

Article

## Evaluating English Translations of Chinese Cuisine Names: A Case Study of Bilingual Menus of Hotels in Chengdu City

Liang Zuo\* & Intan Safinaz Zainudin

Center for Research in Language and Linguistics, Faculty of Social Sciences and Humanities,  
Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia

\*Corresponding Author: [P108743@siswa.ukm.edu.my](mailto:P108743@siswa.ukm.edu.my)

Received: 14 November 2024

Accepted: 10 January 2025

**Abstract:** In the post-pandemic era, China is further opening and fully prepared for resuming international communication. One effective measure is hosting various international sports events, which attract a large number of foreign visitors to China. However, foreigners often encounter challenges when ordering Chinese cuisine in restaurants due to language barriers. The current English translations of Chinese cuisine names are not always accurate or effective, leading to misunderstandings. While extant research on the English translations of Chinese cuisine names has focused on texts from websites, books, documentaries, and novels, a notable lacuna remains on bilingual menus of hotels or restaurants in China. Therefore, this study aims to address this gap by comprehensively evaluating the English translations in these bilingual menus. This study adopts a qualitative analysis using textual analysis approach under the guidance of ISO 17100:2015 standards. The corpus for this study comprises 297 English translations of Sichuan cuisine names extracted from the bilingual menus of 9 reception hotels for the Chengdu 2021 FISU World University Games (Postponed to 2023). This study identifies 7 major violations of the ISO 17100:2015 standards in the English translations of Chinese cuisine names in these bilingual menus and concludes that the quality of these English translations has substantial room for improvement. Further research is recommended to improve the quality of the English translations in bilingual menus so that stakeholders in the Chinese catering industry can more successfully attract international customers and foster business opportunities.

**Keywords:** Chinese cuisine names; bilingual menus; English translations; translation evaluation; ISO 17100:2015

---

### Introduction

Since 2020, the spread of the COVID-19 pandemic has significantly impacted international communication. Food, being the basic necessity for human survival, has always had great significance for international relations (Luša & Jakešević, 2017). A good meal is beneficial to unite people, facilitate interactions and people-to-people exchanges among individuals from different countries (Chapple-Sokol, 2013). In the post-pandemic era, China is further opening and fully prepared for resuming international communication. One significant and effective measure is hosting various international sports events such as the Chengdu 2021 FISU World University Games (Postponed to 2023), the Olympic Winter Games Beijing 2022, and the 19th Asian Games Hangzhou 2022 (Postponed to 2023). Mega International sports events not only organise competition activities but also help promote international communication and people-to-people exchanges (Chen et al., 2019; Zhang, 2019).

During these events, many athletes, organisers and sports fans worldwide are attracted to visit the hosting city of China (Chen et al., 2019). They not only attend sports activities but also go sightseeing to enjoy their stays and taste Chinese cuisines. Chinese cuisine is widely recognised as one of the most popular and well-renowned global cuisines and has gained popularity worldwide (Wang et al., 2018; Du & Hu, 2021; Nistor & Dezsi, 2022). However, there are still some obstacles for foreigners when ordering Chinese cuisine in restaurants due to language barriers. When foreign consumers encounter language barriers at dining places in China, this may lead to dissatisfaction and affect their consumption intentions (Akhtar et al., 2020). Foreigners who cannot understand Chinese will feel confused and awkward when making orders in restaurants. Under such circumstances, translation is an essential tool for bridging language and cultural differences and increasing mutual understanding (Harmoush et al., 2023). It is crucial for global customers to understand the names of Chinese cuisine and taste delicious Chinese food (He & Tian, 2023).

For better communication and understanding, many hotels and restaurants in China are now trying to provide bilingual menus for foreign visitors. During the Chengdu 2021 FISU World University Games in 2023, the official organizing committee designated nine reception hotels for foreign officials and media. These hotels included both international chain hotels (e.g., Hilton, Holiday Inn), and local international hotels and restaurants (e.g., Longemont Hotel Chengdu and Chengdu Chaimen Restaurants). They all provided bilingual menus for foreigners. However, a preliminary analysis of these bilingual menus found that there are still some problems with the English translation of Chinese cuisine names. For instance, two reception hotels employed inappropriate literal translation for the renowned Sichuan dish “夫妻肺片” (FU QI FEI PIAN). This dish was translated as “Husband and Wife Lung Slice” based on the literal meaning of “夫妻”, meaning “husband and wife,” and “肺片”, meaning “lung slice”. The accurate meaning of this dish is “Sliced Beef and Ox Tongue in Chili Sauce,” which bears no relation to its literal meaning of “husband and wife lung slice”. The name derives from a couple, husband and wife, who created the dish. In this case, foreigners cannot understand the meaning of the dish and consequently will not try to order this unfamiliar cuisine.

It is a challenge when translating into a language that owns distinctive cultural difference. (Alharahsheh et al., 2023). Every language has different characteristics, evaluating different languages and contexts may provide an opportunity for improvement of the translations (Fakih et al., 2024). Therefore, the English translations in the bilingual menus of these nine reception hotels need further evaluation and review, leaving much room for further research. Currently, most studies on the English translations of Chinese cuisine names are focused on texts from websites (Kuang, 2023), books (Guo, 2021; Yan & Liu, 2024), documentaries (Hou, 2019; Zhang et al. 2022; Liu, 2024), novels (Peng & Yu, 2020), to mention just a few, little attention has been paid to the bilingual menus of hotels or restaurants in China. Therefore, this study aims to address this gap by comprehensively evaluating the English translations in these bilingual menus. This study adopts a qualitative analysis using textual analysis approach based on the requirements for translation services of the International Standard Organization 17100:2015 (ISO 17100:2015).

The English translations of Chinese cuisine names should serve as a communication tool between food providers and foreign visitors, facilitating processes in tourism and consumerism (Li, 2019). High quality English translations not only benefit foreign visitors but also play a crucial role in promoting Chinese cuisine globally. By enhancing the quality of the English translations, stakeholders in the Chinese culinary industry can more successfully market their culinary culture to international audiences, fostering greater cultural appreciation and business opportunities for tourism.

## Literature Review

The literature review of this study is divided into two parts as follows:

### 1. Historical Background of The English Translations of Chinese Cuisine Names

Chinese cuisine has become popular worldwide with three distinct features, including fresh ingredients, balanced flavours, and intricate cooking methods (Dedeoğlu et al., 2019). Due to different languages and cultures, translation plays a crucial role in helping foreigners understand Chinese cuisine names and thus promoting Chinese food culture (He & Tian, 2023). The pioneer scholar who started to research on the English

translations of Chinese cuisine names was Liu Zengyu. Liu (1990) suggested to set up one committee to examine and approve the English translations of Chinese cuisine names so as to standardize the translations. After that, Chen (1993) made research on the categorization of Chinese cuisine names and proposed their corresponding translation methods. The flourishing period of research in this regard began in the first ten years of the 21st century, especially in the year 2008, when China first held the Olympic Games in the capital city of Beijing. The Chinese government released the *Chinese Menu in English Version*, in which about 3000 famous Chinese dishes have been translated into English. This is the first official book published by Chinese government to standardise and uniform the English translations of Chinese cuisine names.

Many scholars have pointed out some existing translation problems in the English translation of Chinese cuisine names, such as spelling mistakes, inappropriate literal translation, inexplicable transliteration, etc. (Li, 2011; Fang et al., 2013; Huo, 2014; Wang, 2015; Gao, 2019; Zhu et al., 2019; Song & Pu, 2022). In recent years, Gao (2019) claimed that the English translations of Chinese cuisine names were always non-standard, and the quality had to be improved. Hou (2019) pointed that the problem of unequal vocabulary often exists in the English translation of Chinese cuisine names due to great differences between Chinese and western dietary culture. Kuang (2023) stated that there are lacking unified English translations of Chinese cuisine names on website and some grammar mistakes such as spelling and case-sensitive errors, and unclear single and plural forms. By analysing the Chinese food documentary, Zhang et al. (2022) concluded that Chinese cuisine names are full of culture-specific items, thus causing obstacles for translating Chinese cuisine names into English. In conclusion, Song and Pu (2022) expressed that due to cultural differences and other reasons, it is difficult to translate Chinese cuisine names effectively, resulting in mass translation problems. Even though these scholars have looked into the translation problems, most of them focused on texts from websites, books, documentaries, and novels, a notable lacuna remains on bilingual menus of hotels or restaurants in China. This study mainly focused on evaluating the English translations of Chinese cuisine names in bilingual menus and identifying corresponding translation problems, not mentioning translation strategies and techniques.

## 2. Quality Standards and Evaluation Frameworks of The English Translations of Chinese Cuisine Names

As for the quality standards of the English translations of Chinese cuisine names, many scholars have expressed their ideas and thoughts. For instance, Tang (2008) probed into the translation standard of Chinese cuisine names based on faithfulness, expressiveness, and elegance. Building on this foundation, Ma (2009) argued that the Chinese dish name translation should be faithful and smooth. Subsequently, Tan (2018) expanded the scope of evaluation by exploring translation criteria from the perspective of the Skopos principle, communicative standards, and cultural standards. In addition, Che (2019) proposed new criteria, including semantic proximity, cultural dissemination and aesthetic principles. Furthermore, Du&Hu (2021) concluded that the translation of Chinese cuisine should be fluent, memorable, and distinguishable. However, these quality standards are merely general principles that lack detailed, easily implementable guidelines for evaluating the quality of the English translations of Chinese cuisine names.

In this study, the Requirements for Translation Services of the International Standard Organization 17100:2015 (ISO 17100:2015) will be utilized as guidelines for the evaluation of the English translation of Chinese cuisine names. It is an international standard that focuses on the requirements for translation services, including the quality evaluation of translation products. It outlines the procedures for managing translation projects, including preparation, translation, and post-translation operations. By conforming to ISO 17100:2015, translation service providers can produce high-quality translations that satisfy client expectations, establishing confidence and reliability in the industry. In translation studies, some scholars have utilized ISO 17100:2015 as guidelines for the evaluation of transactions. By evaluating the compliance of United Nations language services with ISO 17100:2015, Barros (2017) presents a systematic methodology for evaluating and improving the United Nations' translation processes and highlighting strengths and areas for improvement. Karabıyık (2019) examines translations of medical discharge summaries and emphasises that ISO 17100:2015 specifies the standards for the translation process and has a direct influence on the quality of translation services through detailed competencies and structured processes. Schnierer (2020) discussed how ISO

17100:2015 is used as a guide to assess translation products and examined to what degree translation companies adhere to these internationally recognized standards for translation services in practice. Recently Gałuskina & Sycz-Opoń (2024) had employed ISO 17100:2015 as a framework to design phases of classroom activity for organising a collaborative translation project for educational objectives. These applications of ISO 17100:2015 have demonstrated much room for future research in applying the standards in translation studies.

### iii) Theoretical framework

The study adopts qualitative analysis via a textual analysis approach under the guidance of International Standard Organization 17100:2015. International Standard Organization is a worldwide federation of national standards bodies (ISO member bodies). ISO 17100:2015 is an international standard that specifies the requirements for translation services. Compared with other frameworks, it provides detailed, easily implementable requirements for the core processes, resources, and other aspects necessary to deliver a quality translation service that meets applicable specifications. ISO 17100:2015 outlines standards for three translation stages including pre-production processes and activities, production process and post-production processes. For the stage of production process, there are eight standards for the translation, which will be used as guidelines for evaluating the English translation of Chinese cuisine names. The following table elaborates eight standards for the translation extracted from ISO 17100:2015.

Table 1. Extracted Translation Standards from ISO 17100:2015

No.	ISO 17100:2015 Translation Standards
1	Terminology Consistency
2	Semantic Accuracy
3	Orthographic Correctness
4	Lexical Coherence
5	Style Adherence
6	Locale Conformity
7	Format Appropriateness
8	Audience Oriented

These eight standards for the translation extracted from ISO 17100:2015 will be utilized as guidelines to evaluate the English translation of Chinese cuisine names in bilingual menus of hotels in China and to identify common mistakes and problems with the translations.

## Methodology

This study aims to investigate and evaluate the actual situation of the English translations of Chinese cuisine names in bilingual menus from hotels in China. This study will also identify common mistakes and problems in the translations.

### 1. Research Design

This study adopts qualitative analysis to evaluate the English translation of Chinese cuisine names in bilingual menus of hotels in China by using a textual analysis approach based on the requirements for translation services in the International Standard Organization 17100:2015 (ISO 17100:2015). As Saldanha and O' Brian (2013) divided translation studies into four research models, including process-, product-, participant-, and context-oriented models, this study belongs to the product-oriented model with emphasis on translated texts. In general, the product-oriented model might be conducted for descriptive/explanatory or evaluative purposes (Saldanha & O' Brian, 2013). Therefore, this study will follow product-oriented model to evaluate the current state of the English translation of Chinese cuisine names.

### 2. Data Collection

To ensure the reliability of data collection, this study adopted standardized procedures. First, clear inclusion criteria were established. Only the nine reception hotels designated by the official organizing committee of the Chengdu 2021 FISU World University Games were included to ensure the selected hotels were of high quality and representative. The bilingual menus of these nine reception hotels were collected as data for the

study. Second, the researcher contacted one of the reception hotels to conduct pilot testing of data collection methods before contacting the remaining hotels. It was found that six hotels provided well-organized electronic bilingual menus in PDF format, which could be used as data directly. The other three hotels only provided physical paper menus or electronic menus on their own devices. Photos of these physical and electronic menus were taken for further analysis. Third, data cleanup and classification were conducted. There are a total of 842 Chinese cuisine from these nine hotels, of which 297 were Sichuan cuisine. Since Sichuan cuisine is the most influential cuisine in China and has the potential to become an international cuisine (Li, 2021), the English translations of these 297 Sichuan cuisine names were selected as data for further research. The following table provides specific information about the collected data.

Table 2. Specific Information of the Collected Data

Reception Hotels Names	Menus Versions	Total NO. of Chinese Cuisine Names	Total NO. of Sichuan Cuisine Names
Double Tree by Hilton Chengdu Riverside	PDF Format	150	35
Holiday Inn Chengdu Century City-West Tower	PDF Format	110	35
Longemont Hotel Chengdu	Electronic Menus on iPad	53	26
Xingchen Hangdu	Physical Paper Menus	75	9
International Hotel			
InterContinental Century City Chengdu	PDF Format	128	28
Holiday Inn Chengdu High- Tech Center	PDF Format	122	31
Projoy Hotel Tianfu Chengdu	PDF Format	98	27
CYNN	Electronic Menus on iPad	49	49
Chengdu Chaimen Restaurants	PDF Format	57	57
<b>Total Number</b>		<b>842</b>	<b>297</b>

### 3. Data Analysis

This study will adopt a textual analysis approach according to the requirements for translation services of the International Standard Organization 17100:2015 (ISO 17100:2015). Textual analysis refers to various research methods for describing, interpreting, and comprehending texts (Caulfield, 2022). It “focuses on texts themselves as linguistic data” and “looks at the relations between translations, their source texts, and parallel non-translated texts in the target language” (Chesterman, 2005). Textual analysis can be used to examine texts' content, structure, and design. Based on the guidance of the 8 standards of ISO 17100:2015, this study will conduct a comprehensive analysis of the English translation of Chinese cuisine names, to be more exact, Sichuan cuisine names, extracted from the electronic or physical menus of the nine reception hotels of Chengdu 2021 FISU World University Games and conclude the general summary of the current situation of English translation of Chinese cuisine names in the bilingual menus of hotels or restaurants in China.

### The Findings

Based on the ISO 17100:2015 standards, a total of 174 occurrences of mistakes or problems with the English translations of the 297 Sichuan cuisine names in bilingual menus of 9 reception hotels for the Chengdu 2021 FISU World University Games are identified. The following chart displays violation occurrences of ISO 17100:2015 in the figures.

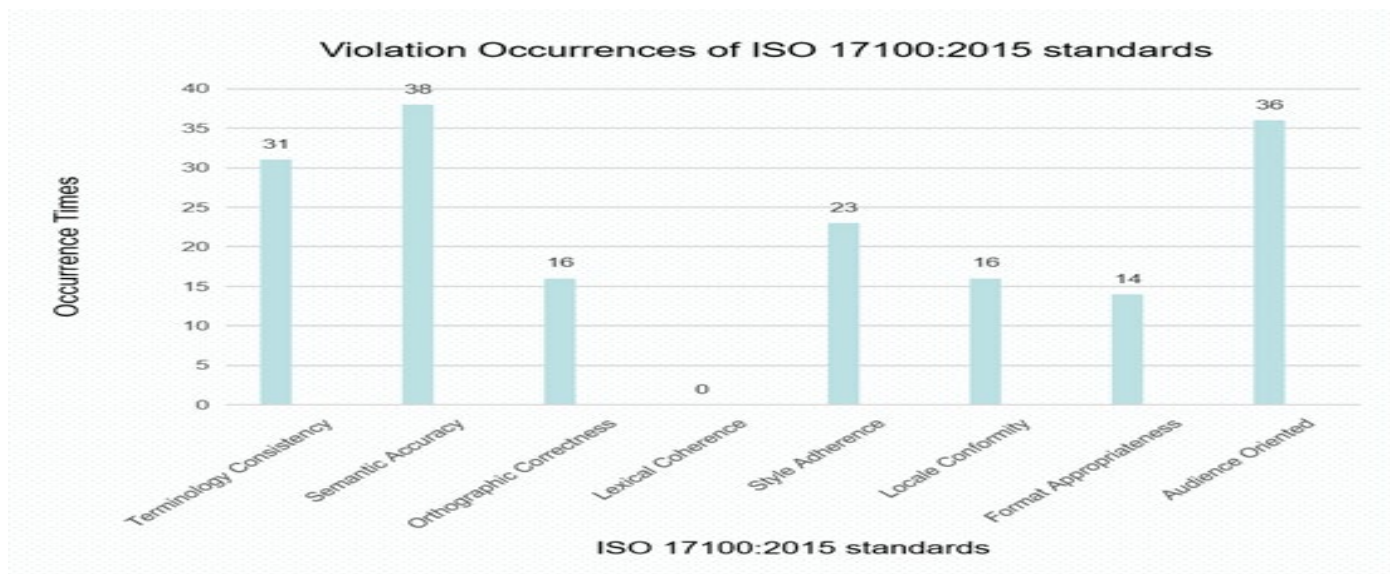


Figure 1. Violation Occurrences of ISO 17100:2015 in Figures

This bar chart illustrates the interrelation between the ISO 17100:2015 standards and the occurrence times of mistakes and problems in English translations. The X-axis lists the ISO 17100:2015 standards, including terminology consistency, semantic accuracy, orthographic correctness, lexical coherence, style adherence, locale conformity, format appropriateness, and audience oriented. The Y-axis represents the occurrence times, ranging from 0 to 38. The results show varying levels of occurrence for each standard. Semantic accuracy violation appears to be the most frequently observed mistake and problem with total of 38 occurrences, closely followed by violation of audience-oriented with 36 occurrences. Terminology consistency violation is also notable, with 31 occurrences, followed by style adherence violation with 23 occurrences. Orthographic correctness and locale conformity violations share the exact occurrences of 16, closely followed by format appropriateness violations with 14 occurrences. On the other hand, no occurrence violates lexical coherence because these English translations are for independent cuisine names, and there is no coherence between each other. It suggests that while aspects like semantic accuracy and audience orientation are frequently considered, others like format appropriateness and orthographic correctness may require more attention in the translation process. The following chart displays violation occurrences of ISO 17100:2015 in percentage:

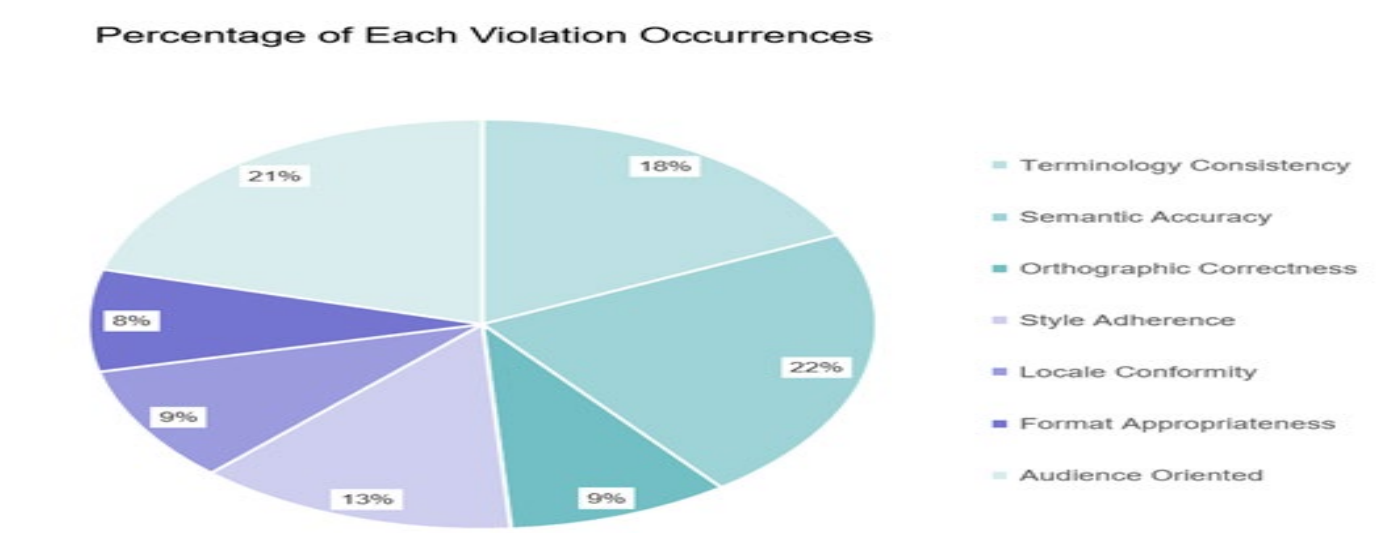


Figure 2. Violation Occurrences of ISO 17100:2015 in Percentage

This pie chart provides a clear overview of the percentage distribution of each violation occurrence, allowing for easy visual identification of every violation. The chart is divided into seven segments, each representing a different aspect of violation occurrences. The largest segment of the chart is semantic accuracy, representing 22% of the total violations, closely followed by violation of audience oriented with a percentage of 21%. Terminology consistency accounts for 18% of the occurrences, while style adherence makes up 13% of the total. Orthographic correctness and format appropriateness each represent 9% of the violations. Locale conformity is the lowest segment, accounting for 8% of all violations. The chart offers valuable implications for identifying key areas for improvement in enhancing the quality of English translation of Chinese cuisine names.

The following table summarizes key violations for each ISO 17100:2015 standard with specific examples for each category.

Table 3. Summary of key violations of ISO 17100:2015 standards

ISO 17100:2015 Standards	Key Violations	Specific Examples
Terminology Consistency	The analysis revealed significant terminology inconsistencies in the translations, which could lead to confusion for consumers.	The dish “钟水饺” was translated as “Sichuan Style Dumpling,” “Zhong Pork Dumpling in Sweet Chili Sauce,” and “Traditional bell dumplings”
Semantic Accuracy	The analysis showed varying degrees of semantic accuracy, with some translations maintaining the original meaning well, while some diverge significantly.	The dish“酸汤米线” being translated as “Acid tommy wire”, which bears no relation to its original meaning. Actually, it is sour soup rice noodles.
Orthographic Correctness	The analysis found many orthographic correctness violations, which could potentially undermine the credibility of these translations.	One example is the translation of “Hot and Sour Poeder”, in which “Poeder” is an obvious spelling mistake. The correct spell should be “Powder” instead of “Poeder”.
Style Adherence	Style adherence violation frequently found in the Analysis. This may confuse foreign consumers when ordering Chinese cuisines.	For the translation of spicy flavour, some translations adopt American English “Chili”, while some use British English “Chilli”. The inconsistent use of American and British English indicates a lack of style adherence in translating spicy flavour.
Locale Conformity	It is discovered that there are some occurrences of locale conformity violation in the translations, which failing to meet with target cultures of foreign consumers.	A famous Sichuan dish “老成都夫妻肺片” has been translated as “Old Chengdu husband and wife lung slice”. It fails to convey the dish's nature and meet with target cultures of foreign consumers
Format Appropriateness	There are some inappropriate formats in the translations, particularly in capitalization, punctuation, and spacing.	The translation of “Sautéed Lotus Roots with, snow Pea, black Founqus and Ginkgo” shows inconsistent capitalization of ingredients, which detracts from a professional translation.
Audience Oriented	Many cases have been identified as failing to meet the needs and expectations of target audience.	A distinct example is “延边牛肉” being directly translated as “Beef,” which does not show either flavour or cooking method to target audience.

In conclusion, these violations of ISO 17100:2015 standards may lead to confusion among foreigner customers and hinder effective cross-cultural communication. High quality English translations will help to improve their dining experiences and perceptions of Chinese cuisine. Hence, it is crucial for stakeholders such as hotel managers and translators to improve the quality of the English translations of Chinese cuisine names in bilingual menus to ensure that the translations are reliable and appealing for foreign consumers.

## Discussion

Based on the findings above, 7 major types of violations of the ISO 17100:2015 standards will be discussed, including terminology consistency, semantic accuracy, orthographic correctness, style adherence, locale conformity, format appropriateness, and audience oriented. This section will examine each standard in-depth, providing detailed examples to illustrate mistakes and problems in the English translations of Chinese cuisine names.

1. Terminology Consistency: Compliance with Specific Domain and Client Terminology and/or Any Other Reference Material Provided and Ensuring Terminological Consistency during Translation (ISO 17100:2015)  
Consistency in terminology is crucial for establishing a transparent and standardized English translation of Chinese cuisine names, it is also significant for brand recognition and customer experience. The analysis revealed significant inconsistencies in the translations, which could lead to confusion for consumers. There are a total 31 occurrences of inconsistencies across translations. For example, the dish “钟水饺” was translated as “Sichuan Style Dumpling,” “Zhong Pork Dumpling in Sweet Chili Sauce,” and “Traditional bell dumplings” across different instances. Another notable example is “麻婆豆腐,” which was variously translated as “Sautéed Tofu in Hot and Spicy Sauce,” “Mapo Tofu,” “Mapobean curd,” “Ma Po Tofu,” and “Ma po' bean curd.” In addition, “龙抄手” has been translated into four different names, including “Sichuan Style Wonton,” “Wonton with shrimps in clean soup,” “Pork Dumpling,” and “Wonton Chengdu style.” These different translations make it difficult for consumers to recognize that they all refer to the same dish. The lack of terminology consistency undermines the reliability of the translation, hinders effective communication and fails to establish a recognizable brand for Sichuan cuisine.

2. Semantic Accuracy: Semantic Accuracy of The Target Language Content (ISO 17100:2015)  
Semantic accuracy ensures that the translation reflects the true meaning of the original term. The translations analysed in this study show varying degrees of semantic accuracy, with some translations maintaining the original meaning well, while others diverge significantly. In this study, semantic accuracy violation is the most frequently observed mistake or problem, with 38 occurrences. For instance, the dish “四川回锅肉” was translated as “Sichuan Hui pan Meat”. This translation adopts the transliteration method to translate the Chinese character “回” to “Hui”, which is meaningless to foreigners and adopts literal translation to translate “锅” to “pan”. It fails to convey the original meaning of the dish, a famous local Sichuan province cuisine. “四川回锅肉” means “Sichuan style twice-cooked pork”, which is quite different from the translation of “Sichuan Hui pan Meat”. Another distinct example of semantic accuracy violation is “酸汤米线” being translated as “Acid tommy wire”, which will confuse foreign consumers. Actually, the original meaning of “酸汤米线” is sour soup rice noodles. However, this translation only adopts literal translation to translate “酸” to “Acid” and “线” to “wire”, which generally cannot be used as food ingredients. Therefore, it is paramount to effectively convey the actual meaning of Chinese cuisine names to foreign consumers.

3. Orthographic Correctness: Appropriate Syntax, Spelling, Punctuation, Diacritical Marks, and Other Orthographical Conventions of The Target Language (ISO 17100:2015)  
Orthographic correctness ensures that translations adhere to correct grammar and other orthographical rules of the target language. It is essential for maintaining professionalism, clarity and readability of the translated items. It was found that 16 occurrences of orthographic correctness violations could potentially undermine the credibility of these translations. One glaring example is the translation of “Hot and Sour Poeder”, in which “Poeder” is an obvious spelling mistake. The correct spell should be “Powder” instead of “Poeder”. This simple mistake could easily be avoided with careful proofreading. Another instance is the translation “Sweet potato Noodles soup tith crab Roeand chives” where “with” is misspelled as “tith” and “Roe and chives” is incorrectly combined as “Roeand chives”. We also observed inconsistent capitalization in these translations, such as in “Sautéed Lotus Roots with, snow Pea, black Founqung and Ginkgo,” where “Pea” is capitalized but



"snow" is not, and "black" is not capitalized while "Foungus" (itself a misspelling) is. These orthographic errors, while sometimes minor, accumulate to create an impression of carelessness or lack of attention to detail. In such a significant place for dining, where precision is valued, such errors can negatively impact consumers' perceptions of the overall quality and professionalism of the restaurants or hotels. Hence, it is crucial to maintain orthographic correctness as it ensures that the translation is perceived as reliable and authoritative by foreign consumers.

#### 4. Style Adherence: Compliance with any Proprietary and/or Client Style Guide (Including Domain, Language Register, and Language Variants) (ISO 17100:2015)

Consistent style is crucial for creating a cohesive and professional translation. Failing to style adherence may impact the dining experience of foreign consumers. There are 23 occurrences of style adherence violation in this study. Sichuan cuisine is famous for its spicy flavour; therefore, many dishes contain spicy ingredients, including all kinds of peppers. However, for the translation of spicy flavour, 32 cases adopt American English "Chili" and 5 British English "Chilli". The inconsistent use of American and British English indicates a lack of style adherence in translating spicy flavour. Another style that is inconsistent is about the sequence of main and side ingredients in the translation. Most cases translate main ingredients first and then follow them with side ingredients or flavours; however, some cases adopt the opposite style. For instance, "鱼香八块鸡排" has been translated to "Sweet and sour chili sauce with crispy chicken chops". In this case, "Sweet and sour chilli sauce" is the flavour, which should follow the main ingredient so that style adherence can be implemented throughout all translations. In addition, style inconsistent can be found in the translation of some local cuisines, for examples, "Zigong Style Stir-Fried Beef with Chili" and "Jiangnan Style Pickled Duck Tongue in Brown Sauce". For the translation of these local style dishes, such features as "Zigong Style" and "Jiangnan Style" should be put behind main ingredients as flavour to keep consistent style.

#### 5. Locale Conformity: Locale and Any Applicable Standards (ISO 17100:2015)

Locale conformity involves adapting the translation to suit the target culture while maintaining the essence of the original. Failure to conform to the target culture can result in translations that are either too literal or foreign, potentially alienating consumers. Sichuan cuisine has a long history of thousands of years; therefore, many dishes are full of profound cultural connotations. It is discovered that there are 16 occurrences of locale conformity violation in the translations, which failing to meet with target cultures of foreign consumers. A prime example is the translation of "老成都夫妻肺片" that is being translated as "Old Chengdu husband and wife lung slice". While this is a literal translation, it fails to convey the dish's nature and may not be culturally sensitive or appetizing to foreign consumers. A more appropriate translation might focus on the dish's key ingredients and cooking method rather than the literal meaning. Similarly, "钟水饺" translated as "Traditional bell dumplings" might confuse those unfamiliar with the dish. A more informative translation could be "Pork Dumplings in Spicy Sweet Soy Sauce, Chengdu-Style", which gives a clearer idea of what to expect. Cultural adaptation is critical in culinary translations, as it ensures that the names of dishes are appealing and understandable to the target audience. These examples highlight the challenge of balancing fidelity to the original name with the need to make the dish understandable and appealing to foreign consumers.

#### 6. Format Appropriateness: Formatting (ISO 17100:2015)

Format Appropriateness is a vital standard to ensure that the translated text is visually neat, well-organized, and professional. This study revealed 14 occurrences of inappropriate format in the translations, particularly in capitalization, punctuation, and spacing. This study observed inconsistent capitalization in dish names, such as "Sautéed Lotus Roots with, snow Pea, black Foungus and Ginkgo". In this single item, we see inconsistent capitalization of ingredients, which detracts from the professional appearance of the translation. The misuse of punctuation also varied widely. For instance, some translations used quotation marks for emphasizing specialized dishes, such as "Dan dan' noodle" and "Classic 'Zong' Pork Dumpling" while others did not, as in "Dandan Noodles" and "Zhong Pork Dumpling in Sweet Chili Sauce". Another example is the inconsistent

use of hyphens in dish names. For the translation of Chinese cooking method of “炒”, 6 translations used “Wok-fried” with a hyphen, while there are 3 translations of “Wok fried” without a hyphen, demonstrating a lack of standardized format. In addition, spacing issues were evident in such translations as “Mapotoufu” and “Mapo Tofu”. Similarly, “Zhongdumplings” and “Zhongshui dumpling” were also in different formats of spacing. This formatting inappropriateness, while seemingly minor, accumulates to create a sense of unstandardized and unprofessionalism. Appropriate formatting is more likely to leave a positive impression on foreign consumers.

#### 7. Audience Oriented: Target Audience and Purpose of The Target Language Content (ISO 17100:2015)

An audience-oriented translation considers the knowledge and expectations of the target readers, providing basic information, including the ingredients, flavours, and cooking methods, to aid understanding. In this study, 36 cases have been identified as failing to meet the standard of audience oriented. Translations' lack of descriptive elements of the dish could lead to confusion among foreign consumers. A distinct example is “延边牛肉” being directly translated as “Beef,” which does not show either flavour or cooking method but only one ingredient. What's more, “椒麻笋尖” was translated as “Bamboo shoots with spring onion wild pepper,” which lacks the cooking method of the dish. “醪糟汤圆” was translated as “Glutinous Rice Ball”, failing to convey the cooking method and a crucial element of fermented rice wine to the dish. In addition, “怪味鲍鱼” was translated as “Strange flavour abalone,” which doesn't explain what “strange flavour” refers to in this dish. These examples demonstrate the importance of considering the actual expectations of foreign consumers and providing basic information about the dishes. Therefore, understanding foreign consumers is critical in the English translation of Chinese cuisine names, as it ensures that the translations resonate with foreigners and encourage them to sample Chinese cuisines.

### Conclusion

This study evaluates the current English translations of Chinese cuisine names in bilingual menus of hotels in Chengdu city under the guidance of the ISO 17100:2015 standards. It is concluded that these English translations of Chinese cuisine names mainly violate 7 aspects of the ISO 17100:2015 standards, including terminology consistency, semantic accuracy, orthographic correctness, style adherence, locale conformity, format appropriateness, and audience oriented. These violations may lead to confusion among foreign consumers, potentially impacting their dining experiences and perceptions of Chinese cuisine.

The findings reveal a lack of standardization in these translations, leaving substantial room for improvement. As Chinese cuisine continues to gain global recognition, the quality of the English translations will be pivotal for fostering its international popularity and facilitating international communication. This study aims to encourage more scholars to research the English translations of Chinese cuisine names, particularly in bilingual menus of hotels or restaurants in China. Future studies are recommended to develop standardized and practical guidelines to improve the quality of the English translations of Chinese cuisine names and ensure that these translations are both accurate and appealing to international customers.

**Acknowledgement:** The authors of this article would like to sincerely thank Universiti Kebangsaan Malaysia for always encouraging its applicants to pursue further research. We also thank the nine reception hotels for the Chengdu 2021 FISU World University Games for their assistance in providing the bilingual menus for the research. Last but not the least, we appreciate reviewers' time and work in evaluating this manuscript.

**Conflicts of Interest:** The authors declare no conflict of interest.

### References

Akhtar, N., Siddiqi, U. I., Ahmad, W., Usman, M., Chen, X., & Islam, T. (2020). Effects of service encounter barriers on situational abnormality and consumers' behavioural intentions at food and beverage

- restaurants. *Asia Pacific Journal of Marketing and Logistics*, 33(7). <https://doi.org/10.1108/apjml-03-2020-0192>
- Alharahsheh, A. M. A., Moindjie, M. A., & Lin, D. T. A. (2023). Cultural References Translation Norms in The Queue from Arabic to English. *e-BANGI-Journal of Social Sciences and Humanities*, 20(3), 151-165. <https://doi.org/10.17576/ebangi.2023.2003.13>
- Amenador, K., Wang, Z. (2022). The Translation of Culture-specific Items (CSIs) In Chinese-English Food Menu Corpus: a Study Of Strategies And Factors. *SAGE Open*, 2(12). <https://doi.org/10.1177/21582440221096649>
- Bania, A., Nuraini, N., Nursamsu, N., Yakob, M. (2021). The Quality Of Taxonomy Translation In English Indonesian Latin By Biological Education Students. *JPSI*, 4(9), 694-710. <https://doi.org/10.24815/jpsi.v9i4.21562>
- Barros, M. (2017). *ISO standards and working processes at the United Nations language services a comparison*. United Nations Sabbatical Leave Programme.
- Caulfield, J. (2022). Textual analysis: Guide, 3 approaches & examples. *Scribbr*. <https://www.scribbr.com/methodology/textual-analysis/>
- Chapple-Sokol, S. (2013). Culinary diplomacy: breaking bread to win hearts and minds. *The Hague Journal of Diplomacy*, 8(2), 161-183. <https://doi.org/10.1163/1871191x-12341244>
- Che Y. (2019). *A Case Study of Chinese Menu Translation from the Perspective of Intercultural Communication*. Master's thesis, Beijing Foreign Studies University. <https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD201902&filename=1019135578.nh>
- Chen J. (1993). An Initial Exploration of Translation Methods for English Translation of Chinese Cuisine names. *Chinese Translators Journal*, (01), 34-36.
- Chen L. H., Liu D. F. (2019). International Sports Events Hosting and the Internationalization of Chinese Cities: Course, Experience and Prospect. *The Sports Science*, (11), 15-25. <https://doi:10.16469/j.css.201911002>
- Chesterman, A. (2005). Consilience in translation studies. *Revista Canaria de Estudios Ingleses*, 51, 19-32.
- Dedeoğlu, S. S., Aydın, Ş., Onat, G. (2019). A General Overview On the Far East Cuisine: Cuisines Of Thailand, Korea And China. *Journal of Multidisciplinary Academic Tourism*, 2(4), 109-121. <https://doi.org/10.31822/jomat.642619>
- Du W., Hu. Z. (2021). *Translation Skills of Sichuan Cuisine in the Context Of Globe Business*. <https://doi.org/10.2991/assehr.k.210519.014>
- Fakih, A., Ghassemiazghandi, M., Fakih, A. H., & Singh, M. K. M. (2024). Evaluation of Instagram's Neural Machine Translation for Literary Texts: An MQM-Based Analysis. *GEMA Online Journal of Language Studies*, 24(1), 213–233. <https://doi.org/10.17576/gema-2024-2401-13>
- Fang Y., Luo J., Jia H. (2013). A study on the current situation of menu translation in Shanghai restaurants. *Journal of Hubei Correspondence University*, (05), 136-137.
- Feng P. (2023). *A Study on English Interpreting Strategies of Sichuan Cuisine Culture from the Perspective of Multimodal Discourse Analysis -- A Case Study of Interpreting Practice in Cuisine Academy*. Master's thesis, Southwestern University of Finance and Economics.
- Gałuskina, K., & Sycz-Opoń, J. (2024). Professional realism in practice: A collaborative project in a translation classroom based on ISO 17100: 2015 and ISO/TS 11669: 2012. *Babel*. <https://doi.org/10.1075/babel.00403.gal>
- Gao Q. (2019). A Study on the Translation Strategies of Chinese Dish Names—Taking the Second Season of A Bite of China Episode III as an Example. *Education Teaching Forum*, (49), 48-49.
- Guo Z. (2021). *A Report on the Translation of Travel Notes-based Cookbook, the Food of Sichuan (excerpts)*. Master's thesis, Guangdong University of Foreign Studies.
- Harmoush, D. H., Moindjie, M. A., & Kasuma, S. A. A. (2023). Translation of Cultural Aspects from English into Arabic: A Case Study of A Dance of The Forests. *e-BANGI-Journal of Social Sciences and Humanities*, 20(4). <https://doi.org/10.17576/ebangi.2023.2004.12>

- He H.Y., Tian J.G. (2023). Study On Translation Of Steamed Dish Based On Nord's Documentary and Instrumental Translation Theory. *IJSSER*, 02(08), 339-347. <https://doi.org/10.46609/ijsser.2023.v08i02.012>
- Hou W. (2019). A study on the English translation of Chinese dish names from the perspective of cultural translation -- A case study of A Bite of China. *Literati and Artist of China*, (01), 132-133.
- Huo, Q. (2014). Current situation and translation methods of Chinese menu. *The Fifth Translation Theory and Practice Seminar of Hainan Province*, Haikou, 1 November.
- Karabiyik, S. (2019). Applicability of the ISO 17100:2015 Quality Standard in Designing a Training Program for Future Medical Translators: The Case of Turkey. *TransLogos Translation Studies Journal*, 2/1(2/1), 1-18. <https://doi.org/10.29228/translogos.2/1.1>
- Kruger, H., Kruger, J.-L. (2017). Cognition and Reception. *The Handbook of Translation and Cognition*, 71-89. <https://doi.org/10.1002/9781119241485.ch4>
- Kuang J. (2023). *Current situation of English translation of Sichuan cuisine names in network language and its implications for translation and communication*. *Overseas English*. 2023(4).
- Li H. (2021). Let Sichuan cuisine to go abroad from the twin cities economic zone. *Contemporary County Economy*, (12), 12-19. <https://doi:10.16625/j.cnki.51-1752/f.2021.12.005>
- Li J. (2011). Study on the translation of some Chinese Local Dish Names. *Journal of Hebei Polytechnic University (Social Science Edition)*, 11(03), 173-175.
- Li, S. (2019). A Corpus-based Multimodal Approach to the Translation of Restaurant Menus. *Perspectives*, 1(27), 1-19. <https://doi.org/10.1080/0907676x.2018.1483408>
- Lin, Y. (2022, July 6). "Going Global" of Chinese Local Dietary Culture: A Case Study of Traditional Special Snacks Translation. *Journal of Education, Humanities and Social Sciences*, 1, 353-359. <https://doi.org/10.54097/ehss.v1i.683>
- Liu Y. (2024). A study on the English translation of Chinese Cuisine from the perspective of Cultural translation -- A Case study of A Bite of China. *China Food Semimonthly Magazine* (10), 115-117.
- Liu Z. (1990). The Urgent Need to Review the English Translation of Chinese Cuisine Names. *Chinese Translators Journal* (05), 11-13.
- Luša, Đ. and Jakešević, R. (2017). The role of food in diplomacy: communicating and "winning hearts and minds" through food. *Medijske Studije*, 8(16), 99-119. <https://doi.org/10.20901/ms.8.16.7>
- Ma X. (2009). A Study On the Criteria and Methods of the English Translation of Chinese Dishes. *Journal of Shaoyang University (Social Science Edition)*, (03), 96-98.
- Nistor, E., Dezsi, Ş. (2022). An Insight Into Gastronomic Tourism Through the Literature Published Between 2012 And 2022. *Sustainability*, 24(14), 16954. <https://doi.org/10.3390/su142416954>
- Peng, A. (2015). Translating Dish Names: Food Cultural Representation in Hong Lou Meng. *OALib*, 02(02), 1-11. <https://doi.org/10.4236/oalib.1101316>
- Peng T. & Yu G. (2020). Comparative study on the translation of Chinese cuisine names in Yang and Huo versions of A Dream of Red Mansions. *Home Drama* (12), 208-210.
- Saldanha, G. & O' Brian, S. (2013). *Research methodology in translation studies*. St. Jerome Publishing.
- Schnierer, M. (2020). Revision and quality standards: Do translation service providers follow recommendations in practice? In *Translation Revision and Post-Editing* (pp. 109-130). Routledge.
- Song Y., Pu Y. (2022). A study on the English translation of Chinese food culture-loaded words under the theory of reception aesthetics. *Sinogram Culture*, (06), 140-142. <https://doi.org/10.14014/j.cnki.cn11-2597/g2.2022.06.025>
- Sun, X. Q., & Sun, J. L. (2017). A Study of Chinese-English Menu Translation in Light of Skopos Theory. *Proceedings of the 3rd Annual International Conference on Social Science and Contemporary Humanity Development*. <https://doi.org/10.2991/sschd-17.2017.19>
- Tan H. (2018). Comparison of Chinese and Western Food Cultures and Translation Criteria of Chinese Dish Name Translation. *Journal of Heilongjiang College of Education*, 37(2), 120-123.
- Wang H. (2015). On current situation of English translation of Chinese dish names and its translation countermeasures. *Art Science and Technology*, (08), 291-292.

- Wang X., Muhammad, A. N., Ayyub, S. (2018). Determinants Of Consumption Intention of Chinese Cuisines For Foreigners: The Mediating Role Of Variety Seeking Behavior. *International Journal of Culture, Tourism and Hospitality Research*, 2(12), 213-222. <https://doi.org/10.1108/ijcthr-05-2017-0061>
- Yan Y. & Liu L. (2024). Strategies for translating Chinese dish names into English from the perspective of Skopos theory. *English Square*, 2024(5) 15-18. <https://doi.org/10.16723/j.cnki.yygc.2024.14.018>
- Zhang L. (2019). Promotion of International Communication Function of Beijing by Sports Events in the Perspective of Public Diplomacy. *Journal of Shenyang Sport University*, (03), 77-82.
- Zhang, Q., Ang, L., Yasin, M. (2022). The Interplay Between Foreignization Of Dish Name and Interactive Meaning Of Visual Image In Food Documentary. *IJARBSS*, 7(12). <https://doi.org/10.6007/ijarbss/v12-i7/14265>
- Zhu J., Li Y., Xie C., Zhu X. (2019). Study on the Current Situation and Improvement Strategies of the English Translation of Chinese Dish Names. *The Science Education Article Collects*, (01), 183-184. <https://doi.org/10.16871/j.cnki.kjwha.2019.01.075>
- Zhu, H., Ang, L., Rashid, S., Mansor, N. (2021). Representing Chinese Malaysians Culture In the Street Food Through The Chinese-english Translation Techniques. *IJARBSS*, 4(11). <https://doi.org/10.6007/ijarbss/v11-i4/9838>