

Translation of Culture-Specific Items from Thai to English in Tourism Promotional Videos

WELIKA MAMOON (Corresponding author)
School of Languages, Literacies and Translation
Universiti Sains Malaysia
Penang, Malaysia
welika_m@student.usm.my

SALASIAH CHE LAH (0000-0001-6814-6346)
School of Languages, Literacies and Translation
Universiti Sains Malaysia
Penang, Malaysia
salasiah@usm.my

MOHAMED ABDU MOINDJIE
School of Languages, Literacies and Translation
Universiti Sains Malaysia
Penang, Malaysia
mohdmoindjie@usm.my

ABSTRACT

Tourism in Thailand is one of the powerful and dynamic industries which drives the economy of the country. Offering a variety of natural attractions, food and culture, Thailand becomes a renowned destination among tourists from all over the world. Tourism Authority of Thailand (TAT) is the official organization playing a significant role in supporting and promoting tourism business. Apart from websites, guidebooks and other promotional materials, Amazing Thailand promotional videos have been created and uploaded on YouTube by TAT to promote Thai culture to foreign tourists. Thai and English subtitles are added to the videos to narrate travelling experiences in Thailand. The purpose of this qualitative research is to explore the cultural categories and translation procedures of culture-specific items from English subtitles of Amazing Thailand promotional videos according to Newmark cultural translation framework (1988). The data of 110 culture-specific items were collected from 64 Amazing Thailand promotional videos by purposive sampling. The result showed that the most common category of culture-specific items is material culture (artefacts) while couplets is the most frequently used translation procedure in Amazing Thailand promotional videos. The finding from this study could shed light on translation of culture-specific items. It also encourages translators and tourism officers to get some ideas about translating tourism promotional content of their own particular culture and context.

Keywords: cultural categories, culture-specific items, tourism promotional videos, translation procedures, video subtitles.

This work is licensed under the terms of the Creative Commons Attribution (CC BY) (<https://creativecommons.org/licenses/by/4.0/>).

To cite this article: Mamoon, W., Lah, S. C., & Moindjie, M. A. (2023). Translation of Culture-Specific Items from Thai to English in Tourism Promotional Videos. *International Journal of Language, Literacy and Translation* 6(1), 112-125. <https://doi.org/10.36777/ijollt2023.6.1.068>

To link to this article: <https://doi.org/10.36777/ijollt2023.6.1.068>

Received: 25 November 2022

Accepted: 10 February 2023

Published Online: 31 March 2023

INTRODUCTION

BACKGROUND OF THE STUDY

Tourism industry is regarded as one of the large business sectors which generates the major income to Thailand. Thai government announced that the income from tourism industry will be approximately 2.38 trillion baht (\$64.50 billion) in 2023 (Kapoor, 2022). Offering a variety of natural attractions, authentic food and distinctive culture, Thailand becomes a famous destination among tourists from all over the world. A great number of tourism campaigns and promotional strategies have been put into practice to promote tourist destinations in Thailand by both public and private sectors.

Generally, tourist destinations are promoted through all kinds of channels ranging from written materials such as brochures, guidebooks, travel blogs to audio visual materials such as videos or films. Additionally, those promotional videos are shared on YouTube, a large online video platform serving millions of videos nowadays. The audio visual elements from promotional videos allow tourist to feel the real tourist experience and to actively participate in the tourist activities while watching. Eventually, videos on YouTube become the useful source for tourist to plan their trips (Reino & Hay, 2016). While watching the promotional videos, the potential tourists have “a dream-like mood”. That is to say, they imagine themselves spending their vacation in the dream destination. (Dann, 1996). The influence of YouTube, considered as a major source of travel information among tourists, has a direct impact on tourism industry. Internet is the primary source of tourist information as the potential tourists can access to the information easily and instantly (Sulaiman & Wilson, 2019).

A great number of Thai tourism promotional videos have been created and posted on YouTube channel by video creators. Tourism Authority of Thailand (TAT) is an official authority being responsible for promoting Thai tourism. TAT has created tourism promotional videos since May, 2008 and uploaded them on YouTube channel called “Amazing Thailand” with more than one hundred thousand subscribers. Most promotional videos attach Thai narration and its English translation. Various cultural aspects of Thailand such as food, local way of life, tourist attractions, natural attractions customs and believes are presented through those videos.

However, from researcher’s observation, there are some culture-specific items (CSIs) in the video subtitles such as name of Thai food, religious rites, festivals and celebrations, local equipment and so on. Translation of cultural terms is the fundamental problem among translators as the actual meaning predominates lexical elements. When approaching the texts, translators

should make a primary consideration on cultural context, then follow by situational context and text itself (Leppihalme, 1997).

A few studies had been conducted to determine the practical translation procedures to solve translation problem of Thai CSIs. A study of *Translation of Thai Culture-Specific Words Into English in Digital Environment: Translators' Strategies and Use of Technology* was conducted to study how translator use technology when translating culture-specific words and what translation procedures that translators select when translating CSIs (Wongseree, 2021). While another similar research was carried out in the same year. It concentrated on translation strategy in translating cultural terms in tourism online handbook (Binte, Suktaracha & Timyam, 2021). However, the study of CSIs translation in tourism promotional videos is limited.

Hence, this study aims to identify the cultural categories and translation procedures of CSIs from English subtitles of Amazing Thailand promotional videos and to explain the role of translation procedures in each cultural category. The study employs qualitative method and descriptive analysis. The corpora of the study are CSIs collected from Amazing Thailand promotional videos. The main stakeholders for this research are translators and researchers in tourism industry who can apply the finding and result from this research to their task or further research in the notion of CSIs and applicable translation procedures. However, this research is only limited to two parameters which are cultural categories and translation procedures. The analysis of audio visual elements (image, sound, format or color) is excluded in this study.

RESEARCH QUESTIONS

1. What are the cultural categories and translation procedures used in CSIs translation in Amazing Thailand promotional videos?
2. What is the role of the translation procedures in each cultural category of CSIs translation in Amazing Thailand promotional videos?

LITERATURE REVIEW

CULTURE-SPECIFIC ITEMS

Translation of culture-specific items (CSIs) is a challenging task for translators as CSIs convey not only lexical meaning but also underlined meanings (connotative meanings). Culture-specific concept is one of the common problems of non-equivalence at word level. The concept relates to type of food, religious, belief, social value and custom of source-language words which are unfamiliar in the target culture (Baker, 2011). Newmark also defines the “culture word” as a word with cultural connotations which has cultural gap between source language and target language. Additionally, literal translation may not be a beneficial option as the cultural connotations can be distorted during translation process (Newmark, 1988). However, the real informative, stylistic and cultural function is the way to balance the culture-loaded elements between source text and target text (Shiryaeva & Badea, 2014).

Example of Thai CSIs from Amazing Thailand promotional videos:

1. ผ้าซิ่นตีนจก pha sin tinchok - Thai homemade sarong [Clothes]
2. ผีตาโขน phi ta khon - the Ghost Festival of Thailand [Festival]

NEWMARK CULTURAL CATEGORIES AND TRANSLATION PROCEDURE FRAMEWORK

Translation scholars suggest different translation procedures regarding cultural translation. Venuti's translation paradigm emphasizes on domestication and foreignization. Domestication is to diminish the foreignness in the target texts while foreignization is to retain the foreign identity in the target texts (Munday, 2008). Translators can only make decision between two poles; domestication or foreignization while Newmark provides different shades of translation approach ranging from the SL emphasis (from word-for-word translation) to TL emphasis (to adaptation). Furthermore, 12 translation procedures by Newmark can be implemented to particular cultural contexts. Therefore, this study adopts the Newmark's translation framework to analyze the data.

Newmark suggests five categories of cultural words. They are;

- 1) Ecology: flora, fauna, winds, plains, hills
- 2) Material culture (artefacts): food, clothes, houses and towns and transport
- 3) Social culture: work and leisure
- 4) Organisations, customs, activities, procedures, concepts: political and administrative, religious, artistic
- 5) Gestures and habits

Each category requires different translation strategies. Moreover, Newmark also suggests 12 translation procedures as follows;

- (1) Transference (loan words or transcription): transferring words from source language to target language.
- (2) Cultural equivalent: approximate cultural equivalents of TL culture words.
- (3) Neutralisation (functional or descriptive equivalent):
 - functional equivalent: translating by using general or neutral words to primarily convey function of the words.
 - descriptive equivalent: translating by adding descriptive meaning to TL words
- (4) Literal translation: transforming grammatical structure of SL to nearest TL structures. Lexical words are individually translated by overlooking the context.
- (5) Label: it's known as a "provisional translation" referring to a new unfamiliar term or institutional terms written in inverted commas which can be removed later.
- (6) Naturalisation: transferring the SL words to normal pronunciation and it follows by adapting to normal word forms of TL.
- (7) Componential analysis: breaking a lexical unit of SL words and adding sense components to TL words to convey closer meaning in one-to-two, to-three, to-four equivalents.
- (8) Deletion: deleting the redundant elements of the texts.
- (9) Couplet: a combination of two translation procedures to solve translation problems.
- (10) Accepted standard translation: using generally accepted translation of institutional terms.
- (11) Paraphrase, gloss, notes, addition: providing additional cultural information to the readers in TL.
- (12) Classifier: adding classifiers to cultural words to signify a clearer picture of the items to TL readers.

STUDIES ON CULTURE-SPECIFIC ITEMS TRANSLATION IN TOURISM PROMOTIONAL MATERIALS

Some similar studies were conducted to investigate the translation of CSIs in tourism promotional materials. A quantitative study of *Constructing the image of Japan as a tourist destination: translation procedures for culture-specific items* was undertaken to determine the choice of translation procedures and to explore the cultural categories according to Lawrence Venuti's paradigm of domestication and foreignization. The corpora of the study are the CSIs from Japanese tourism promotional websites. The finding showed that among three major culture categories (society, history and nature), CSI tokens in category of society, relating to social organization, cultural geography, ways of life, customs, rituals and leisure, occurred in the highest rate of frequency. It signifies that Japanese ritual, ways of life, festivals, shrines and temples are the essential representatives of Japanese image in promotional materials. Regarding translation procedures, among all three cultural categories, the substitution is the most frequently used translation procedure comparing to other procedures such as non-lexicalised borrowing, omission, literal translation and explanation. The study concludes that domestication is applied in translation of CSIs in Japanese tourism promotional materials as a way to allow readers to perceive the foreign experiences (Turzynski-Azimi, 2021).

While in Thailand, a few studies of translating CSIs were carried out. A study of *Translation Strategies Used to Translate Cultural Terms in Cultural Tourism Handbooks* was conducted to examine translation strategies of CSIs from Thai and English according to Newmark, Baker and Davies translation paradigms. The corpora were extracted from online handbooks of cultural tourism of Nakhon Si Thammarat province. It discovered that literal translation was the most common strategy when translator tackled CSIs translation. It is because most of CSIs are equivalent to target texts. Other strategies used were couplet, preservation, addition, omission, superordinate, and globalization (Binte et al., 2021). However, a study of *Translation of Thai Culture-Specific Words Into English in Digital Environment: Translators' Strategies and Use of Technology* showed the different result. It revealed that loan word is the most common translation strategy that participants applied when translating CSIs from art & culture online magazine (Wongseree, 2021).

METHODOLOGY

RESEARCH DESIGN AND SAMPLES

This qualitative research is conducted with an aim to explore the phenomenon of cultural category and translation procedure of CSIs in tourism promotional videos. A descriptive analysis had been generated to describe the relevance of each cultural category and translation procedures. Comparing to those quantitative studies previously mentioned, this study employs qualitative approach to investigate the phenomenon of CSIs translation. Thai CSIs were extracted from promotional videos on Youtube channel (Amazing Thailand channel) uploaded by Tourism Authority of Thailand since January 2021 until September 2022. Only 64 videos with dual subtitles which are Thai narrative (upper subtitles) and its English translation (lower subtitles) were chosen. From selected 64 videos, there are 110 Thai CSIs presented in videos. The corpora selection of CSIs had been done by purposive sampling because of small sample size.

INSTRUMENT

A table of cultural categories and translation procedure was designed to collect the data. A total of five tables were created according to five cultural categories. Each table is composed of four columns with four elements namely word number, Thai source text, English target text and translation procedures used in translating CSIs. Examples of table are shown below.

Table 1

Example of cultural category 1: Ecology

No.	Source Text	Target Text	Translation Procedures
1.	ควายน้ำ [khwai nam]	water buffalos	Literal translation
2.	หัวร้อยรู [hua roi roo]	Hua Roi Roo	Transference

Table 2

Example of cultural category 2: Material culture (artefacts)

No.	Source Text	Target Text	Translation Procedures
1.	ลูกประคบ [luk prakhop]	Luk Pra Khop - an herbal compress ball	Couplet (transference + addition)
2.	ต้มยำไก่ [tom kha kai]	Tom Kha Kai	Transference
3.	ห่อหมกปลา [homok pla]	steamed fish in banana leaves	Neutralisation (descriptive equivalent)

DATA COLLECTION

- List all videos uploaded from January 2021 until September 2022.
- Choose only videos with Thai subtitles and English translation (a total of 64 videos).
- Extract CSIs from 64 tourism promotional videos manually (a total of 110 words).
- Categorize all 110 CSIs into 5 cultural categories by filling in tables of cultural categories and translation procedures.
- Assign translation procedures to all CSIs.
- Count the number of words in each cultural category and each translation procedure.
- Calculate the frequencies of CSIs in each cultural category and each translation procedure.

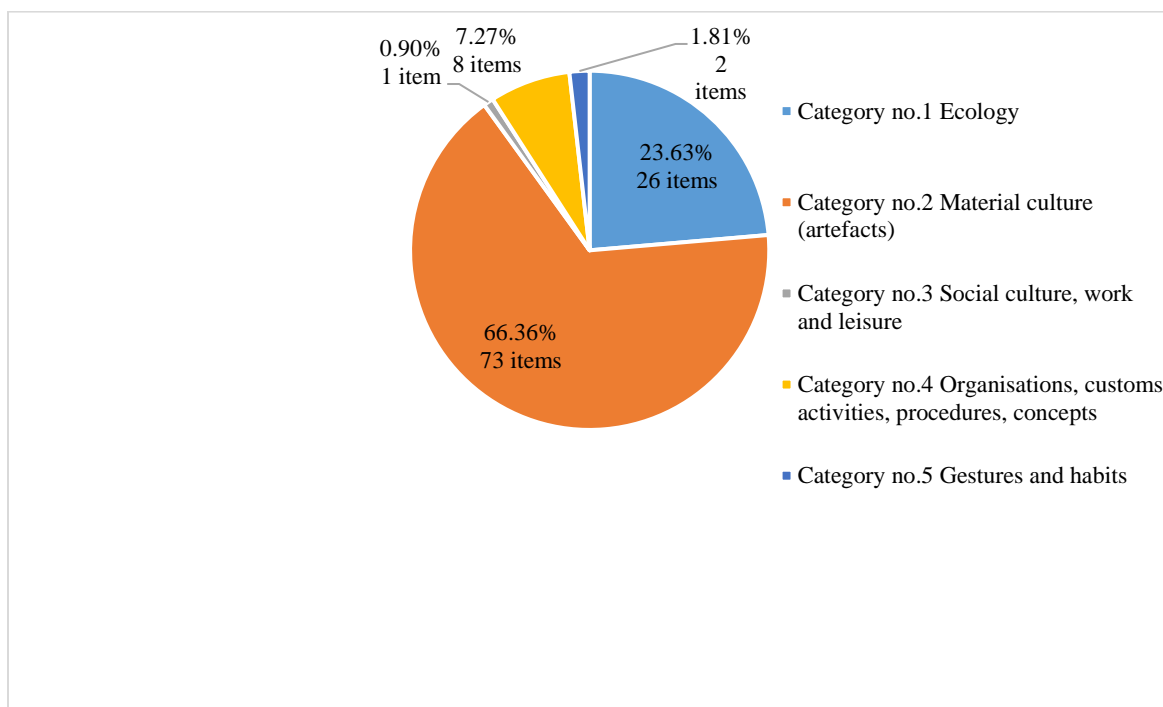
RESULTS

CULTURAL CATEGORIES

It was found that most CSIs belong to category no. 2 material culture (artefacts) with a total of 73 CSIs (66.36%). Among 73 CSIs, more than half of them are food terms (42 items). The category no. 1 ecology consisting of 26 items (23.63%) is the second common cultural category. Moreover, category no. 4, category no. 5 and category no. 3 include 8 (7.27%), 2 (1.81%) and 1 (0.90%) item(s) respectively.

Figure 1

Culture-specific items in each cultural category (Newmark, 1988)



TRANSLATION PROCEDURES

According to translation procedures, the study revealed that couplet is the most frequently-used translation procedure which includes 33 CSIs (30%), following by transference and literal translation which comprises of 22 CSIs (20%). Neutralisation and classifier were applied to 13 CSIs (11.81%). Four items (3.63%) were translated by adopting accepted standard translation. Deletion procedure was applied for 2 words (1.81%) while only one word (0.90%) was translated by using componential analysis procedure. However, other procedures which are cultural equivalent, label, naturalisation, paraphrases and gloss have not been used in translating CSIs.

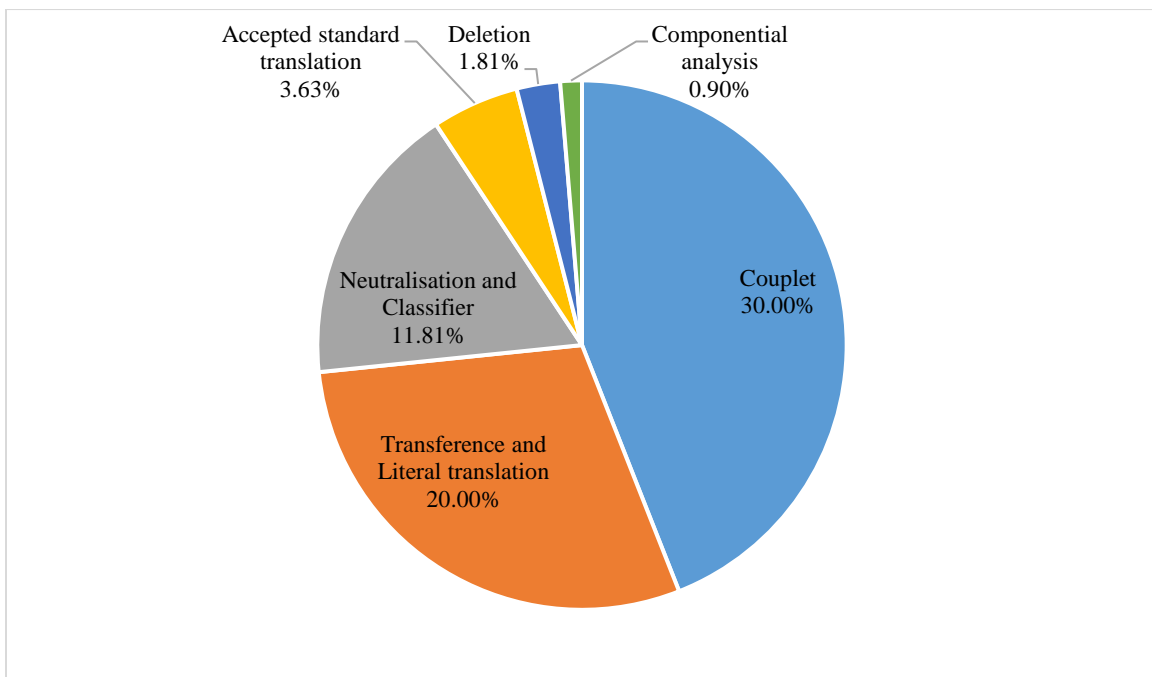
Table 3

Percentage of culture-specific words and their selected translation procedures

No.	Translation Procedures	Items	Percentage
1	Couplet	33	30%
2	Transference and Literal translation	22	20%
3	Neutralisation and Classifier	13	11.81%
4	Accepted standard translation	4	3.63%
5	Deletion	2	1.81%
6	Componential analysis	1	0.90%
7	Cultural equivalent, Label, Naturalisation, Paraphrase, Gloss	-	-
TOTAL		110	100%

Figure 2

Frequencies of culture-specific items categorized by translation procedures (Newmark, 1988)



The following tables (Table 4 to Table 9) are the five tables categorized by five cultural categories by Newmark. Some example CSIs are given in each table.

Table 4

Category 1: Ecology

No.	Source Text	Target Text	Translation Procedures
1	ราฟเฟิลเซีย (บัวผุด) [Rafflesia][bua phut]	The Rafflesia	Neutralisation
2	หมากเม็ก [mak mek]	mak mek	Transference
3	ควายน้ำ [khwai nam]	water buffalos	Literal translation

Table 5

Category 2: Material culture (artefacts)

No.	Source Text	Target Text	Translation Procedures
1	ต้มข่าไก่ [tom kha kai]	Tom Kha Kai	Transference
2	กระเป๋าสาน [krapao san]	a Krajood woven bag	Neutralisation (descriptive equivalent)
3	ข้าวเหนียว [khaobuea]	khao bua (finely pounded rice)	Couplet (transference + addition)
4	พระนิโรธรัตนราชวัตรนัจจตุรทิศ [phra ni ro khan tarai chai wat chatura thit]	the Eastern City-Corner Buddha	Literal translation
5	ก้างปลาตากแดดเคียว [kangpla khok daet diao]	sun dried Kok fish	Couplet (transference + neutralization)
6	ลูกประคบ [luk prakhop]	Luk Pra Khop - an herbal compress ball	Couplet (transference + addition)

Table 6

Category 3: Social culture: work and leisure

No.	Source Text	Target Text	Translation Procedures
1	ผีตาโขน [phi ta khon]	Phi Ta Khon	Transference

Table 7

Category 4: Organisations, customs, activities, procedures, concepts: political and administrative, religious, artistic

No.	Source Text	Target Text	Translation Procedures
1	ประเทศไทย [prathet thai]	Land of Smiles	Accepted standard translation
2	ในน้ำมีปลา ในนามีข้าว [nai nam mi pla nai na mi khao]	There's fish in water. There's a rice in the field.	Literal translation

Table 8

Category 5: Gestures and habits

No.	Source Text	Target Text	Translation Procedures
1	ตักบาตรข้าวเหนียว [takbat khaoniao]	to offer alms to the monks	Neutralisation
2	พิธีอัญเชิญพืฒันสัตยา [phithi thue nam phiphat satta ya]	officials in Saraburi pledged their allegiance to Kings	Couplets (Cultural equivalent + Neutralisation)

Table 9

Translation procedures classified by five cultural categories

Culture category	Total CSIs	The most frequently used translation procedures	percentage
1	26	Transference (8 items)	30.76%
2	73	Couplet (26 items)	35.61%
3 *	1	-	-
4	8	Literal translation (4 items)	50%
5*	2	-	-
	110		

* The percentage of the most frequently used translation procedures in category 3 and 5 was discarded due to the limited number(s) of CSIs in category 3 (1 item) and 5 (2 items).

From Table 9, it showed the translation procedures applied in each cultural category. It was found that transference is the most common translation procedures in Table 4 (category 1) ecology (30.76%). On contrary, couplet becomes the most frequently used procedure for CSIs in Table 5 (category 2) material culture (artefacts). In Table 7 (category 4) organizations, customs, activities and concepts, literal translation becomes the most adopted procedure of CSIs translation.

DISCUSSION

FIVE CULTURAL CATEGORIES

Most CSIs (73 words) were found in cultural category no. 2 material culture (artefacts) (66.36%). As mentioned by Newmark (1988), category no. 2 relates to most solid items such as food, clothes, houses and towns and transport. They represent tangible culture which associate with five basic senses of human; sight, smell, hearing, taste and touch (Pinmanee, 2019).

Furthermore, food is regarded as the primary aspect in tourism promotion and advertisements. Newmark (1988) also states that food terms are the most significant expressions of national culture. According to the finding of this study, most CSIs from Thai tourism promotional videos are food terms. Similarly, in April 2022, Thai government launched a campaign to promote Thai culture through soft power called “5Fs” which includes food, film, fashion, fighting (Thai martial arts), and traditional festivals ("Soft Power – the power of creativity ", 2022). Soft power refers to a coherent and purposeful set of actions aimed to improve a country’s image abroad (Patalakh, 2016). Hence, food is considered as one of significant cultural aspects that Thai government aims to push forward in order to promote the country reputation and to achieve the success of economy. The finding from the study also showed that couplet is the most common translation procedure in translating food terms.

Category no. 1 ecology was ranked second in the cultural category; accounted for 23.63%. It relates to name of hills, trees and plants, flora, fauna including geographical features. Thailand offers a massive range of natural tourist attraction such as mountains, forests, caves, waterfalls, national parks, beaches and marine parks and so on. It is necessary to address these natural attractions in promotional media to allow tourists to have a picture of Thailand tourism in their minds. Lush forests, golden paddy fields, beaches with crystal clear water, different kinds of tropical fruits and vegetables can exhibit the abundance of natural attractions in Thailand which can attract tourists.

TRANSLATION PROCEDURES

Among 12 translation procedures, couplet is the most frequently used translation procedure in translating of CSIs from Thai to English in tourism promotional videos (30%). Couplet refers to a combination of two translation procedures in order to solve the non-equivalence in lexical level. Different types of couplets were found from the study such as a combination of transference and addition, neutralization and literal translation, transference and functional

equivalent or transference and classifier. Interestingly, most of couplets combine transference procedure with other procedures. For example,

ST1: หมกปลาช่อน

TT1: mok pla chon (clay-baked snakehead fish) [Transference + Addition]

Transcription was first employed and followed by the addition in the brackets. This is to retain the original identity of source language and to facilitate the understanding of target readers in target language. According to the study of *Translation Strategies of Specific-Culture Terms in the Tourism Text “Wisata Kuliner di Kota Batik”* in Indonesia, it also revealed that translator maintained the Indonesian culture items and provided additional explanation in brackets. This is to show an insightful understanding of translator towards particular culture in source language and an ability to convey the meaning to the target readers (Arifin, 2019).

People from different cultures perceive things differently. To transfer the actual meaning of the source text to target text, more than one translation procedures are applied. Additionally, apart from underlined meaning and linguistics structures, other factors namely purpose of translation, target audience and communicative purpose are the essential components of translatability in translation (Hatim & Munday, 2004).

Transference (loan word or transcription) is one of the translation procedures used in translating CSIs from Thai to English in tourism promotional videos. It can be used solely or can be combined with other procedures as a couplet. Dann (1996) poses the *strangerhood perspectives* in tourism. It involves primary motive of tourists of seeing and appreciating different things in different cultures. Thus, transference procedure which provides loan word or transcription of the original CSIs carries a sense of local culture or pristine tradition. It can trigger the curiosity and desire of the tourists to visit the destinations. The example of transference is shown below.

ST2: แกงส้มใบสันดาน

TT2: Kaeng Som Bai Sandan

Thai CSI แกงส้มใบสันดาน was translated into English Kaeng Som Bai Sandan by transcription. Without any further addition or explanation, it is difficult for tourist to have an idea of the item. It actually refers to Thai sour curry with local vegetable found in Chanthaburi called Bai Sandan. Maintaining the transcription from Thai CSIs can signify the uniqueness of the local culture so tourist can sense and feel Thai culture. In addition, the previous study showed that translation by adopting loan words was the most-frequently used strategy when translating proper nouns (Wongseree, 2021).

Literal translation procedure was also used to translate CSIs in Thai tourism promotional video. The examples of literal translation are shown as follows;

ST3: จิตรกรรมฝาผนังกระซิบรัก

TT3: Whispering Lovers mural

ST4: ในน้ำมีปลา ในนามีข้าว

TT4: There's fish in water. There's a rice in the field.

ST5: เสรีจากหน้านา ผู้หญิงทอผ้า ผู้ชายตีเหล็ก

TT5: After farmwork, the women weave, the men smith.

Literal translation is the source-oriented translation. It is an approach of rendering source text to target text by substituting words or phrase of source text in target texts and maintaining the language structure of source text. According to Vinay and Darbelnet, literal translation cannot completely fulfill the actual meaning of the source texts because the meaning is distorted, and it cannot carry the similar expression in target language. The structure of each language is different, so it is impossible to preserve the meaning and structure at the same time. (Munday, 2010). According to the result of the study, some CSIs were translated using literal translation. Because of that, it cannot entirely convey the original meanings from source text to target readers. For example, the cultural term *ในน้ำมีปลา ในนามีข้าว* which is treated as a Thai idiom was literally translated into sentences as *There's fish in water. There's a rice in the field.* In Thai, this idiom implies an area or country which is full of abundant natural resource. It narrates a picture of people catching fish from the river for food. A picture of vast and green paddy field also signifies that Thailand is a bountiful country. In contrast, tourists from different culture may not perceive the same concept especially some tourists from western countries who are unfamiliar with paddy fields. They are not able to relate the idea of the fish in the rivers and rice in the fields to the abundance of the country. Another example mentioned above is *เสรีจากหน้านา ผู้หญิงทอผ้า ผู้ชายตีเหล็ก*. It was translated into *After farmwork, the women weave, the men smith.* It refers to the activities of Thai farmers after the harvest season. Women stay home weaving clothes while men stay home doing blacksmithing. However, the English translation does not include farmer's activities after the harvest season. People from different culture may not understand the connotative meaning of this phenomenon. In order to fill the gap of non-equivalence of culture translation, literal translation should combine with other procedures such as addition or descriptive equivalent in order to convey both connotative and denotative meanings of the source language to target language. The translators' decision on deletion or addition procedures depends on contextual factors in order to transfer the accurate meaning (Yang, SC Lah & Hui, 2022).

Although there are 12 translation procedures suggested by Newmark, only eight procedures were used in translating Thai CSIs in Thai promotional videos on Amazing Thailand YouTube channel. Four translation procedures which have not been applied are cultural equivalent, label, naturalisation and paraphrase, gloss and notes. This is because some of them are not suitable for video subtitles. Using glossary, notes or footnotes is not reasonable for subtitles because of space constraint. However, those procedures are probably suitable for certain types of materials such as guidebook or travel blogs.

According to the role of translation procedures in each cultural category, the study showed that transference procedure is the most frequently used translation procedure when translating CSIs in category 1 ecology. In category 2, couplet is the most common translation procedure used to describe CSIs of material culture (artefacts), food, clothes, houses and towns and transport. The translator combined two translation procedures as a couplet to convey the meaning and function of the items from source culture to target readers.

A total of 8 CSIs are found in category 4 organizations, customs, activities, procedures, concepts: political and administrative, religious, artistic. Half of them were translated by literal translation. Interestingly, most of CSIs in this category are Thai proverbs or old sayings which have no equivalence in western concepts. To solve this problem, translator adopted the literal translation to explain the meaning of those proverbs or old sayings.

CONCLUSION

Translation of CSIs is one of the greatest challenges among translators to solve the non-equivalence of lexical words in different cultures. This study focused on exploring the roles of cultural category and translation procedure by Newmark (1988) regarding the translation of CSIs in official tourism promotion videos by Tourism Authority of Thailand.

According to five cultural categories by Newmark, most culture-specific words are in category no. 2 which relate to the material culture. It includes culture terms namely food, clothes, house and town and transport. These terms can be commonly found in tourism promotional videos by Tourism Authority of Thailand.

Translation of CSIs from Thai to English, especially in tourism promotional video, a combination of translation procedure (couplet) has been applied in order to convey the accurate meaning, idea or perception from source language to target language. Couplet is the most-frequently used translation procedure fulfilling the gap of non-equivalent at word level. It stresses the effort of translator in applying more than one procedure with an aim to produce the best translation and genuine cultural connotation from source language to target language.

This study contributes to translator or tourism officers to get a broad concept of CSIs translation. The result of this study could be used as a guideline of translating CSIs in the tourism contexts. However, this study only concentrated on translating CSIs in lexical level. To increase our knowledge of cultural translation of CSIs, further research should be developed. For instance, further study of comparative analysis could contribute to identifying different translation techniques of CSIs in other types of media or audio visual elements. It is also interesting to investigate translation procedures of CSIs by adopting other theoretical frameworks from different scholars. Lastly, this study could be further developed into interdisciplinary research. That is to say, a study of translating CSIs can be merged with other disciplines to develop insightful knowledge and establish academic collaborations.

ACKNOWLEDGEMENT

Nil.

REFERENCES

- Arifin, Z (2019). Translation Strategies of Specific-Culture Terms in the Tourism Text “Wisata Kuliner di Kota Batik”. *Ahmad Dahlan Journal of English Studies*, 6, 37-44. <https://dx.doi.org/10.26555/adjes.v6i1.8676>
- Baker, M. (2011). *In Other Words: A Coursebook on Translation (2nd ed.)*. New York: Routledge. <https://doi.org/10.4324/9780203832929>
- Binte, P., Suktaracha, M., & Timyam, N. (2021). *Translation Strategies Used to Translate Cultural Terms in Cultural Tourism Handbooks*. *Vacana Journal of Language & Linguistics*, 9, 44-63. Retrieved from <http://rs.mfu.ac.th/ojs/index.php/vacana/issue/view/29>

- Dann, G. (1996). *The Language of Tourism A sociolinguistic perspective*. Wallingford: CAB International. <https://doi.org/10.1079/9780851989990.0000>
- Hatim, B., & Munday, J. (2004). *Translation an advanced resource book*. New York: Routledge. <https://doi.org/10.4324/9780203501887>
- Kapoor, K. (2022). *Thailand expects \$64.5 billion in 2023 tourism revenue*. Retrieved from <https://www.reuters.com/world/asia-pacific/thailand-expects-645-billion-2023-tourism-revenue-govt-spox-2022-09-19/>
- Leppihalme, Ritva. (1997). *Culture Bumps: An Empirical Approach to the Translation of Allusions Topics in Translation*. Bristol: Multilingual Matters Ltd.
- Munday, J. (2008). *Introducing translation studies: theories and applications (2nd ed.)* New York: Routledge.
- Newmark, P. (1988). *Textbook of translation*. New Jersey: Prentice-Hall International.
- Pinmanee, S. (2019). *Language, Culture and Translation: Thai-English*. Bangkok: Chulalongkorn University Press.
- Reino, S., & Hay, B. (2016) The Use of YouTube as a Tourism Marketing Tool. *Tourism Travel and Research Association*, 96, 1-2.
- Shiryayeva, V., & Badea, G. (2014). Subtitling: The Transfer of Culture-Specific Words in a Multidimensional Translation. *Procedia - Social and Behavioral Sciences*, 149, 883 – 888. <https://doi.org/10.1016/j.sbspro.2014.08.270>
- Soft Power – the power of creativity to build the Thai economy*. (2022). Retrieved from <https://www.businesseventsthailand.com/en/press-media/news-press-release/detail/1461-soft-power-the-power-of-creativity-to-build-the-thai-economy>
- Turzynski-Azimi, Angela. (2020). Constructing the image of Japan as a tourist destination: translation procedures for culture-specific items. *Perspectives Studies in Translation Theory and Practice*, 29, 407-425. <https://doi.org/10.1080/0907676X.2020.1758734>
- Wongseree, T (2021). Translation of Thai Culture-Specific Words Into English in Digital Environment: Translators' Strategies and Use of Technology. *rEFlections*, 28, 334-356. Retrieved from <https://so05.tci-thaijo.org/index.php/reflections/article/view/254613>
- Yang, Z., Che Lah, S., & Hui, W. (2022) Differences and Similarities of Chinese Cultural Words Based on Intercultural Communication Translation. *International Journal of Language Literacy & Translation*, 5, 1-11. <https://doi.org/10.36777/ijollt2022.5.2.053>