



Research Paper

A Study on the English Translation and Promotion Strategy of Leshan's Local Snacks

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Abstract: As China's culinary culture gains more international influence, the unique snacks of Leshan have become an important component, attracting increasing attention worldwide. This study focuses on the English translation and promotional strategies for Leshan's distinctive snacks, analyzing the current status and issues related to their promotion. To overcome the existing barriers and facilitate their international dissemination, a series of targeted strategies are proposed. These efforts are expected to promote the global development of Leshan's culinary culture.

Keywords: Leshan specialty snacks; English translation; external promotion; strategy

Received 01 Aug., 2024; Revised 08 Aug., 2024; Accepted 10 Aug., 2024 © The author(s) 2024.

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I. Introduction

Leshan, previously known as Jiāzhōu, is situated in the southwest region of the Sichuan Basin and is a city at the prefecture level in Sichuan Province. Leshan cuisine flawlessly preserves the essence of Sichuan cuisine and stands out in the diverse culinary landscapes of Sichuan. It has a distinct personal style of "one dish, one style; a hundred dishes, a hundred flavors", and is renowned both within and outside the Province for its unique numbing, spicy, fresh, and fragrant flavors. The ingredients are exceptionally refined, the taste is mild and mellow, and the aftertaste is long-lasting, leaving an enduring impression. Furthermore, surrounded by three rivers, Leshan has an abundance of water resources, making its river delicacies unparalleled. Due to its rich natural resources and diverse sources of ingredients, Leshan boasts a wide array of well-known snacks, with as many as hundreds of them. Many famous snacks in Chengdu originated from Leshan. Therefore, Leshan is renowned for its reputation as "food in Sichuan, flavor in Jiāzhōu", which is not an exaggeration (Wang & Kang, 2018). The "Sichuan Tianfu Tourism Gourmet" list of Sichuan Province includes a total of 809 gourmet dishes from 21 cities and prefectures in the province, with Leshan proudly listed with 86 gourmet dishes, showcasing a wide range of delicious foods that are too numerous to count.

In recent years, the tourism industry in Leshan has experienced steady growth and promising development momentum. One of the key factors that attract tourists is the rich, diverse, and unique cuisine of Leshan. In order to establish a global presence and gain international recognition, it is imperative to accurately translate and effectively promote Leshan's specialty snacks in English.

II. The Significance of English Translation

The importance of translating the names of Leshan snacks into English cannot be overlooked (Zheng, 2020). In the era of globalization, food culture serves as a significant means to promote international exchanges and highlight local characteristics and charm. Leshan, being a renowned food capital, boasts a unique snack culture that vividly embodies the local culture. Translating the names of Leshan snacks into English not only enables foreign tourists to better understand and relish these delicacies, but also effectively promotes the development of Leshan's tourism industry and enhances its international reputation. Moreover, this is also an important approach to promoting Chinese food culture and showcasing the charm of Chinese culinary art. Hence, accurately and vividly translating the names of Leshan snacks into English is of great significance in promoting cultural exchanges between China and foreign countries and enhancing cultural mutual learning.

2.1. Cultural Exchange and Inheritance

In the current rapidly evolving economy, trade relations between nations are growing increasingly frequent and intimate. As globalization proceeds at an unprecedented pace, cross-cultural exchanges between nations are also on the rise. It is undeniable that English is the most commonly utilized language worldwide

(Tang, 2015).

Leshan snacks, as an integral part of China's longstanding culinary culture, hold significant value when translated into English. This serves to educate a wider audience about the distinct local delicacies of Leshan and fosters direct communication among individuals from diverse cultural backgrounds. Consequently, it promotes cross-cultural exchanges and development, enriching the world's cultural diversity.

By providing accurate and appropriate English translations, we can fully showcase the unique charm and distinctive flavor of Leshan snacks to the international community. This will enable us to introduce these regionally characteristic snacks to every corner of the world, allowing more people to experience and understand the profound and extensive Chinese culinary culture. This not only enhances foreigners' understanding and interest in Chinese culture but also lays the foundation for the international development of Leshan snacks.

Snacks are more than just simple food; they represent the deep and long-standing history and cultural traditions of the local area. Unfortunately, due to geographical limitations and language barriers, foreign visitors often misunderstand the true essence of Leshan snacks. They may even mistakenly translate them into English or Chinese. Therefore, it is crucial to have accurate English translations to preserve these precious cultural and historical materials. This will effectively prevent cultural losses caused by language issues and preserve and inherit the cultural connotations carried by Leshan snacks to the greatest extent possible.

2.2. Promoting Economic and Tourism Development

Accurate English translation of Leshan snacks is crucial in promoting economic development in the Leshan region (Huang, 2009). When the unique and diverse Leshan snacks are translated effectively into English, it can eliminate language barriers for foreign tourists in their food choices, attracting a larger number of visitors. This change will directly lead to a significant increase in tourism revenue, providing strong support for the economic development of the Leshan region.

Furthermore, by utilizing expert and accurate English translation, Leshan's snacks have the potential to overcome geographical and linguistic barriers, facilitating seamless expansion into the global market. With unique snack items packaged in vacuum-sealed containers, as well as innovative snack production methods and brands, there is a significant opportunity to generate export profits, thereby infusing the local economy with vitality and dynamism.

As a prominent feature of the local tourism industry, accurate English translation of Leshan snacks can attract an increasing number of foreign tourists to visit and savor them. This not only significantly enhances Leshan's international reputation as a highly anticipated tourist destination, but also strongly drives the vigorous development of a series of related industries. For instance, the hotel industry will welcome more guests, and the transportation industry will experience an upsurge in demand, thus creating more lucrative and diversified benefits for the local economy and promoting comprehensive, high-quality development of the Leshan region.

2.3. Building Brand Image

The English translation of the names of Leshan's specialty snacks can provide a comprehensive introduction to these locally distinctive delicacies to people worldwide, significantly enhancing the international visibility of Leshan's specialty snacks (Xiong & Guo, 2009). It is crucial to note that a successful English translated name can effectively help Leshan snacks create a unique image in the fiercely competitive international market. With accurate and appealing translated names, it can distinguish itself among numerous food brands, substantially enhancing its brand recognition and international appeal.

As Leshan snacks constitute an integral and significant aspect of the diverse and rich Leshan culture, it is crucial to translate their fascinating cultural narratives effectively into English. This cross-cultural exchange holds immense significance as it enhances international understanding and fosters genuine respect for Leshan culture. Consequently, it deepens consumers' profound impression and positive perception of Leshan snack brands.

With the ongoing promotion and advancement of English translation efforts for Leshan snacks, these delectable dishes will become more readily accepted and highly esteemed by international consumers. This will effectively boost their market share in the global market. Once the Leshan snack brand achieves a significant level of popularity and widespread recognition in the international market, it can further expand into a broader global market, greatly enhancing valuable export opportunities and comprehensively advancing the grand goal of internationalizing the Leshan snack industry, thereby enabling it to shine on a global scale.

2.4. The Bridge of Language Communication

Food translation enables individuals from diverse linguistic backgrounds to share a common subject matter - food - facilitating communication and interaction. Additionally, this exchange of ideas is not restricted to traditional oral forms, but may also be carried out through contemporary means such as written and electronic

communication, thus broadening the scope and profundity of language communication.

Cross-cultural food exchange is a valuable means of enhancing international understanding and fostering respect for diverse cultures. It has the power to break down long-standing cultural barriers and strengthen friendly relations between countries and regions. Through this process, individuals who speak different languages develop a strong enthusiasm for learning about each other's food culture. This enthusiasm for learning, sparked by food exchange, plays a vital role in promoting the popularization and improvement of language learning on a global scale. It effectively promotes international language and cultural exchange, builds communication bridges across borders and language barriers, and fosters a more connected and diverse world.

It is evident that the English translation of Leshan snacks holds immense importance in facilitating cultural exchange, stimulating economic growth, elevating brand image, fostering language communication, and advancing the tourism industry. Hence, it is imperative to place significant value on the English translation of Leshan snacks to ensure its precision, liveliness, cultural significance, and to effectively showcase the allure of Leshan snacks to the global audience.

III. Translation of Snacks and Current Situation of External Promotion

The cuisine of Leshan plays a significant role in the local cultural and tourism industry and serves as a crucial means of external promotion for Leshan's cultural tourism (Peng, 2020). However, Leshan is still in the early stages of developing its culinary cultural resources, and the English translation and external promotion of local snacks have not received adequate attention. This has resulted in confusion and inconvenience for foreign tourists and has hindered the promotion of Leshan cuisine and the establishment of its international image (Peng, 2020). The current state of the English translation and external promotion of Leshan snacks will be discussed in terms of both theory and practice.

3.1 Theoretical Considerations

In various academic databases such as CNKI and Google Scholar, only 47 related academic journals and 10 academic papers are obtained after careful screening using keywords such as 'Leshan snacks', 'English translation of snacks', and 'English translation of snacks for external promotion'. The earliest related research dates back to 2005. In China, the main focus of research is on exploring snack culture and constructing snack databases, with relatively few studies on the English translation of snacks. In foreign countries, research primarily focuses on the background and origins of snacks, with little mention of the English translation of snacks and the Chinese culture behind it. Existing studies mainly examine the cultural connotations of snacks and conduct cognitive survey analysis, while research on specific strategies for translating snacks into English is scarce. Furthermore, research on the external promotion of English translation of snacks is not comprehensive or in-depth enough.

Therefore, scholars should not evade their responsibility and must devote considerable time and effort to conducting thorough and systematic research on the translation and promotion of Leshan's distinctive snacks. This article addresses several existing issues in the English translation and promotion of these snacks and proposes specific and feasible strategies. This research has both practical significance in effectively promoting Leshan's specialty snacks and can also contribute to showcasing Leshan cuisine on the international stage to a certain extent.

3.2. Practical Aspects

3.2.1. Neglecting translation into English

After conducting a personal investigation and visiting various street food establishments in Leshan City, it has become apparent that the majority of merchants have a significant disregard for menu translations. They mistakenly believe that foreign visitors will easily understand the names of local snacks, resulting in a failure to invest time in creating an English-language menu.

However, many fail to realize that tourists often find complex dish names confusing. Due to difficulties in deciphering menu names, tourists may struggle to select dishes that interest them. Additionally, the shopkeepers' proficiency in English is limited, making it difficult for them to provide precise and vivid explanations of each dish or to expound on the profound meaning behind them when encountering foreign friends (Mai, 2020). This situation significantly impairs foreign travelers' comprehensive understanding of local delicacies and disrupts their selections. Language barriers have created a significant misconception that hinders the extensive promotion of Leshan's unique snacks, having an immensely adverse impact on their entry into a broader market.

3.2.2. In the event of multiple translations for a single dish

In the culinary domain of the city center of Leshan, there is currently a lack of a unified and standardized approach to translating dishes. Various restaurants provide different translations for the same snack's name, resulting in a chaotic translation situation that may raise doubts and concerns among foreign tourists about the quality of the food.

After conducting meticulous statistical analysis, it has been discovered that there are five different translations for the dish known as "Sweet Skin Duck" in various restaurants across Leshan City. These translations include: Leshan Sweet Skin Duck, Leshan Sweet Kind Duck, Spicy Sweet Crispy Duck, Oil-burnt Duck, and Marinated Duck. Not only do these translations differ in their selection of vocabulary, but they also display uneven usage of uppercase and lowercase letters, as well as adherence to grammatical norms. For example, "Leshan Pot Chicken" has been translated into various versions, such as "Leshan Snack Pot Pot Chicken," "Leshan Snack Basin Basin Chicken," and "Leshan Bowl Bowl Chicken." Similarly, there are numerous translations of Leshan's popular dish of "oil-fried string skewers", including "Fried String Skewers," "Fried Skewer Series," and "Oil-fried Stringed Skewers." This inconsistency and confusion in translation undoubtedly causes immense inconvenience for foreign tourists, making it difficult for them to understand and choose dishes, as well as fostering a negative perception of the quality and standardization of these culinary delights.

3.2.3. Misinterpretation

Among the many snack bars that now offer English-language menus, a significant number rely heavily on translation tools and electronic dictionaries, leading to numerous absurd situations. Many transliterations are riddled with serious errors or consist of mangled English that is uniquely Chinese. In such cases, the use of pinyin for translation is also very common. For example, the famous local delicacy in Leshan, known as "Spicy Hot Pot," has unfortunately been awkwardly rendered as "Malatang"; "Leshan Pot Chicken," a beloved dish, was mistranslated as "Leshan BoBo Chicken"; "Fried Skewer Delicacies," a popular snack, was incorrectly translated as "Fried String Skewers"; and "Leshan Ice Powder Dessert," a delicious dessert, was bewilderingly translated as "Leshan Ice Flour." This absurd misinterpretation phenomenon is not uncommon in establishments that have an English-language menu. This kind of unprofessional and error-prone translation often confuses visitors and misleads foreign friends, leading to misconceptions (Yu & Wang, 2013) and ultimately hindering the promotion and spread of Leshan cuisine both domestically and internationally.

3.2.4. Error in translation at an elementary level

Careful fieldwork and abundant lexical resources on Leshan snacks clearly demonstrate that a significant proportion of snack names in translation are irregularly formatted. This phenomenon indirectly exposes the lack of attention to detail and careless attitude towards translation work displayed by sellers. For example, "Leshan Sweet Skin Duck" is translated as "Leshan sweet skin suck," in which, only the first letter of "Leshan" is capitalized, and the rest of the word's capitalization follows an incorrect format. "Tofu Pudding" is rendered as "tofu pudding," where neither of these two real nouns is first-letters capitalized. "Macun Fish Head" is translated into "Ma Village Fish Head," which violates the principle of translating common place names. Finally, "Mabian Wonton" has been translated as "Mabian Copy Hand", which is simply a wrong combination of words and does not make any sense at all. Some establishments have shown even greater carelessness, with spelling errors appearing on menus that would undoubtedly leave English speakers feeling bewildered and amused.

3.2.5. Translations should not be excessively formal

The characteristics of Chinese characters are rooted in their polysemy and profound, extensive meaning. When describing dishes, they achieve simplicity and clarity, allowing one to decipher their intent with ease. However, compared to the rich nuances embedded in Chinese characters, the English language falls short in terms of grammatical diversity and semantic depth. This is precisely why there is a significant disparity in naming conventions for dishes, both domestically and internationally. (Zhao, 2020) For instance, "Leshan Steamed White Cut Chicken", a famous snack in Leshan, was crudely translated as "Leshan White Chicken", failing to convey the unique taste of the dish. Similarly, "Leshan Qiaojiao Beef" was stiffly translated into "Leshan Snack Stilted-Foot Beef," making it difficult to showcase the specialty and allure of this delectable cuisine. The English translation of "Leshan Ice Powder Dessert" as "Leshan Cold Ice Powder" lacks excitement, and the translation of "Puffed Rice Candy" as "Rice Blossom Sugar" may not provide a clear understanding of the specific type of food it represents. Such inexact and lackluster translations can easily perplex foreign travelers, leaving them unsure about what they are consuming and leading to an unconscious distancing between them and the cuisine.

3.2.6. Misleading Translation

Misleading translations in the realm of snacks occur when translators proceed with the translation without fully understanding the intricacies behind the preparation methods, cultural connotations, and specific background knowledge related to such delicacies. Instead, they rely on their imagination, which lacks solid foundations. This irresponsible approach to translation undoubtedly brings numerous difficulties and adverse impacts upon the translated texts themselves.

For example, in the specialty snack "Ye Er Ba" of Leshan Qianwei, due to a lack of understanding of its preparation background, it was mistakenly translated as "Lotus Leaf Harrow," completely deviating from its original meaning. Similarly, the translation of "Leshan Qiaojiao Beef" as "Leshan Snack Stilted-Foot Beef" is awkward and does not adhere to English expression norms. This literal translation could potentially confuse tourists into believing that "Qiaojiao" refers to beef served with feet hanging in the air, rather than its true meaning (Lu, 2011). Additionally, the translation of "Leshan Ice Powder Dessert" as "Leshan Ice Jelly Powder" is misleading. The term "powder" may give tourists the wrong impression that the ice jelly is in powder form, rather than the smooth and slippery texture it actually has. Superficial translations without thorough research can lead to misunderstandings and misinterpretations of these delicacies by foreign visitors. This could leave a negative impression on foreign tourists and have a detrimental impact on the international promotion of Leshan's specialty snacks, potentially hindering their access to a broader global audience.

IV. Strategy for Translation

In order to allow foreign visitors to fully appreciate the culinary roots and essence of our Leshan delicacies, while also gaining a deep understanding of the cultural significance embedded within them, I have taken it upon myself to provide a detailed account of several exemplary local snacks. This will include their historical and cultural origins, unique cooking techniques, significant effects, and diverse flavors. My goal is to assist readers in comprehensively exploring the unique culinary delights of Leshan. Additionally, I have conducted extensive research on the English translations of Leshan snacks and have synthesized effective methods for their translation.

4.1 Literal translation

In Leshan, people are accustomed to calling "Sweet Skin Duck" "Braised Duck." The history of "Sweet Skin Duck" can be traced back to the ancient town of Mucheng in Jiajiang County, Leshan City. Sweet Skin Duck originated from the imperial culinary art of the Qing Dynasty, and was later discovered by the public and continuously improved upon, eventually forming the unique flavor it has today, becoming a famous delicacy in Leshan.

The unique marinade of Sweet Skin Duck is the key. To make authentic Sweet Skin Duck, it is necessary to carefully select ducks raised by farmers as raw materials (Wang, 2001). In the production process, instead of using the method of deep-frying, it is cooked by pouring hot oil over it spoon by spoon. When the Sweet Skin Duck is finished, its color presents a charming brownish-red hue, the skin is crispy with a slight sweetness, the meat is delicate and tender, exuding a pleasant aroma, with a chewy texture, the slightly sweet and savory taste blend perfectly, the fragrance is long-lasting, and its deliciousness is no less than the famous Beijing Roast Duck.

Regular consumption of Sweet Duck Skin has many beneficial effects on the body, such as promoting blood circulation, invigorating stomach function, and achieving the effects of dispelling wind and relieving pain, warming and drying dampness, and nourishing the kidneys and assisting yang. In 2011, Sweet Duck Skin was selected by the citizens of Leshan as the "Taste of Leshan," a highly recognized and popular delicacy among the citizens.

For realistic named Sichuan specialty snacks like Sweet Skin Duck, a direct translation approach can be used (Yao, 2019). Within the grammatical capabilities of the target language, it is advisable to stay as close as possible to the content and form of the snack itself, but not to mechanically translate word for word (Guo, 2012; Zheng & Zhan, 2015). Just like Sweet Skin Duck, we can directly translate it to "Leshan Sweet Skin Duck". In this way, the visual appearance and flavor of this dish can be intuitively conveyed to diners, allowing food enthusiasts to easily understand it at a glance.

4.2. Free Translation

Spicy Hot Pot originated from Niuhoa Town, Wutongqiao District, Leshan City, Sichuan Province. It is a traditional folk food with a long history. Initially created by boatmen and porters during the difficult river crossing process, it gradually evolved into a unique local snack. Spicy Hot Pot, literally translated, means a dish with a numbing sensation, spicy flavor, and hot temperature.

At a Spicy Hot Pot restaurant or a street food stall, a variety of meats, vegetables, tofu, and other foods are neatly arranged on skewers and displayed on shelves for customers to choose freely according to their

preferences. After making their selection, these ingredients are cooked in a boiling and flavorful broth, allowing people to enjoy them while they cook. To enhance the taste, customers can also dip the cooked food in the special sauce prepared by the chef, creating an exquisite and delicious dining experience.

Spicy Hot Pot is considered as one of the top ten iconic dishes in Leshan, and has gained popularity across the nation due to its frequent appearances in various food programs. It has received high praise from numerous food enthusiasts and continues to receive positive reviews. According to the national standard "English Transliteration Rules for Public Service Areas" issued by the country, "Malatang" is translated as "Spicy Hot Pot" using the method of free translation (Zhu, 2020). Free translation is used to convey the general meaning of the snack, rather than a literal translation of the original text (Zheng & Zhan, 2015). This method is mainly applied when there are cultural differences between the source and target languages. It emphasizes the relative independence of the cultural systems of both languages and aims to accurately convey the original expression to the readers (Song, 2010; Zhou, 2016).

As it is widely acknowledged, the food culture of Leshan boasts a rich and profound history. Due to the absence of direct English equivalents for many dish names, a transliteration approach can be employed to more effectively convey their connotations and unique features (Wu, 2024).

4.3. Transliteration with annotations

Ye'er Ba is a popular snack in Leshan, known for its unique use of large leaves, such as *Curculigo capitulata*, during the making process. The snack is steamed to perfection, giving it a delicious flavor (Ma, 2016). The production process actually originated from the ancient technique of making dumplings, and through continuous improvement and innovation, it gradually evolved into the Ye'er Ba that we are familiar with today. Ye'er Ba possesses many unique features. Its color is milky white, the skin is soft and smooth, and the taste is savory and sweet, overall fragrant and delicious. With every bite, a rich aroma of rice spreads out, leaving a lingering taste in one's mouth.

Ye'er Ba is known by different names in various regions. In Chongzhou and other areas, it is referred to as 'aimo', whereas in Chuannan regions like Zigong, Yibin, and Luzhou, it is called 'zhuerba'. Ye'er Ba is primarily available in two flavors - sweet and savory. The sweet version is typically prepared using ingredients such as sugar, peanuts, walnuts, and sesame as fillings, whereas the savory version often uses pork, scallions, and bean sprouts as fillings. Ye'er Ba can be enjoyed as a traditional snack to savor slowly or as a breakfast staple. Whether paired with tea or milk, it can provide rich flavors and ample nutrition.

For culinary delights such as Ye'er Ba, which embody an artistic flair, a transliteration plus interpretation translation method can be employed (Chen & Xiao, 2022). By retaining the pronunciation of source language characters, this approach effectively tackles the issue of vocabulary gaps while no longer carrying its original meaning. For those specialty snacks that embody rich historical and cultural connotations, we still need to supplement with annotations in order to clarify and explain in detail the essence contained within the snack as well as its cultural background (Li & Chen, 2020). Ye Er Ba (Glutinous Rice Wrapped in Leaves), this translation effectively preserves the cultural essence of the original dish while ensuring that all pertinent information about the delicacy is accurately conveyed to foreign tourists.

V. External Communication Strategy

After finishing the translation of Leshan's famous dishes into English, our focus should shift towards infusing these translations with deeper meaning. This means we must consider how to spark the interest and admiration of more foreign friends towards Leshan's culinary treasures. As for promoting Leshan's unique cuisine to the public, I have the following suggestions to offer.

5.1. Establishing a Brand Image

A shining brand must be well managed and have brand management strategies to become a 'booster' for the diversified promotion of food (Wu & Zheng, 2023). In the process of formulating translated names, it is necessary to avoid using overly complex or extremely rare and obscure vocabulary and expressions. The focus should be on making the translated names clear, easy to understand, and easy to remember. Especially for snacks that already have internationally recognized and accepted translated names, we should undoubtedly prioritize and use these names. In order to standardize and unify the translated names of snacks, it is necessary to carefully establish a set of comprehensive and unified English name standard guidelines for snacks to ensure consistent use of the same name in various occasions and channels, which can significantly enhance the brand's influence. We should also persistently evaluate the English translated names of snacks based on feedback from the audience and the actual communication effects, actively make improvements and enhancements. To make these English translated names better fit the actual situation, more efficient and effective. In the packaging design of snacks, traditional Chinese elements should be cleverly integrated, such as traditional patterns, colors, etc., while also combining modern aesthetic concepts, such as simplicity, fashion, and other styles. In this way,

snacks can be more attractive and charming in appearance, while also successfully conveying the unique charm and profound connotation of Chinese culture to the outside world. Collaboratively established, jointly promoted, and mutually shared, to enhance the worldwide propagation of Leshan's snack culture. (Cai et al., 2024).

5.2. Fully utilize multimedia channels

The staff of the tourism bureau can post the accurate English names and detailed introductions of Leshan's specialty snacks on well-known social media platforms such as Weibo, Facebook, and Twitter. In the introductions, they should comprehensively explain the historical origins of the snacks, such as the era in which they were created and their development process; highlight the regional characteristics of the snacks, such as the unique local customs and cooking habits of the region they belong to; delve into the cultural connotations of the snacks, including the traditional values and folk stories they embody. This is a good opportunity to build the Leshan snack system, with the media and tourism departments jointly promoting it, and various relevant departments, catering enterprises, and the general public working together, it will surely enable more and more people to taste and understand Leshan snacks (Cong & Sun, 2011). In this way, it will help foreign audiences to have a deeper and more comprehensive understanding and appreciation of the rich culture behind Leshan snacks, thereby deepening their understanding of the city of Leshan, its local customs, and folk culture (Cong & Sun, 2011).

At the same time, relevant personnel can also post wonderful videos about the production process and tasting experience of Leshan snacks on well-known video platforms such as YouTube, with clear and accurate English narration and eye-catching subtitles (Zhang, 2021). Through this intuitive way, international audiences can more vividly experience the unique charm of Leshan snacks, including the exquisite craftsmanship, rich flavors, and the profound Chinese culinary culture they represent (Hu, 2014).

5.3. Conducting cultural exchange events

We will actively organize large-scale food tasting exhibitions of Leshan snacks overseas with the aim of creating a high-quality communication platform. This will comprehensively empower the high-quality development of the Leshan snack industry cluster and promote the global dissemination of Chinese Leshan snack culture (Cai et al., 2024; Du, 2008). We will carefully prepare the tasting event and sincerely invite many international friends to participate. This will allow them to taste and experience the unique flavors and rich cultural connotations of Chinese snacks. The venue for the food tasting event will be carefully arranged, creating an atmosphere full of Chinese characteristics and displaying various exquisite snacks. We will not only provide a variety of snacks for international friends to taste, but also arrange professional interpreters to introduce in detail the ingredients, production processes, cultural significance, and regional characteristics of each snack. The aim is to fully showcase the long-standing and profound Leshan characteristic food culture and style domestically and internationally through the exhibition (Zha et al., 2010).

Moreover, tailor-made cooking workshops can be established to instruct foreign visitors on the delicate techniques and precise procedures involved in crafting Leshan snacks. Comprehensive guidance is offered on ingredient preparation, seasoning blending, temperature regulation, and cooking methods. This interactive learning experience enables international friends to acquire a more profound comprehension of the manufacturing process of Leshan's unique snacks, intensifying their affinity and connection to Chinese traditions and facilitating cultural exchange and integration.

5.4. Cooperation and Coordination

In today's rapidly developing society, food trends are also evolving quickly (Zha et al., 2010). To promote the dissemination of Leshan food culture, we can actively establish solid and close partnerships with Chinese restaurants located overseas. Through collaboration, we can work together to promote accurate English names and detailed production methods of Leshan specialty snacks. Leveraging the resources and customer base of these Chinese restaurants in the local market, we can widely spread the English names of Leshan snacks, making them more familiar to local residents. Additionally, we can impart the detailed process and unique techniques of making Leshan specialty snacks to the chefs of these Chinese restaurants to ensure they can present the authentic flavor of Leshan cuisine. These efforts will gradually expand the influence of Leshan snacks in the local market, attracting more locals to come and taste and enjoy them.

Furthermore, the company has established extensive partnerships with renowned cultural institutions such as museums and libraries, with the aim of promoting Leshan's distinct snacks. A range of exhibitions and lectures have been organized, featuring tangible displays, visual exhibits, and multimedia presentations that vividly showcase the historical evolution, regional diversity, cultural heritage, and production techniques of Leshan snacks. Distinguished scholars, chefs, and cultural researchers have been invited to deliver insightful discourses on the rich cultural heritage, unique folk customs, and pivotal position of Leshan snacks within China's diverse culinary traditions. These efforts serve to enhance the global recognition and prestige of Leshan

snacks, enabling more people around the world to gain a deeper understanding and appreciation of this unique culinary cultural treasure.

VI. Conclusion

This paper analyzes the current situation of translating Leshan's distinctive local snacks, summarizes various methods for translating them, and provides formal suggestions for snack translation based on extensive research. Additionally, it proposes an external promotion strategy to introduce Leshan's unique snacks to international markets. To achieve parity in translation, translators must possess not only proficiency in Mandarin, but also thorough knowledge of English and an understanding of foreign cultures. By adhering to the principle of "precision, simplicity, and attractiveness while preserving cultural depth" (Liao, 2016), accurate and formal conveyance of the characteristics and cultural essence of Leshan's local snacks can be achieved, captivating foreign tourists with picturesque landscapes and enticing them to remember Leshan's unique delicacies.

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