรีม	Literal Translation
3	มะพร้าว น้ำหอมคว้านกะลา	清香+椰+果肉汁 กลิ่นหอม+มะพร้าว+เนื้อมะพร้าว	Free Translation
4	ปังเนยเยิ้มเชียงใหม่	清迈+鲜奶油+面包 เชียงใหม่+เนยสด+ขนมปัง	Literal Translation
5	พุดดิ้งไข่(วันมะพร้าว)	鸡蛋+布丁+(椰果) ไข่ไก่+พุดดิ้ง+(มะพร้าว)	Literal Translation

6. Beverages - 87 Names

Literal Translation: 79 names, accounting for 91%.

Free Translation: 8 names, accounting for 9%.

An example is shown in Table 6.

Table 6*Examples of the Analysis of Translation Strategies for Beverages*

No.	Dish Name (in Thai)	Translation Analysis	Translation Strategy Used
1	ไข่มุกบราวนชูการ์ ชันเดย์	黑糖+珍珠+圣代 น้ำตาลทรายแดง+ไข่มุก+ไอศกรีม	Literal Translation
2	มัทฉะถั่วแดง ชันเดย์	红豆+抹茶+圣代 ถั่วแดง+มัทฉะ+ไอศกรีม	Literal Translation
3	ช็อคโกแลตโอรีโอ้สมูทตี้ ซอฟต์เสิร์ฟ	巧克力+奥利奥+雪顶 ช็อคโกแลต+โอรีโอ้+ยอดหิมะ	Free Translation
4	เอสเปรสโซ่	浓缩+咖啡 สกัดเข้มข้น+กาแฟ	Free Translation
5	ชากุหลาบน้ำผึ้ง	蜂蜜+玫瑰+茶 น้ำผึ้ง+กุหลาบ+ชา	Literal Translation

2. Improvement and Correction of the Translation of Thai Food and Beverage Names into Chinese in Nai Mueang Sub-district, Mueang District, and Mu Si Sub-district, Pak Chong District, Nakhon Ratchasima Province That Are Incorrect and Difficult to Understand

After analyzing the menus of each restaurant, the researcher found that there were some restaurants with incorrect translations and others that had misspelled Thai food names. The following are the suggested corrections:

2.1 Restaurant 505 Khao Hom Nutrition – 5 Dishes

1) 三层炸鱼路 (Sam Chan Thod Nam Pla - Thai translation: Three-layered fried fish with fish sauce) The researcher suggests using 五花肉 instead of 三层, as the latter refers to a building's floor level, while 五

花肉 correctly refers to pork belly. Additionally, 鱼露 should be used instead of 鱼路, as 路 means road, not fish sauce. The corrected translation is 五花肉炸鱼露.

2) 香脆猪肉(Moo Dad Diew - Thai translation: Crispy dried pork) The researcher suggests using 干 instead of 香脆, as 香脆 means crispy and aromatic, which may confuse customers into thinking it's crispy pork. The new translation is 猪肉干.

3) 鱼露蒸鲈鱼 (Pla Ka Pong Thod Nam Pla - Thai translation: Fried sea bass with fish sauce) The researcher suggests replacing 蒸, which means steaming, with 炸, as it refers to frying. The corrected translation is 鱼露炸鲈鱼.

4) 咸蛋炒虹 (Goong Pad Kai Kem - Thai translation: Stir-fried shrimp with salted egg) The researcher suggests using 虾 instead of 虹, as 虹 means rainbow, not shrimp. The corrected translation is 咸蛋炒虾.

5) 炒罗勒海鲜 (Pad Kra Pao Talay - Thai translation: Stir - fried seafood with holy basil) The researcher suggests using 圣罗勒 instead of 罗勒, as 罗勒 refers to basil, but in this case, it should refer to “holy basil”. The corrected translation is 圣罗勒炒海鲜.

2.2 Restaurant Nam Prik Tua Kao – 6 Dishes:

1) 炒鸡蛋鱿鱼和蔬菜 (Pla Muek Pad Kai Kem - Thai translation: Stir-fried squid with salted egg) The researcher suggests using 咸蛋 instead of 鸡蛋, as 鸡蛋 refers to chicken eggs, not salted eggs. The new translation is 咸蛋炒鱿鱼.

2) 炒鸡蛋鱼肉和蔬菜 (Nuea Pla Pad Kai Kem - Thai translation: Stir - fried fish with salted egg) Again, the researcher suggests

using 咸蛋 instead of 鸡蛋 for the correct translation. The corrected translation is 蔬菜炒咸蛋鱼肉.

3) 炒鸡蛋什锦海鲜和蔬菜 (Talay Ruam Pad Kai Kem - Thai translation: Stir-fried mixed seafood with salted egg) The researcher suggests using 咸蛋 instead of 鸡蛋, as 鸡蛋 refers to chicken eggs, not salted eggs. The new translation is 蔬菜炒咸蛋什锦海鲜.

4) 炒蟹肉和咖喱炒蔬菜 (Poo Nim Pad Pong Kari - Thai translation: Stir-fried soft-shell crab with curry powder) The researcher suggests using 软壳蟹 instead of 蟹肉, as 蟹肉 means crab meat, while the restaurant intended to say soft-shell crab. The corrected translation is 软壳蟹炒咖喱蔬菜.

5) 罗勒炒牛肉 (Pad Kra Pao Nuea - Thai translation: Stir-fried beef with holy basil) The researcher suggests using 圣罗勒 instead of 罗勒, as 罗勒 refers to basil, but in this case, it should refer to "holy basil." The corrected translation is 圣罗勒炒牛肉.

6) 调味鱿鱼泡菜 (Yam Pla Muek - Thai translation: Spicy squid salad) The researcher suggests using 凉拌 instead of 调味, as 调味 means seasoning, while the intended meaning is for "spicy salad". The corrected translation is 凉拌鱿鱼.

2.3 Restaurant Khao Tom Luek Heng – 5 Dishes:

1) 油炸鲭鱼 (Pla Insee Song Khrueng - Thai translation: Fried mackerel) The researcher suggests using 马鲛鱼 instead of 鲭鱼, as the latter refers to mackerel, while the restaurant intends to indicate a different type of fish. The corrected translation is 油炸马鲛鱼.

2) 柠檬尤鱼酸辣汤 (Tom Yum Muek Manao - Thai translation: Lemon squid spicy soup) The researcher suggests using 鱿鱼 instead of 尤

鱼, as the latter refers to a different type of fish. The corrected translation is 柠檬鱿鱼酸辣汤.

3) 罗勒皮蛋 (Kra Pao Kai Yiew Ma - Thai translation: Stir-fried holy basil with century egg) The researcher suggests using 圣罗勒 instead of 罗勒, as 罗勒 refers to basil, but in this case, it should refer to “holy basil”. The corrected translation is 皮蛋圣罗勒.

4) 煎鱿鱼配鸡蛋 (Pla Muek Pad Kai Kem - Thai translation: Stir-fried squid with salted egg) The researcher suggests using 咸蛋 instead of 鸡蛋, as 鸡蛋 refers to chicken eggs, not salted eggs. The corrected translation is 煎鱿鱼炒咸蛋.

5) 煎蛋沙拉 (Yam Kai Dao - Thai translation: Fried egg salad) The researcher suggests using 荷包蛋 instead of 煎蛋, as 煎蛋 refers to a fried egg, while the restaurant intended to refer to “fried egg” in a different context. The corrected translation is 荷包蛋沙拉.

2.4 Restaurant Xiao Xiao - 2 Dishes:

1) 蒜香炸全蟹 (Poo Nim Thod Kratiem Prik Thai - Thai translation: Soft-shell crab with garlic and pepper) The researcher suggests using 软壳蟹 or 嫩蟹 instead of 全蟹, as 全蟹 means whole crab, while the restaurant intended to refer to soft-shell crab. The corrected translation is 蒜香炸软壳蟹 or 蒜香炸嫩蟹.

2) 咖喱炒全蟹 (Poo Nim Pad Pong Kari - Thai translation: Stir-fried soft-shell crab with curry powder) The researcher suggests using 软壳蟹 or 嫩蟹 instead of 全蟹, as 全蟹 means whole crab. The corrected translation is 咖喱炒软壳蟹 or 咖喱炒嫩蟹.

Discussion of Results

The research analyzes the translation strategies for Thai food and beverage names into Chinese from 13 restaurants in Nai Mueang Sub-district, Mueang District, and Mu Si Sub-district, Pak Chong District, Nakhon Ratchasima Province, with a total of 412 names. The food was divided into two main categories: savory food (315 names) and sweet food (10 names). The savory food was further divided into four subcategories: fried and grilled (79 names), boiled, curry, and steamed (63 names), stir-fried (102 names), and spicy salads/larb (71 names). The beverage category contained 87 names. The researcher applied Saibua's translation strategies, which include two types: literal translation and free translation.

The researcher found that most menus in the restaurants and beverage shops in Nai Mueang Sub-district, Mueang District, and Mu Si Sub-district, Pak Chong District, Nakhon Ratchasima, predominantly used literal translation, accounting for 81%. In contrast, free translation was used less, accounting for 19%. The researcher also found that the results of this study were consistent with two other research studies: Patipa et al. (2023, p. 362), who studied translation strategies for Isan food names, Tongkaw and Shaoxian (2024, p. 1), who studied translation strategies for Northern food names into Chinese.

These three studies also found that literal translation was the most common strategy, which aligns with the findings of this research. However, other studies that did not align with this research found that transliteration with explanatory elements and word expansion translation were more commonly used strategies. This discrepancy can be attributed to the fact

that in the majority of the restaurants and beverage shops in Nakhon Ratchasima Province, literal translation was the most widely used translation strategy.

Recommendations

1. In future research, it would be beneficial to study the names of Thai food and beverages translated into Chinese in key tourist areas of other provinces.

2. It is recommended to study the translation of food and beverage names into other languages.

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Sciences, 16(31), 1–14.



Name: Ketsaraporn Patjaikhotha

Highest Education: Bachelor of Arts Program in Chinese

Affiliation: Nakhon Ratchasima Rajabhat University



Name: Yada Mahayod

Highest Education: Bachelor of Arts Program in Chinese

Affiliation: Nakhon Ratchasima Rajabhat University



Name: Natthaya Lianyang

Highest Education: Bachelor of Arts Program in Chinese

Affiliation: Nakhon Ratchasima Rajabhat University



Name: Paweena Pholswang

Highest Education: Bachelor of Arts Program in Chinese

Affiliation: Nakhon Ratchasima Rajabhat University



Name: Panchompoo Kampho

Highest Education: Bachelor of Arts Program in Chinese

Affiliation: Nakhon Ratchasima Rajabhat University



Name: Saranphon Sikhiao

Highest Education: Bachelor of Arts Program in Chinese

Affiliation: Nakhon Ratchasima Rajabhat University