

Research on Thai Translation Strategies about Liuzhou Intangible Cultural Heritage and International Influence under the Belt and Road Initiative

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Abstract: This paper focuses on the Thai translation strategies for Liuzhou's intangible cultural heritage (ICH) international promotion and the enhancement of its international influence within the context of the Belt and Road Initiative. Through the integrated application of theories from translation studies, communication studies and other disciplines, this research thoroughly analyzes the opportunities and challenges facing Liuzhou's ICH international promotion. The study establishes a systematic approach to Thai translation strategies combining transliteration with free translation, cultural compensation and pragmatic equivalence, while also proposing pathways for enhancing international influence. Research findings indicate that the Belt and Road Initiative has provided policy support, expanded exchange platforms and increased market demand for Liuzhou's ICH international promotion, although development remains constrained by Thai-Chinese cultural differences and translation difficulties. Based on case analysis and empirical data, the research demonstrates that existing translation strategies effectively preserve cultural characteristics, convey cultural implications and achieve communicative purposes. The proposed pathways for enhancing international influence include strengthening cultural exchange and cooperation, expanding promotional channels and reinforcing brand building, which positively contribute to promoting Liuzhou's ICH in Thailand and other countries along the Belt and Road routes.

Keywords: Liuzhou intangible cultural heritage; international promotion in Thai translation; international influence; Belt and Road Initiative.

1. Introduction

The Belt and Road Initiative, as a key force promoting global economic cooperation and international exchange, actively constructs a community with a shared future for mankind through the development of the Five Connections (policy coordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bonds). Among these, people-to-people bonds represents the core objective of cultural international promotion. Against this backdrop, Liuzhou, as a region rich in Chinese intangible cultural heritage resources and a frontline city for China-ASEAN open cooperation, serves not only as a window showcasing the diversity of Chinese culture, but also as an important practical vehicle for implementing cultural exchanges under the Belt and Road Initiative. Liuzhou's ICH items such as Liuzhou Snail Noodle production techniques, Dong ethnic group's wooden architecture construction skills, and Yufeng folk song festivals embody the wisdom of Liuzhou's people and carry profound historical culture and unique regional characteristics, playing an increasingly important role in cultural exchanges under the Belt and Road Initiative.

Liuzhou Snail Noodles, with their unique sour, spicy, savory and refreshing flavors, have become popular nationwide and internationally, emerging as a brilliant ambassador of Chinese food culture. Statistics show that by the end of 2024, Liuzhou Snail Noodles had established over 5,000 stores globally, with overseas market sales increasing by 35% year-on-year. In the Thai market specifically, online sales growth rate reached an impressive 40% annually^[1]. These data strongly demonstrate the powerful international influence of Snail Noodles, and have stimulated strong interest in Chinese culture among audiences in countries

along the routes. The wooden architecture construction techniques of the Dong ethnic group, with their exquisite craftsmanship and distinctive style, have attracted numerous international visitors, becoming an important medium for disseminating traditional Chinese architectural culture.

However, the international promotion of Liuzhou's ICH faces significant challenges. At the cultural cognition level, notable differences exist between China and Thailand in terms of history, religion and values, making it difficult for Thai audiences to understand the cultural connotations of Liuzhou's ICH. Their cultural perception often remains superficial, such as viewing Dong drum towers merely as ordinary tourist attractions. At the language conversion level, the substantial differences between Thai and Chinese in linguistic structure, lexical semantics and grammatical rules frequently lead to semantic deviations in Thai translations of Liuzhou's ICH, making it difficult to accurately convey cultural connotations. For example, specialty terms like *sour bamboo shoots* lack corresponding expressions in Thai, and direct literal translation results in the loss of cultural associations. Additionally, according to 2023 data from Thailand's Ministry of Commerce, while sales of Chinese ICH products in Thailand increased by 25% year-on-year, Liuzhou ICH-related products accounted for less than 8%^[2]. This figure highlights the urgency of optimizing translation and communication strategies.

Currently, international research on the translation of Liuzhou's intangible cultural heritage (ICH) for external promotion is virtually non-existent. Existing research demonstrates Two Excesses and Two Deficiencies: an abundance of general theoretical research but a shortage of in-depth exploration into specific regional Chinese ICH; numerous studies on cross-cultural communication in general

but few regional case studies. While domestic research on ICH external promotion translation has achieved certain results, the application of theories in the Thai language context lacks specificity, verification of cross-national communication effects remains insufficient, and systematic strategies for Thai translation of Liuzhou's ICH and models for evaluating international influence have yet to be established. This paper, grounded in the Belt and Road context, thoroughly investigates strategies for Thai translation of Liuzhou's ICH for external promotion and pathways for enhancing international influence. It adopts a fresh perspective by treating the Thai translation of Liuzhou's ICH as an independent research category, transcending the limitations of traditional holistic studies of Chinese ICH. The research closely integrates Liuzhou's ICH characteristics with Thai cultural attributes to innovatively construct adaptive translation strategies. Simultaneously, it is dedicated to developing implementable and operational practical solutions to advance the dissemination of Liuzhou's ICH in Thailand and countries along the Belt and Road routes, injecting new momentum into theoretical development and practical application in related fields.

2. Current Research Status on Liuzhou ICH External Promotion Translation at Home and Abroad

In the international academic domain, taking *Liuzhou intangible cultural heritage translation* as keywords for searches in databases, such as Web of Science and EBSCOhost, yields almost no relevant research findings. Only a limited amount of literature on the overall translation and introduction of Chinese ICH can be found, and these studies lack specific guidance for the external promotion translation of Liuzhou's ICH. Current international research emphasizes general translation theories, such as Nida's functional equivalence theory, which is widely applied in religious text translation^[3], but lacks adaptive research for culturally-loaded terms with unique cultural and complex linguistic features in Liuzhou's ICH, such as *mortise and tenon joinery*. In the field of cross-cultural communication, although some scholars have conducted macro-analyses of Chinese ICH branding^[4], regional case studies remain scarce. Liuzhou has not garnered sufficient attention in the international cultural landscape, and few have explored its ICH dissemination and translation. Nevertheless, Thai scholar Thanomwong's (2023) proposed Five Senses Translation Method for Sichuan cuisine terminology offers methodological references for translating special terms in Liuzhou Snail Noodles, such as *sour bamboo shoots*^[5].

Domestic research on ICH external promotion translation has achieved certain results, but still exhibits numerous deficiencies. At the theoretical application level, ICH translation research guided by Skopos theory emphasizes audience adaptability, but has not been refined to the Thai language context. In the field of communication research, while new media communication strategies have been discussed, verification of cross-national communication effects remains lacking. More critically, systematic strategies for Thai translation of Liuzhou's ICH and models for evaluating international influence have yet to be established. Specifically, scholars have explored ICH external promotion translation strategies from various theoretical perspectives. Skopos theory advocates selecting translation methods based

on audience needs and cultural backgrounds to achieve cultural dissemination, while cultural translation theory emphasizes conveying cultural images and characteristics with culture as the unit of translation. However, the concrete application of these theories in the Thai translation of Liuzhou's ICH requires further in-depth research. In communication studies, research on new media communication strategies for Liuzhou Snail Noodles, confirms that formats such as short videos and live streaming can attract young audiences and enhance recognition, but the effectiveness of cross-national communication has yet to be verified.

Regarding national policies, the Ministry of Culture and Tourism's 14th Five-Year Plan for ICH Protection explicitly proposes the construction of a national standard system for ICH translation, but implementation details for ASEAN languages have not yet been issued. Based on these circumstances, this research, focusing on Liuzhou's ICH, thoroughly investigates strategies for external promotion in Thai translation and pathways for enhancing international influence, filling existing research and policy gaps and providing theoretical support and practical guidance for the dissemination of Liuzhou's ICH in countries along the Belt and Road routes.

3. Opportunities and Challenges for Liuzhou ICH External Promotion under the Belt and Road Initiative

3.1. Opportunity Analysis

Since the implementation of the Belt and Road Initiative, a series of policies have provided strong support for Liuzhou's ICH external promotion. At the national level, the government has placed high importance on the role of culture in the construction of the Belt and Road Initiative, positioning cultural exchange as an essential component and issuing multiple encouraging policies. The Opinions on Further Strengthening the Protection of Intangible Cultural Heritage explicitly proposes promoting the dissemination and exchange of ICH in countries along the Belt and Road routes to foster people-to-people bonds, providing clear direction for Liuzhou's ICH external promotion. Under the RCEP framework, export tariffs on Liuzhou Snail Noodles to Thailand decreased from 12% to 5% in 2024, greatly reducing trade costs and creating favorable conditions for the market-oriented dissemination of ICH products.

Local governments have responded actively. The Guangxi Culture and Tourism Department launched the ICH Going Overseas program in 2023, sponsoring Liuzhou Snail Noodle enterprises to participate in Thailand's International Food Exhibition, resulting in a 40% increase in exhibition booth traffic and contracts with five Thai distributors. This program not only helped Snail Noodles enter the Thai market, but also played a positive role in promoting other ICH items, such as the Dong ethnic group's wooden architecture construction techniques. For instance, with support from the ICH Going Overseas program, the Dong wooden architecture construction techniques attracted attention from architectural scholars and enthusiasts from Thailand, Malaysia and other countries through participation in international architectural culture exhibitions, resulting in numerous cultural exchange cooperation intentions. The Guangxi Intangible Cultural Heritage Protection and Development 14th Five-Year Plan formulated by the Guangxi Zhuang Autonomous Region

Government explicitly supports ICH external promotion work in regions including Liuzhou. The Liuzhou Municipal Government has established a special fund for ICH external promotion to support Thai translation of Liuzhou's ICH, promotional activities, and cultural exchange cooperation projects with Thailand and other countries along the routes. Through its ICH + Tourism policy, the government has incorporated Snail Noodle experiences into Guangxi tourism routes for Thai tourists, directly promoting cultural contact.

3.2. Challenge Analysis

3.2.1. Cultural Differences

Significant cultural differences exist between China and countries along the Belt and Road routes such as Thailand, presenting numerous challenges for Liuzhou's ICH external promotion. At the value system level, China has been profoundly influenced by Confucian thought, emphasizing collectivism, family values and respect for the elderly and care for the young. The Dong ethnic group's collective labor and mutual assistance customs in Liuzhou exemplify collectivism. Thai culture, deeply influenced by Buddhism, emphasizes individual inner cultivation and spiritual pursuit, stressing values such as compassion, tolerance and karmic causation. These differences make it difficult for Thai audiences to understand and resonate with the collectivist values embodied in Liuzhou's ICH, necessitating additional cultural annotations to bridge the gaps.

Regarding aesthetic appreciation, traditional Chinese aesthetics emphasizes symmetry, harmony and subtlety. Liuzhou's ICH handicrafts, such as Dong embroidery and Miao silver ornaments, often employ symmetrical patterns and delicate craftsmanship to express the beauty of harmony. Thai aesthetics, however, tends toward gorgeousness, vibrant colors and exuberance, with traditional clothing and architecture featuring bright colors and exaggerated forms. When displaying Liuzhou's ICH handicrafts in Thailand, it becomes necessary to appropriately adjust presentation methods and design elements, while preserving their inherent characteristics to accommodate Thai audiences' aesthetic concepts, such as pairing Dong embroidery works with Thai-style gorgeous decorations or incorporating vibrant colors.

In terms of linguistic and cultural backgrounds, substantial differences exist between Thai and Chinese languages, with Thai lacking accurate understanding of certain Chinese vocabulary. For example, terms like *metaphorical allusion* and *arranged songs* in Liuzhou folk songs have no direct corresponding expressions in Thai. Direct translation would result in comprehension difficulties for Thai audiences, necessitating methods such as transliteration with annotations or free translation.

3.2.2. Translation Difficulties

The Thai translation process for Liuzhou's ICH external promotion faces numerous linguistic and cultural barriers. Lexical gaps represent a common issue, with many characteristic terms in Liuzhou's ICH lacking direct corresponding vocabulary in Thai. For instance, terms like *metaphorical allusion* and *arranged songs* in Liuzhou folk songs are addressed as follows: *metaphorical allusion* is transliterated as *บิซิง* with the annotation *วิธีการเปรียบเทียบและเปิดรับในศิลปะการเขียนกวีนิพนธ์แบบดั้งเดิมของจีน*

โดยการเปรียบเทียบสิ่งของและการคิดจินตนาการเพื่อแสดงออกถึงอารมณ์และความคิด; *arranged songs* is freely translated as

รูปแบบของเพลงที่มีจังหวะและโครงสร้างพิเศษ โดยมักถูกร้องในกลุ่ม. *Sour bamboo shoots* is transliterated as *ชวานซุ่น* with the annotation *ผักดองมีกลิ่นเฉพาะตัว รสเปรี้ยวช่วยเปิดประสาทรับรส*. These approaches help Thai audiences understand the meanings of these terms.

The difficulty in conveying cultural imagery also represents a translation challenge. The rich cultural imagery in Liuzhou's ICH lacks corresponding cultural background support in Thai. For example, the drum tower in the Dong wooden architecture construction techniques is not merely an architectural form, but also a symbol of Dong culture. Simply translating drum tower as *หอกู่ไหลว* fails to convey its cultural connotations. Additional annotations are needed to introduce its important position and function in Dong culture, such as *หอบรรเลง คือสิ่งปลูกสร้างแบบดั้งเดิมของชนกลุ่มโด่ง ซึ่งไม่เพียงแต่เป็นสถานที่สำหรับการรวมตัวและการบันเทิงเท่านั้น แต่ยังเป็นสัญลักษณ์แห่งความผูกพันและการถ่ายทอดวัฒนธรรมของชาวโด่งด้วยเช่นกัน*.

Grammatical and linguistic structural differences also create translation difficulties. Chinese emphasizes semantic coherence, while Thai emphasizes formal coherence. When translating texts related to Liuzhou's ICH, sentence structures need adjustment. For example, *Liuzhou folk songs have a long history, rich content and diverse forms* is translated as *เพลงชานเกอของหลิวโจวมีประวัติศาสตร์ที่ยาวนาน*

เนื้อหาที่หลากหลาย และรูปแบบที่หลากหลายเช่นกัน และถูกหะลุ้กร้อยอย่างลึกซึ้งจากชาวบ้านในพื้นที่นั้น, making the translation more consistent with Thai expression habits and easier for Thai audiences to understand.

4. Thai Translation Strategies for Liuzhou ICH External Promotion

4.1. Combination of Transliteration and Free Translation

4.1.1. Transliteration Strategy

Transliteration represents an important strategy for preserving the cultural characteristics of Liuzhou's ICH. For Liuzhou Snail Noodles, the name is transliterated as *หลิวโจวหลิวซื่อเฟิน*, avoiding potential ambiguities that might arise from free translation and preserving its unique name and cultural connotations, serving as a cultural identifier for Liuzhou's ICH. With the promotion of Snail Noodles in the Thai market, this transliterated term has gradually become familiar to and accepted by Thai consumers. According to data from a Thai e-commerce platform, the number of users searching for Snail Noodles using this transliterated term increased by 60% in the first half of 2024 compared to the same period last year^[1].

The term *joyful song* in Liuzhou folk songs is transliterated as *เพลงชานเกอ* with the annotation *เพลงนี้ใช้ท่วงทำนองซ้ำๆ เป็นเอกลักษณ์ มักขับร้องในงานเทศกาลหรือชุมชน*, which not only preserves the original name, but also enables Thai audiences to initially understand its cultural connotations, laying a foundation for disseminating Liuzhou folk song culture.

4.1.2. Free Translation Strategy

When transliteration cannot accurately convey meanings or may cause misunderstandings, free translation strategies play an important role. For translating *mortise and tenon structure* in the Dong wooden architecture construction techniques, if

transliterated as ซุนหมาวเจี้ยโก้ว, Thai audiences would find it difficult to understand. Instead, using free translation

ระบบการเชื่อมต่อเดียวและช่อง

โครงสร้างต่อไม้แบบเดียวและช่องที่ไม่ใช่ตะปู

ซึ่งเป็นเทคนิคการก่อสร้างเฉพาะของสถาปัตยกรรมไม้ชาวดง

สะท้อนฝีมือเชิงช่างและภูมิปัญญาอันยอดเยี่ยมของพวกเขา provides a detailed explanation of its characteristics and functions, enabling Thai audiences to better understand the unique charm of this technique.

The term *song fair* in the Yufeng folk song festival is freely translated as เทศกาลซื่อฮวน งานชุมนุมร้องเพลงพื้นบ้าน ผู้คนในเทศกาลสามารถแลกเปลี่ยนอารมณ์และแสดงศักยภาพทางศิลปะผ่านบทเพลงพื้นบ้าน, allowing Thai audiences to intuitively understand that a song fair is a traditional festival primarily featuring singing activities, thereby increasing their interest in this folk activity.

4.2. Cultural Compensation Strategies

4.2.1. Background Knowledge Supplementation

Cultural compensation bridges semantic gaps in the target language culture through methods such as annotations and analogies. When translating texts related to Liuzhou folk songs, detailed introductions to their origins, developmental history, performance forms and important position in the lives of Liuzhou's people are provided in annotations, helping Thai audiences understand their cultural value. As He Zhuohan points out, cross-cultural communication of ICH music requires emphasis on the transmission of background knowledge to enhance international influence^[6]. When introducing the Dong wooden architecture construction techniques, background knowledge such as Dong history, culture and living customs is supplemented, including the Dong living environment, social organizational forms and the functions of wooden architecture in Dong society, providing Thai audiences with a comprehensive understanding of the cultural connotations of this technique^[10]. For the Yufeng folk song festival, knowledge about its historical origins, cultural background and social functions is supplemented, introducing origin legends and traditional activities, enhancing Thai audiences' understanding of and feelings toward this folk activity.

4.2.2. Cultural Image Conversion

Converting cultural images in Liuzhou's ICH into images familiar to Thai audiences can enhance the acceptability of translations. The *lovebirds* in Liuzhou folk songs symbolize loving couples in Chinese culture. In Thai translation, this is converted to ปลากริมคู่, which symbolizes love in Thai culture, facilitating Thai audiences' understanding of its romantic implications. The dragon and phoenix patterns in Dong embroidery, symbols of auspiciousness and authority in Chinese culture, are converted in Thai translation to common auspicious patterns in Thai culture, such as the Garuda พระครุฑ and lotus ดอกบัว, enabling Thai audiences to more intuitively perceive the auspicious and beautiful meanings conveyed by the embroidery. When introducing the unique smell of Liuzhou Snail Noodles, comparisons are made with Thai foods that have special smells but are popular, such as durian ทุเรียน and fermented fish sauce ปลาร้า, reducing Thai audiences' rejection of its smell and increasing acceptance^[12].

4.3. Pragmatic Equivalence Strategies

4.3.1. Language Style Adaptation

Consideration of Thai language expression habits and styles is key to achieving pragmatic equivalence. Thai language emphasizes politeness, indirectness and subtle expression. When translating texts related to Liuzhou's ICH, language style adjustments are necessary. When translating introductions to the Dong wooden architecture construction techniques in Liuzhou, overly direct and rigid expressions are adjusted to more Thai-compatible expression methods, adding modifiers and indirect tones, enabling Thai audiences to better appreciate the charm of the technique. When translating promotional slogans, emphasis is placed on Thai language rhythm and cadence. For example, the Liuzhou Snail Noodles promotional slogan *A bite of Snail Noodles, a mouthful of Liuzhou flavor* is translated as ทานหลิวโจ้วหลิวซื่อเฟิ่นคำแรก...รสชาติเปรี้ยวเผ็ดหอมกลมกล่อม จะทำให้คุณหลงรักทันที!, enhancing linguistic beauty and appeal, attracting Thai audiences. According to Lazada Thailand's Q1 2024 report, after adopting the optimized promotional slogan, the click-through rate for Liuzhou Snail Noodles on the platform increased from 1.2% to 4.7% (data source: Lazada Thailand 2024Q1 report, statistical period from January 1 to March 31, 2024, comparing click data on Liuzhou Snail Noodles product pages before and after using the new promotional slogan). Additionally, Thai language exhibits stylistic differences between formal and informal occasions. When translating texts related to Liuzhou's ICH, translation strategies need adjustment according to different occasions. For instance, when introducing Liuzhou ICH projects at academic seminars, the language should be rigorous and standardized; when promoting on social media, the language can be more lively and friendly to adapt to different audience needs^[7].

4.3.2. Achievement of Communicative Purposes

Achieving the communicative purposes of Liuzhou's ICH external promotion through translation represents the core of pragmatic equivalence strategies. Taking the promotion of Liuzhou Snail Noodles in Thailand as an example, the communicative purpose is not only to help Thai consumers understand Snail Noodles as a cuisine but, more importantly, to stimulate their purchasing desire and promote cultural exchange. When translating Snail Noodles product introductions, besides accurately conveying basic information such as ingredients and flavors, emphasis should also be placed on conveying cultural connotations. Cultural stories behind Snail Noodles can be added in the translation, such as หลิวโจ้วหลิวซื่อเฟิ่นมีต้นกำเนิดจากตรอกชอกชอยในเมืองหลิวโจ้ว ถือเป็นสุดยอดภูมิปัญญาของชาวมืองนี้ น้ำซุปรสพิเศษเป็นฐาน พร้อมเครื่องเคียงหลากหลาย เช่น ผักดองเปรี้ยว เต้าหู้ทอด ถั่วลิสง และอื่นๆ รสชาติเปรี้ยว เผ็ด หอมสดชื่น ทำให้ผู้ทานติดใจไม่รู้ลืม การได้ลิ้มลองหมี่หอยหลิวโจ้วไม่แค่การกินอาหาร แต่คือการสัมผัสวัฒนธรรมการกินและวิถีชีวิตอันเป็นเอกลักษณ์ของ หลิวโจ้ว. Through such translation, Thai consumers can gain a deeper understanding of the cultural connotations of Snail Noodles, thereby increasing their identification with and willingness to purchase Snail Noodles. In actual promotion, after adopting this translation strategy emphasizing the transmission of cultural connotations, the monthly average sales of Liuzhou Snail Noodles in Thai offline supermarkets

increased by 30% compared to before, fully demonstrating the effectiveness of this strategy in achieving communicative purposes^[11].

5. Pathways for Enhancing International Influence of Liuzhou ICH under the "Belt and Road" Initiative

5.1. Strengthening Cultural Exchange and Cooperation

5.1.1. Organizing International Cultural Activities

The active organization of Liuzhou ICH cultural festivals serves to create cultural brands with international influence. During these festivals, diverse ICH projects from Liuzhou are showcased, including traditional skills such as Liuzhou Snail Noodle production techniques and Dong wooden architecture construction techniques, folk literature such as Liuzhou folk songs, and folk activities such as the Yufeng folk song festival and the Liuzhou Dragon King procession. Through the establishment of ICH project exhibition areas, live production areas and interactive experience zones, participants from Thailand and other countries can experience the charm of Liuzhou's ICH comprehensively and at close range.

Cultural institutions, artists and scholars from Thailand are invited as guests to participate in festival activities such as opening ceremonies, seminars and performances, enhancing cultural exchange and interaction between both sides. At cultural festival seminars, Thai cultural experts are invited to engage in in-depth discussions on the exchange and integration of Liuzhou's ICH with Thai culture, sharing Thailand's experiences in ICH protection and inheritance, providing references for the international dissemination of Liuzhou's ICH^[8].

5.1.2. Establishing Cultural Cooperation Mechanisms

Long-term cooperation mechanisms with Thai cultural institutions facilitate extensive cultural exchange and collaboration. Cooperation with official Thai cultural institutions such as the Ministry of Culture and the National Cultural Art Office involves signing cultural cooperation agreements and jointly conducting research, protection, inheritance and promotion of ICH projects. Both sides can exchange experts, scholars and ICH inheritors for exchange visits, organizing academic seminars, technical training courses and other activities.

Strengthened cooperation with Thai universities promotes cultural exchange and research projects. Collaboration with renowned Thai universities such as Chulalongkorn University and Mahidol University includes establishing a China-Thailand ICH Research Center and opening a Dong Wooden Architecture Workshop. Both sides collaborate on academic research projects, conducting in-depth research on the historical origins, cultural connotations and current inheritance status of Liuzhou's ICH, writing academic papers and research reports. ICH-related courses and lectures focusing on Liuzhou are offered at universities to cultivate Thai students' interest in and understanding of Liuzhou's ICH, nurturing talent for the dissemination of Liuzhou's ICH in Thailand. Liuzhou ICH inheritors are invited to Thai universities for lectures and demonstrations, allowing Thai students to personally experience the charm of Liuzhou's ICH. Thai students are organized to visit Liuzhou for field investigations and studies to gain an in-depth understanding

of the inheritance and development of Liuzhou's ICH^[10].

5.2. Expanding Diversified External Promotion Channels

5.2.1. Utilizing New Media Platforms

To fully leverage the dissemination advantages of social media platforms and assist in promoting Liuzhou's ICH, official accounts can be created on popular Thai platforms such as Facebook, Instagram and LINE. Content regularly published includes ICH project introductions, production processes, inheritance stories and cultural connotation interpretations, such as producing exquisite short videos on the complete Snail Noodle production process, showcasing its unique craftsmanship and tempting flavors, or sharing the growth journey of Dong embroidery inheritors and exploring cultural heritage, thereby attracting Thai audience attention and stimulating interest in Liuzhou's ICH.

Enhancing dissemination effects through the influence of online video platforms involves collaboration with YouTube, TikTok and others to publish relevant videos. High-quality documentaries delve into the history, value and characteristics of Liuzhou's ICH. Entertaining short videos are produced, conducting 15-second *Snail Noodle Challenges* (กินหัวซิวเฟินแล้วรอดไหม) in a relaxed manner, or inviting folk song inheritors to perform with translations and background introductions. Live streaming activities can also be conducted, such as having Dong wooden architecture construction technique inheritors demonstrate mortise and tenon production, answering questions, and enhancing interaction and participation with Thai audiences.

Simultaneously, in-depth analysis of different new media platforms' user group characteristics and dissemination advantages facilitates the formulation of targeted dissemination strategies. Facebook's user group has a broader age distribution, making it more suitable for publishing in-depth ICH cultural introduction articles and event information. Instagram, primarily consisting of young users and visual content enthusiasts, is suitable for publishing exquisite images and short videos showcasing ICH works and production processes. LINE is widely used in local Thai social interactions, and can be employed to establish groups for interactive exchanges with users, promptly pushing ICH-related information and promotional activities^[12].

5.2.2. Strengthening International Collaborative Dissemination

Establishing close cooperative relationships with local Thai media leverages their extensive dissemination channels and deep audience base to enhance the dissemination effect of Liuzhou's ICH in Thailand. Collaboration with Thai television and radio stations involves producing and broadcasting special programs on Liuzhou's ICH. On Thai television food programs, Liuzhou Snail Noodle inheritors are invited to introduce Snail Noodle production techniques and unique flavors. Through hosts' personal experiences and vivid commentary, the charm of Snail Noodles is showcased to Thai viewers. On radio cultural programs, historical stories and cultural connotations of Liuzhou's ICH projects are narrated, such as introducing the Dong culture and living customs behind the Dong wooden architecture construction techniques, allowing Thai listeners to perceive the profound depth of Liuzhou's ICH through listening.

Collaboration with Thai newspapers and magazines involves publishing articles and reports related to Liuzhou's

ICH. Through illustrated forms, detailed introductions to Liuzhou's ICH projects are provided to Thai readers, such as publishing exquisite images of Liuzhou embroidery works and articles introducing embroidery techniques, attracting readers' attention^[13].

5.3. Strengthening Brand Building and Promotion

In-depth exploration of the core values of Liuzhou's ICH serves to shape a unique brand image and create a Liuzhou ICH brand matrix. With Liuzhou Snail Noodles as the core brand, possessing higher international recognition, its core value lies not only in its unique flavor, but also in the Liuzhou food culture and innovative spirit it embodies. Snail Noodles, with snail soup as the base, complemented by rich ingredients such as sour bamboo shoots, dried bean curd sticks, and peanuts, features a sour, spicy, savory and refreshing taste as its distinctive gustatory identifier. The Liuzhou people have combined traditional snail-eating culture with rice noodle culture to create this unique cuisine, reflecting the innovative spirit of Liuzhou's people and their distinctive pursuit of fine food, constituting the core cultural value of Snail Noodles.

With Dong embroidery as an extension brand, having the second-highest international recognition, these brands should be emphasized when creating brand images. Through brand stories, promotional copy and other forms, the unique charm of Snail Noodles and Dong embroidery is conveyed to Thai and international markets. The journey of Snail Noodles from street food to nationally and globally renowned cuisine can be narrated, emphasizing the innovative spirit and cultural inheritance behind Dong embroidery, allowing consumers to experience Liuzhou's food culture and urban spirit, while tasting Snail Noodles and appreciating embroidery.

International markets are expanded through brand cooperation and brand authorization. Collaboration with well-known local Thai brands leads to the launch of co-branded products, such as Liuzhou Snail Noodles cooperating with a renowned Thai seasoning brand to launch Thai-flavored Snail Noodle seasoning packets, leveraging the brand influence of both parties to expand market share. Brand authorization allows Thai enterprises to use Liuzhou ICH brands for product production and sales, rapidly expanding the market while ensuring product quality and cultural connotations, effectively enhancing the international competitiveness of Liuzhou ICH brands^[14].

6. Conclusion

This research has thoroughly examined strategies for Thai translation of Liuzhou's ICH for external promotion and pathways for enhancing international influence under the Belt and Road Initiative, constructing a relatively systematic external promotion Thai translation strategy system and proposing feasible pathways for enhancing international influence, providing theoretical guidance and practical references for the dissemination of Liuzhou's ICH in Thailand and countries along the Belt and Road routes. The research finds that translation strategies such as combining transliteration with free translation, cultural compensation and pragmatic equivalence can effectively convey the cultural connotations of Liuzhou's ICH, while pathways such as strengthening cultural exchange and cooperation, expanding external promotion channels, and reinforcing brand building play positive roles in enhancing the international influence of

Liuzhou's ICH.

However, due to time and resource constraints, this research has certain limitations. Regarding case analysis, case studies on the dissemination of Liuzhou's ICH in Thailand are limited and do not fully cover ICH projects in categories such as music and dance, like the Sanjiang Dong Grand Song, leaving room for expansion in the breadth and depth of cases. In terms of research methods, data collection faces limitations in survey subjects and insufficient sample sizes, with some data lacking representativeness and an inability to balance factors such as respondents' regions, affecting the universality of conclusions.

This paper has important guiding significance for Liuzhou's ICH external promotion practices under the Belt and Road Initiative. The proposed translation strategies and pathways for enhancing international influence can provide specific operational plans for the dissemination of Liuzhou's ICH in Thailand and other countries along the routes. Simultaneously, the research results have certain reference value for other regions' ICH external promotion, providing beneficial references for promoting the dissemination and development of Chinese ICH on the international stage, and offering regional practical experience for implementing the Ministry of Culture and Tourism's policy of constructing a national standard system for ICH translation^[15].

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