

Translation Approaches in Rendering Names of Tourist Sites

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ABSTRACT

This article identifies the translation approaches adopted in the translation of names of tourist sites in China and examines how 'fame' and 'popularity' may influence these approaches. Upon analyzing a corpus of scenic site names, it is found that 'pure phonetic', 'phonetic (name) + semantic (class)', 'pure semantic', and 'phonetic (location) + semantic (name)' are the four major patterns in the translations of site names. On the whole, the data shows that phonetic translation is dominant over semantic translation. Meanwhile, 'fame' and 'popularity' have great impact on the translated names of scenic sites. The findings also suggest that a phonetic translation approach is preferred in rendering names of world-famous sites whereas a semantic translation approach is more frequently used for the name translation of sites located in places with higher popularity. The conflicting results reflect China's struggle between preserving its cultural flavor for the sake of national identity and catering to foreign visitors for the benefit of the country's tourism development.

INTRODUCTION

As China receives more foreign visitors, the English translation of tourist information plays an increasingly crucial role in the development of the tourism industry. Among a range of tourist information, the translation of the names of tourist sites is one of the most fundamental and significant elements in the sector. Despite a composition of only a few words, an improper translation of tourist site names can project a wrong impression of the sites among tourists who have not yet visited the place in person, or result in travellers' misunderstanding and confusion (Dann, 1996). Although increasing attention has been paid to the English translation of Chinese attraction names following the growth of China's tourism industry, the translation approaches adopted vary greatly. There are comparatively reader-friendly translated names such as 'Summer Palace' and 'West Lake'. There are semi-foreign translated names like 'Mount Taishan' and 'Huangguoshu Falls' that are fairly understandable, but there are also translated names such as 'Jiuzhaigou' and 'Shanhaiguan' that appear completely alien to most target readers.

To date there has been no guidance on how tourist site names could be or should be translated. There is also a lack of studies on decisive factors that may contribute to preferences for different translation. Unlike common nouns, proper nouns often create special problems for translators as they cannot be easily omitted, especially in the case of

place names. This article seeks to identify specific translation approaches adopted in the English translation of tourist site names in China through scrutinizing a corpus of translated tourist site names and examine whether and to what extent fame and popularity may influence the preference of translation approaches. The specific research questions are as follows:

1. What are the approaches adopted in the English translation of tourist site names in China? How frequently are these translation strategies adopted in China?
2. To what extent do fame and popularity influence the translation of tourist site names in China?

LITERATURE REVIEW

The Function and Importance of Place Names

A geographical name, as defined by Auroseau (1957, p. 8), is 'the proper name, or geographical expression, by which a particular geographical entity is known'. It can be simple like 'York' or compound like 'Isle of Wight' (p. 8). Compound names can be comprised of a generic part and a specific part. The general part of a geographical name, usually a common noun like 'Cape', indicates 'what class of thing a geographical feature is', whereas the specific part, which can be a proper noun, an adjective, or a phrase, usually intends to tell 'which of the indicated class is meant' (p. 8).

Despite sharing the same features as ordinary geographical names, names of scenic sites carry significant missions aside from simply an identification of location (Ecker, 1940; Kaups, 1966; McCulloch, 1989; Sofield and Li, 1998; Steward, 1945). Clark (2009) conducted a case study on the relationship between the names of indigenous tourism sites in Australia and tourists' behaviour to demonstrate the significance of site names as tourism markers. The study found that visitors were often confused or disappointed by misleading or inappropriate site names and some even took extreme measures such as scratching words or drawings on the rock or public area nearby. For instance, tourists who visited 'Cave of Fishes' and found no fishes were annoyed by the name and scratched drawings of fish into the rock or sarcastically rename the site as 'Cave of Jaws' (p. 111). In view of constant troubles caused by inappropriate names, the Victorian Tourism Commission decided to replace aboriginal place names in and around the Grampians National Park with more suitable names on the public art sites in March 1989. Such acts, according to Clark (2009), demonstrate that naming, which presents an image to tourists and is likely to affect tourists' attitude, function as a crucial management tool in protecting and promoting tourism.

Correspondently, Leiper (1990) points out that name connotation serves as a vital marker, a promotional or operational device which is often used in tourism marketing to provide tourists with information about the sites, and names of the sites can entail connotations that influence tourists' views of the place. Leiper (1990, p. 379) claims that 'positive connotation can contribute to the satisfaction of places, which is why organizations trying to promote a place often coin new names for it with tourist markets in mind'.

Translation of Place Names

In his book, *The Rendering of Geographical Names*, Aurousseau (1957) provides the following suggestions for the rendering of geographical names:

We may take it directly, if it be written in the Roman alphabet; we may render it letter-for-letter from a foreign Roman alphabet or from any non-Roman alphabet; we may render it sound-for-sound, either by ear from any language, or by transcription from any alphabet or non-alphabetical script; we may translate it, if it has meaning; or, if it is a compound name containing a geographical term and a proper noun or adjective, we may turn it into an English name by partial translation. (Aurousseau 1957, p. 87)

However, Aurousseau (1957) acknowledges that the hardship in translating geographical names is not in the simple conversion from the source text (ST) to the target text (TT), but in how to preserve their identity after the transcription process. The resolution to the rendering of geographical names, according to Aurousseau (1957, p. 51), 'depends partly upon the kind of name under consideration, but mainly upon the purpose for which transcription is required'.

In a broad sense, the concept of 'purpose' being the determiner of the application of translation strategies corresponds to the famous Text-type Functional Theory, proposed

by Katharina Reiss in 1976, which argues that texts can be classified according to informative, expressive and operative functions, and the selection of translation approaches should be determined by text type. According to Reiss (1976), in translating informative texts, one should transmit the full referential and conceptual content of the source text (ST) and translation should be in plain language. For expressive texts, such as literature, novels, and poems, the translation should follow closely the standpoint of the author and transmit the aesthetic and artistic form of the ST. As for operative texts, Reiss (1976) states that the translation should attempt to create equivalent effects among target readers. Despite Reiss's attempt to provide a guide to the choice of translation strategies based on the classification of text-types, her instructions in the translation of tourist texts, not to mention the specific concern of place names, are limited and ambiguous. In her famous text-type classification, Reiss classifies tourist brochures somewhere between informative, expressive, and operative types. Suppose this multi-purpose nature holds true in the case of names of tourist sites, which belongs to the genre of tourism texts, the solution as to how to render names according to their purpose still lacks clear guidance. The answer to whether one should adopt the translation approach that caters to an informative text, an expressive text, or an operative text is still unclear. Confronted by the differences in the language system and cultural background of the two languages (Cronin, 2003, 2006; Liu, 1999), some elements of the place names may inevitably be sacrificed in the translation. Often, either the name loses its original flavor to be reader-friendly or it sacrifices the smoothness of the translation to preserve its own taste.

Translation of Proper Names

One of the challenges with translation of proper names lies in identifying how it differentiates from common names. Proper names can be names of people, things, places and animals and they refer to extralinguistic, unique and specific objects with distinct meanings. In the past, proper names were often naturalized, but there have gradually been more concerns as to whether proper names should be translated. Despite often known as rigid designators, proper names can convey complex meaning through their connotations and etymology. In dealing with proper names translators may sometimes resort to solutions such as making the target text less clear or less obvious than the source text in order to maintain their cultural identity and foreign flavor, while in some cases they may have to prioritize the law of usage (Ballard, 1993). Compared to other categories of proper names (Hollis & Valentine, 2001; Zabeeh, 2012), place name translation has received relatively limited attention in the field of translation studies (Smith, 1876; Zhong & Lin, 2007). Hermans (1988) provides similar suggestions as Aurousseau's (1957) and proposes that there are four major strategies to translate proper names, including (1) reproduction (such as retaining the English words 'Charles' in the Chinese translation); (2) transliteration (such as the translation of the name 'Charles' into its phonetic correspondence '查理斯'); (3) substitution¹ (which allows words unrelated to the source text to be used

in the target text; and (4) translation (such as rendering ‘西湖’ into ‘West Lake’ - a literal translation of the Chinese ‘西’ west and ‘湖’ lake).

Among various subordinates of proper names, brand name translation is also worth noting as it involves marketing and promotional functions (Francis et al., 2002; Huang & Chan, 2005; Keller, 1998), and therefore likely to offer special insights into the translation of names of tourist sites, which also struggles between the preservation of local identity and the use of promotional language that accommodates target audiences. In light of this, I turn to exploring strategies in brand name translation.

The three major strategies for rendering brand names, according to Zhang and Schmitt (2001), are phonetic translation (translating by sound), semantic translation (translating by meaning), and phono-semantic translation (translating by sound plus meaning). Phonetic translation seeks to maintain the sound of the original by translating the ST phonetically, such as Disney ‘迪士尼’ (Di-shi-ni) and Pepsi ‘百事’ (Bai-shi), whereas semantic translation seeks to retain the meaning of the name even at the cost of its sound, such as Microsoft ‘微软’ (Wei-ruan) and Apple ‘苹果’ (Ping-guo). ‘Wei-ruan’ literally means ‘micro’ (wei) and ‘soft’ (ruan), while Ping-guo is semantically known as apple in Chinese. Phono-semantic translation aims to maintain both the sound and the meaning of the ST by selecting linguistic symbols that are both phonetically and semantically related to the original brand name. For instance, Coca-Cola is translated as ‘可口可乐’ (Ke-kou-ke-le), which on one hand, achieves a match of sound, and on the other hand, entails a favorable meaning ‘taste good and make you happy’. However, the three strategies all have their respective constraints. Although phonetic translation contributes to the preservation of the original sound, the combination of meaningless or irrelevant syllables cannot conjure up relevant meaning and therefore will unlikely provide target readers with any clue about the meaning or association of the name. Semantic translation, on the other hand, is often not applicable when the name is not semantically comprehensible or is not lexicalized in the dictionary. Phono-semantic translation apparently suffers from the hardship of selecting a name that contains both the phonetic and semantic essence of the ST (Zhang & Schmitt, 2001).

Pragmatically, the concept of phonetic translation and semantic translation proposed by Zhang and Schmitt (2001) for brand name translation is similar to the two approaches, transliteration and translation, introduced by Herman (1988). In addition, some existing place names in China are translated in favor of both their sound supplemented by relevant semantic meaning, which is similar to the concept of phono-semantic translation introduced for brand name translation. For instance, ‘龙门石窟’ (龙 ‘long’ literally means ‘dragon’, 门 ‘men’ literally means ‘door’, and 石窟 ‘shi-ku’ literally means ‘grottoes’) is translated as ‘Longmen Grottoes’. ‘Longmen’ retains the original sound, while ‘Grottoes’ provides the semantic meaning of the original to target readers. It is, therefore, considered that the three strategies for brand name translation may also be well practiced in place name translation.

Theoretical Notions: Meaning Translation and Sound Translation

On the whole, literature on translation of names suggests that phonetic translation and semantic translation, also known as ‘sound translation’ and ‘meaning translation’ respectively, are the two major strategies for name translation (Li, 2007, p. 3). These two opposing approaches are allied with the two Chinese translation theories, ‘Yinyi’ (音译) and ‘Yiyi’ (意译). The former refers to the transfer of sound and the latter refers to the transfer of meaning. Meanwhile, the concept of sound translation is sometimes referred to as ‘transliteration’, while the notion of meaning translation can be divided into word-for-word or sense-for-sense translation. In this study, the concept of ‘translating by sound’ and ‘translating by meaning’ will be referred to as ‘phonetic translation’ and ‘semantic translation’ respectively.

METHODOLOGY

Data Collection

One of the major obstacles in collecting corpus data for the present study is the existence of unstandardized English translations of tourist site names in China. Even the translated names of some major tourist sites lack uniformity and vary from time to time, not to mention those located in remote or less developed areas which receive less attention from the tourism authorities. To ensure a fair selection and analysis, the corpus study of this article draws on the Chinese names and English translations of 66 tourist sites which have been approved to be national AAAAA-rated (a grading system of site qualities in the Chinese tourism industry, in which every ‘A’ represents a higher rank) tourist attractions and released on the official website of the China National Tourism Administration (CNTA, 2008). It was assumed that the translations of these 5A tourist sites are officially established and standardized. The location of the sites (city or province) were included in a corpus table for the convenience of further analysis. Sourced between 2009 and 2019, this corpus of names (Table 1) was primarily utilized to identify the translation strategies adopted in Chinese-English translation of tourist site names. Two variables, including a list of attractions in this corpus that are also titled as World Heritage sites (see Table 2) and statistical data that shows the number of foreign visitors in different areas in China (see Table 3 and Appendix 2), were later examined to explore factors that may affect the adoption of translation strategies translating place names from Chinese to English.

The Study

Translated names in the corpus were scrutinized to identify the common translation strategies used to render these names, say, whether they were translated by meaning, by sound or by other specific patterns such as the ‘phono-semantic’ method identified in brand name translation. Items such as articles and numbers in the names were excluded in the analysis as they were universally rendered in the same way, i.e. semantically. Their frequency of use was then examined, followed by investigation into the impact of fame and popularity on

Table 1. Corpus study: 5A tourist sites in china

Location	Chinese name	English translation
Beijing	故宫博物院	The Palace Museum
	天坛公园	The Temple of Heaven
	颐和园	The Summer Palace
Tianjin	八达岭长城	Badaling Great Wall
	天津古文化街	Tianjin Ancient Culture Street
Hebei	盘山	Panshan
	山海关	Shanhaiguan
	白洋淀	Lake Baiyandian
Shanxi	承德避暑山庄及周围寺庙	The Imperial Summer Resort and the Surrounding Temples
	云冈石窟	Yungang Grottoes
Liaoning	五台山	Mount Wutai
	沈阳市植物园	Shenyang Botanical Garden
Jiling	大连老虎滩海洋公园.老虎滩极地馆	Dalian Polar Aquarium of Tiger Beach Ocean Park
	伪满皇宫博物院	Puppet Manchukuo's Royal Palace Museum
Heilongjiang	长白山	Mount Changbai
	哈尔滨市太阳岛	Harbin Sun Island Park
Shanghai	上海东方明珠广播电视塔	The Oriental Pearl TV Tower
	上海野生动物园	Shanghai Wildlife Park
Jiangsu	钟山-中山陵园	Dr. Sun Yat-sen's Mausoleum in Zhongshan Hill
	中央电视台无锡影视基地三国水浒	CCTV Wuxi Film/TV Studio used for the shooting of The Three Kingdoms and Water Margins
	拙政园	Humble Administrator's Garden
Zhejiang	周庄古镇	Zhouzhuang Town area
	西湖	The West Lake
	雁荡山	Mount Yandang
Anhui	普陀山	Mount Putuo
	黄山	Mount Huangshan
Fujian	九华山	Mount Jiuhua
	鼓浪屿	Gulangyu Island
Jiangxi	武夷山	Mount Wuyi
	庐山	Mount Lushan
Shandong	井冈山	Jinggang Mountain
	蓬莱阁	Penglai Pavilion
	三孔	Three Kongs
Henan	泰山	Mountain Tai
	嵩山少林	Mount Song Shaolin

(Contd..)

Table 1. (Continued)

Location	Chinese name	English translation
Hunan	龙门石窟	Longmen Grottoes
	云台山	Mountain Yuntai
	南岳衡山	Nanyue Mountain
Hubei	张家界武陵源	Zhangjiajie Wulingyuan
	黄鹤楼公园	Yellow Crane Tower
Guangdong	三峡大坝	The Three Gorges
	长隆旅游度假区	Chime-long Paradise
Guangxi	华侨城旅游度假区	Overseas Chinese Town
	漓江景区	Lijiang River
Hainan	桂林市乐满地度假世界	Guilin Merryland Resort
	南山文化旅游区	Nanshan Cultural Tourism Area
Chongqing	南山大小洞天	Nanshan Big and Small Cave
	大足石刻	Dazu Rock Carvings
	巫山小三峡-小小三峡	The little Three Gorges and the little-little Three Gorges of Mount Wushan
Sichuan	青城山--都江堰	Mount Qingcheng and Dujiangyan Irrigation System
	峨眉山	Mountain Emei
Guizhou	九寨沟	Jiuzhaigou
	黄果树大瀑布	Huangguoshu Falls
	龙宫	Dragon Palace
Shaanxi	石林	Stone Forest
	玉龙雪山	Yulong Snow Mountain
	秦始皇兵马俑博物馆	The Terracotta Warriors and Horses
Gansu	华清池	Huaqing Hot Spring
	黄帝陵	The Yellow Emperor's Tomb
	嘉峪关文物	Jiayuguan Cultural Relics
Ningxia	崆峒山	Kongtong
	沙湖	Sand Lake
Xinjiang	沙坡头	Shapotou
	天山天池	Tianchi in the Tianshan Mountains
	葡萄沟	Grape Valley
	喀纳斯	Resort Kanasi Lake

the translation of tourist site names. To examine whether and how fame influences the preference of translation strategies in rendering Chinese site names into English, the tourist sites that were both included in this corpus and inscribed on the World Heritage were examined. The information was sourced from the official site of UNESCO World Heritage between 2009 and 2019 (UNESCO World Heritage Centre, 2019).

Table 2. A list of world heritage sites

Chinese Name	English translation	Translation strategy
天坛公园	The Temple of Heaven	Pure semantic
颐和园	The Summer Palace	Pure semantic
八达岭长城	Badaling Great Wall	Phonetic (name) + semantic (class)
云冈石窟	Yungang Grottoes	Phonetic (name) + semantic (class)
黄山	Mount Huangshan	Phonetic (name) + semantic (class)
武夷山	Mount Wuyi	Phonetic (name) + semantic (class)
庐山	Mount Lushan	Phonetic (name) + semantic (class)
泰山	Mountain Tai	Phonetic (name) + semantic (class)
龙门石窟	Longmen Grottoes	Phonetic (name) + semantic (class)
张家界武陵源	Zhangjiajie Wulingyuan	Pure phonetic
大足石刻	Dazu Rock Carvings	Phonetic (name) + semantic (class)
青城山--都江堰	Mount Qingcheng and Dujiangyan Irrigation System	Phonetic (name) + semantic (class)
峨眉山	Mountain Emei	Phonetic (name) + semantic (class)
九寨沟	Jiuzhaigou	Pure phonetic

The rationale was that China would place great importance on sites submitted to strive for the title and name of ‘World Heritage’ and hence special attention and supervision must have been given to the English translations of the names of these tourist sites. These findings were then compared with the general findings for the translation strategies adopted in the corpus to investigate whether and to what extent fame influences the preference for translation strategies.

Meanwhile, the impact of popularity on the translation of tourist site names in China was examined by analyzing the statistics of ‘international tourists by Chinese locality (city)’. The information was sourced from the China National Tourism Administration and consists of two volumes of data (see Appendix 2). For simplicity the total number of foreign visitors received in different cities were taken into consideration. Cities that received more foreign visitors in total were sorted in descending order. Finally, the English translations in the corpus were analyzed to see whether popularity affects the choice of translation approaches.

RESULTS

A Study of Chinese-English Translation Strategies for Names of Tourist sites

In dissecting the translated names in the corpus, it is found that the two translation strategies, phonetic and semantic

translation, distinguished in prior studies hold true in the Chinese-English translation of tourist site names. Some names are translated phonetically according to their Pinyin pronunciation, such as ‘Panshan’ (‘盘山’, literally around a mountain) and ‘Shanhaiguan’ (‘山海关’, literally ‘mountain, sea and pass’). Some are rendered semantically, such as the translation of ‘天坛公园’ into ‘The Temple of Heaven’ and ‘拙政园’ into ‘Humble Administrator’s Garden’.

However, as shown in Table 4, aside from these two common strategies evident in ordinary proper name translation, two additional distinct patterns are discovered in the translation of tourist site names, i.e. phonetic (name) + semantic (class) and phonetic (location) + semantic (name).

‘Phonetic (name) + semantic (class)’ refers to the pattern in which the core element of the name is translated phonetically with semantic explanation of the class of the site. For instance, ‘五台山’ is translated as ‘Mount Wutai’, in which the central subject name ‘五台’ is rendered phonetically as ‘Wutai’, while the descriptive noun ‘山’ which explicates the category of the subject is translated as ‘Mount’. Likewise, the translations ‘Mount Yandang’, ‘Mount Putuo’, ‘Mount Jiuhua’, and ‘Mount Lushan’ seek to maintain the phonetic sound of the original name but offer readers with information of the attraction by rendering a meaningful unit semantically. Sometimes, the class type information is supplemented in addition to the phonetic translation, such as the case in the translation ‘白洋淀’ into ‘Lake Baiyandian’.

On the contrary, in the pattern ‘phonetic (location) + semantic (name)’, the core elements of the name are translated semantically while the location of the site is maintained phonetically. For example, in the translation ‘大连老虎滩海洋公园. 老虎滩极地馆’ (‘Dalian Polar Aquarium of Tiger Beach Ocean Park’), the foundation of the name ‘老虎滩海洋公园. 老虎滩极地馆’ is translated meaningfully as ‘Polar Aquarium of Tiger Beach Ocean Park’, whereas ‘大连’, the unit which indicates the location of the attraction, is retained phonetically. More examples can be found in Appendix 1.

Despite the prevalence of the above specific patterns in the Chinese-English translations of tourist site names, in a broad sense, the two patterns ‘phonetic (name) + semantic (class)’ and ‘phonetic (location) + semantic (name)’, is an application of a phonetic translation approach and a semantic translation approach respectively. Even though the ‘class’ of the site is translated semantically, the former pattern seeks to maintain the sound of the core elements of the name rather than converting them into their semantic meaning. Based on this reason, such a pattern can be considered as a phonetic translation, though differing from a pure phonetic translation. Conversely, though retaining the sound of the location label, the latter pattern ‘phonetic (location) + semantic (name)’ seeks to render the core elements of the name into semantic understandable units. It is hence practically an implementation of a semantic translation approach, though departing from a pure semantic translation.

Frequency of Use

In addition to the translation approaches found in the English translations in the corpus, the frequency of use of the four

Table 3. International tourists by locality

Location	Number of international tourists Jan-Dec 2008 (I)	Number of international tourists Jan-Dec 2008 (II)	Total number of visitors
上海 SHANGHAI	4416223	16195342	20611565
广东 GUANGDONG	6088231	14268534	20356765
江苏 JIANGSU	3961095	16222695	20183790
北京 BEIJING	3357173	15644426	19001599
浙江 ZHEJIANG	3661293	9754249	13415542
辽宁 LIAONING	2072737	6378133	8450870
山东 SHANDONG	2064275	5729342	7793617
黑龙江 HEILONGJIANG	1933370	4118759	6052129
福建 FUJIAN	986440	4856313	5842753
天津 TIANJIN	1130037	3964604	5094641
内蒙古 INNER MONGOLIA	1532302	3205766	4738068
云南 YUNNAN	1691835	2981422	4673257
陕西 SHAANXI	936662	2547682	3484344
广西 GUANGXI	1200138	2075222	3275360
湖南 HUNAN	710983	2342399	3053382
重庆 CHONGQING	742792	2139292	2882084
湖北 HUBEI	926625	1734211	2660836
安徽 ANHUI	908195	1712550	2620745
河北 HEBEI	670210	1568507	2238717
河南 HENAN	679122	1389467	2068589
海南 HAINAN	530762	1502886	2033648
山西 SHANXI	579354	1071313	1650667
吉林 JILIN	524624	1010770	1535394
四川 SICHUAN	477740	929496	1407236
新疆 XINJIANG	327688	758724	1086412
江西 JIANGXI	30831	638139	668970
贵州 GUIZHOU	182231	288342	470573
西藏 TIBET	62934	159367	222301
甘肃 GANSU	59844	80824	140668
青海 QINGHAI	20591	59418	80009
宁夏 NINGXIA	9306	17820	27126

specific translation patterns identified above was examined.

It is found that among the 66 site names in the corpus of this article, 51.51% of the names are translated through the pattern 'phonetic (name) + semantic (class)', and 28.8% of the names are rendered through 'pure semantic' approach, as shown in Table 5. In contrast to the frequent use of the above two strategies, the other two patterns, 'pure phonetic' and 'phonetic (location) + semantic (name)', are adopted relatively less frequently. Only 10.6% of the site names are rendered through a 'pure phonetic' pattern. Similarly, merely 9.09% of the translated names are of the pattern 'phonetic (location) + semantic (name)'.

In general, the use of phonetic translation overrides that of semantic translation. Overall speaking, the former approach accounts for 62.11% of the translations in the corpus, while the latter only makes up 37.89% in total.

Translation of Names of 'World Heritage' Tourist Attractions

Table 2 presents the 14 tourist sites in the corpus of this paper which are granted as 'World Heritage' and thus reflect a certain level of fame. It is found that the pattern 'phonetic (name) + semantic (class)' is mostly adopted. Among the 14 translated names, 10 of them followed such a pattern. 'Pure semantic' and 'pure phonetic' translation strategies are equally adopted, with 2 of the 14 names rendered semantically and the other 2 translated phonetically. Such results reflect a relatively high preference for a phonetic translation approach, with 71.4% of the examined names translated through the pattern 'phonetic (name) + semantic (class)' and 14.3% through 'pure phonetic' means.

This result shows a similar tendency as that discovered in Section 4.2, i.e. phonetic translation is applied more

Table 4 . Analysis of translation strategies of the corpus names

Chinese name	English translation	Element analysis
故宫博物院	The Palace Museum	Pure semantic
天坛公园	The Temple of Heaven	Pure semantic
颐和园	The Summer Palace	Pure semantic
八达岭长城	Badaling Great Wall	Phonetic (name) + semantic (class)
天津古文化街	Tianjin Ancient Culture Street	Phonetic (location) + semantic (name)
盘山	Panshan	Pure phonetic
山海关	Shanhaiguan	Pure phonetic
白洋淀	Lake Baiyandian	Phonetic (name) + semantic (class)
承德避暑山庄及周围寺庙	The Imperial Summer Resort and the Surrounding Temples	Pure semantic
云冈石窟	Yungang Grottoes	Phonetic (name) + semantic (class)
五台山	Mount Wutai	Phonetic (name) + semantic (class)
沈阳市植物园	Shenyang Botanical Garden	Phonetic (name) + semantic (class)
大连老虎滩海洋公园.老虎滩极地馆	Dalian Polar Aquarium of Tiger Beach Ocean Park	Phonetic (location) + semantic (name)
伪满皇宫博物院	Puppet Manchukuo's Royal Palace Museum	Phonetic (location) + semantic (name)
长白山	Mount Changbai	Phonetic (name) + semantic (class)
哈尔滨市太阳岛	Harbin Sun Island Park	Phonetic (name) + semantic (class)
上海东方明珠广播电视塔	The Oriental Pearl TV Tower	Pure semantic
上海野生动物园	Shanghai Wildlife Park	Pure semantic
钟山-中山陵园	Dr. Sun Yat-sen's Mausoleum in Zhongshan Hill	Pure semantic
中央电视台无锡影视基地三国水浒	CCTV Wuxi Film/TV Studio used for the shooting of The Three Kingdoms and Water Margins	Phonetic (location) + semantic (name)
拙政园	Humble Administrator's Garden	Pure semantic
周庄古镇	Zhouzhuang Town area	Phonetic (name) + semantic (class)
西湖	The West Lake	Pure semantic
雁荡山	Mount Yandang	Phonetic (name) + semantic (class)
普陀山	Mount Putuo	Phonetic (name) + semantic (class)
黄山	Mount Huangshan	Phonetic (name) + semantic (class)
九华山	Mount Jiuhua	Phonetic (name) + semantic (class)
鼓浪屿	Gulangyu Island	Phonetic (name) + semantic (class)
武夷山	Mount Wuyi	Phonetic (name) + semantic (class)
庐山	Mount Lushan	Phonetic (name) + semantic (class)
井冈山	Jinggang Mountain	Phonetic (name) + semantic (class)
蓬莱阁	Penglai Pavilion	Phonetic (name) + semantic (class)
三孔	Three Kongs	Pure phonetic
泰山	Mountain Tai	Phonetic (name) + semantic (class)
高山少林	Mount Song Shaolin	Phonetic (name) + semantic (class)
龙门石窟	Longmen Grottoes	Phonetic (name) + semantic (class)
云台山	Mountain Yuntai	Phonetic (name) + semantic (class)
南岳衡山	Nanyue Mountain	Phonetic (name) + semantic (class)
张家界武陵源	Zhangjiajie Wulingyuan	Pure phonetic
黄鹤楼公园	Yellow Crane Tower	Pure semantic
三峡大坝	The Three Gorges	Pure semantic
长隆旅游度假区	Chime-long Paradise	Pure semantic
华侨城旅游度假区	Overseas Chinese Town	Pure semantic
漓江景区	Lijiang River	Phonetic (name) + semantic (class)

(Contd..)

Table 4. (Continued)

Chinese name	English translation	Element analysis
桂林市乐满地度假世界	Guilin Merryland Resort	Phonetic (location) + semantic (name)
南山文化旅游区	Nanshan Cultural Tourism Area	Phonetic (name) + semantic (class)
南山大小洞天	Nanshan Big and Small Cave	Phonetic (name) + semantic (class)
大足石刻	Dazu Rock Carvings	Phonetic (name) + semantic (class)
巫山小三峡-小小三峡	The little Three Gorges and the little-little Three Gorges of Mount Wushan	Phonetic (name) + semantic (class)
青城山--都江堰	Mount Qingcheng and Dujiangyan Irrigation System	Phonetic (name) + semantic (class)
峨眉山	Mountain Emei	Phonetic (name) + semantic (class)
九寨沟	Jiuzhaigou	Pure phonetic
黄果树大瀑布	Huangguoshu Falls	Phonetic (name) + semantic (class)
龙宫	Dragon Palace	Pure semantic
石林	Stone Forest	Pure semantic
玉龙雪山	Yulong Snow Mountain	Phonetic (name) + semantic (class)
秦始皇兵马俑博物馆	The Terracotta Warriors and Horses	Pure semantic
华清池	Huaqing Hot Spring	Phonetic (name) + semantic (class)
黄帝陵	The Yellow Emperor's Tomb	Pure semantic
嘉峪关文物	Jiayuguan Cultural Relics	Phonetic (name) + semantic (class)
崆峒山	Kongtong	Pure phonetic
沙湖	Sand Lake	Pure semantic
沙坡头	Shapotou	Pure phonetic
天山天池	Tianchi in the Tianshan Mountains	Phonetic (name) + semantic (class)
葡萄沟	Grape Valley	Pure semantic
喀纳斯	Resort Kanasi Lake	Phonetic (name) + semantic (class)

frequently in the translation of site names. However, compared to the proportion of the use of phonetic translation versus semantic translation found in Section 4.2, which is approximately 5:3 (62.11:37.89), the results calculated in this section reflect a more extreme dichotomy between the applications of the two strategies. The ratio of phonetic translation to semantic translation discovered in this section is 18:3 (85.7:14.3). Obviously, compared to regular site names, the names of sites that enjoy more reputation have a stronger preference of phonetic translation over semantic translation.

The Impact of Popularity on Translation of Tourist Site Names

In this study, the number of foreign visitors recorded in different city locations in China was used as a variable to study the impact of popularity on the translation of the tourist site names in the corpus (see Appendix 2). In Table 3, city locations with the largest number of foreign visitors in total were listed in descending order (according to the total sum).

Among all, Shanghai, Guangdong, Jiangsu, Beijing, and Zhejiang were the five places that enjoyed the highest popularity, receiving over 10 million foreign visitors on average in 2008, followed by Liaoning, Shandong, Heilongjiang, Fujian, Tianjin, Inner Mongolia, Yunnan, Shaanxi, Guangxi, Hunan, Chongqing, Hubei, Anhui, Hebei, Henan, Hainan, Shanxi, Jilin, Sichuan, and Xinjiang. These latter 20 places

Table 5. Translation patterns used in translating names

Translation approach	Frequency	Percentage
Pure phonetic	7	10.6%
Phonetic (name) + Semantic (Class)	34	51.51%
Pure semantic	19	28.8%
Phonetic (location) + Semantic (Name)	6	9.09%

also enjoyed a relatively high popularity, on average receiving over 1 million foreign visitors during the year. Compared to the above 25 places, Jiangxi, Guizhou, Tibet, Gansu, Qinhai, and Ningxia enjoy far less popularity.

The corpus of names were re-arranged based on the order in Table 3, and the translations of tourist site names in these three groups of places were evaluated separately to examine how translations vary in places that enjoy different popularity. As none of the sites in the corpus paper are situated in Inner Mongolia, Yunan, Tibet, and Qinghai, which are included in Table 3, these four places were excluded in Table 6.

In examining the translated names in group 1, which consists of 15 sites situated at the top five cities with the highest popularity, it is found that among the 15 names, 11 are translated based on a 'pure semantic' approach, accounting for

Table 6. A study of corpus translation according to popularity

	Location	Chinese name	English translation	Strategy	
Group 1	Shanghai	上海东方明珠广播电视塔	The Oriental Pearl TV Tower	PS	
		上海野生动物园	Shanghai Wildlife Park	PS	
	Guangdong	长隆旅游度假区	Chime-long Paradise	PS	
		华侨城旅游度假区	Overseas Chinese Town	PS	
	Jiangsu	钟山-中山陵园	Dr. Sun Yat-sen's Mausoleum in Zhongshan Hill	PS	
		中央电视台无锡影视基地三 国水浒	CCTV Wuxi Film/TV Studio used for the shooting of The Three Kingdoms and Water Margins	PLSN	
		拙政园	Humble Administrator's Garden	PS	
	Beijing	周庄古镇	Zhouzhuang Town area	PNSC	
		故宫博物院	The Palace Museum	PS	
		天坛公园	The Temple of Heaven	PS	
		颐和园	The Summer Palace	PS	
	Zhejiang	八达岭长城	Badaling Great Wall	PS	
		西湖	The West Lake	PS	
		雁荡山	Mount Yandang	PNSC	
	Group 2	Liaoning	普陀山	Mount Putuo	PNSC
			沈阳市植物园	Shenyang Botanical Garden	PNSC
		Shandong	大连市老虎滩海洋公园.老虎滩 极地馆	Dalian Polar Aquarium of Tiger Beach Ocean Park	PLSN
			蓬莱阁	Penglai Pavilion	PNSC
			三孔	Three Kongs	PP
Heilongjiang		泰山	Mountain Tai	PNSC	
		哈尔滨市太阳岛	Harbin Sun Island Park	PLSN	
Fujian		鼓浪屿	Gulangyu Island	PNSC	
		武夷山	Mount Wuyi	PNSC	
Tianjin		天津古文化街	Tianjin Ancient Culture Street	PLSN	
		盘山	Panshan	PP	
Shaanxi		秦始皇兵马俑博物馆	The Terracotta Warriors and Horses	PS	
		华清池	Huaqing Hot Spring	PNSC	
		黄帝陵	The Yellow Emperor's Tomb	PS	
Guangxi		漓江景区	Lijiang River	PNSC	
		桂林市乐满地度假世界	Guilin Merryland Resort	PLSN	
Hunan		南岳衡山	Nanyue Mountain	PNSC	
		张家界武陵源	Zhangjiajie Wulingyuan	PP	
Chongqing		大足石刻	Dazu Rock Carvings	PNSC	
	巫山小三峡-小小三峡	The little Three Gorges and the little-little Three Gorges of Mount Wushan	PNSC		
Hubei	黄鹤楼公园	Yellow Crane Tower	PS		
	三峡大坝	The Three Gorges	PS		
Anhui	黄山	Mount Huangshan	PNSC		
	九华山	Mount Jiuhua	PNSC		
Hebei	山海关	Shanhaiguan	PP		
	白洋淀	Lake Baiyandian	PNSC		
	承德避暑山庄及周围寺庙	The Imperial Summer Resort and the Surrounding Temples	PS		
Henan	嵩山少林	Mount Song Shaolin	PNSC		
	龙门石窟	Longmen Grottoes	PNSC		

(Contd..)

Table 6 . (Continued)

	Location	Chinese name	English translation	Strategy
		云台山	Mountain Yuntai	PNSC
	Hainan	南山文化旅游区	Nanshan Cultural Tourism Area	PNSC
		南山大小洞天	Nanshan Big and Small Cave	PNSC
	Shanxi	云冈石窟	Yungang Grottoes	PNSC
		五台山	Mount Wutai	PNSC
	Jiling	伪满皇宫博物院	Puppet Manchukuo's Royal Palace Museum	PLSN
		长白山	Mount Changbai	PNSC
	Sichuan	青城山--都江堰	Mount Qingcheng and Dujiangyan Irrigation System	PNSC
		峨眉山	Mountain Emei	PNSC
		九寨沟	Jiuzhaigou	PNSC
	Xinjiang	天山天池	Tianchi in the Tianshan Mountains	PNSC
		葡萄沟	Grape Valley	PS
		喀纳斯	Resort Kanasi Lake	PNSC
Group 3	Jiangxi	庐山	Mount Lushan	PNSC
		井冈山	Jinggang Mountain	PNSC
	Guizhou	黄果树大瀑布	Huangguoshu Falls	PNSC
		龙宫	Dragon Palace	PS
		石林	Stone Forest	PS
		玉龙雪山	Yulong Snow Mountain	PNSC
	Gansu	嘉峪关文物	Jiayuguan Cultural Relics	PNSC
		崆峒山	Kongtong	PP
	Ningxia	沙湖	Sand Lake	PS
		沙坡头	Shapotou	PP

PP = Pure phonetic PNSC = Phonetic (Name) + Semantic (Class)
 PS = Pure semantic PLSN = Phonetic (location) + Semantic (Name)

73.33% of the total. Three of the 15 site names are rendered through the pattern 'phonetic (name) + semantic (class)', making up 20% in total. Only 1 of the 15 site names (6.66%) applied the translation pattern 'phonetic (location) + semantic (name)'. The data here indicates that the translations of the 5 areas that enjoy the highest popularity have a stronger preference for a semantic translation approach, including the pattern 'pure semantic' and the pattern 'phonetic (location) + semantic (name)', as compared to a phonetic translation approach, including the pattern 'pure phonetic' and 'phonetic (name) + semantic (class)'. On the whole, 80% of the site names are translated semantically and 20% are rendered phonetically.

However, in studying the translations in group 2, which includes the 41 sites located in the 20 places that also enjoy a great number of foreign visitors but rank behind the top 5, it is found that 29 of the names are translated through a phonetic translation approach, with 26 of the translations realizing the pattern 'phonetic (name) + semantic (class)' and the remaining 4 following the 'pure phonetic' pattern (63.41% and 9.76% respectively). On the contrary, only 12 of the translations in total are rendered through a semantic approach, with 5 (12.19%) of the translated names following the pattern of 'phonetic (location) + semantic (name)'

and the other 6 (14.93%) applying a 'pure semantic' pattern. Unlike the results found in the analysis of the translation of names of the top 5 places, the figure here indicates a partiality for phonetic translation rather than semantic translation.

Similarly, in investigating the names in group 3, which refers to the remaining 10 sites located in the four places that have the less popularity, it is found that the use of phonetic translation dominates that of semantic translation. Among the 10 names, 7 are translated through phonetic means, with 5 translated through the pattern 'phonetic (name) + semantic (class)', and 2 through 'pure phonetic'. Only 3 of the names are rendered through the 'pure semantic' pattern.

The different results found in the three groups, which represent a different degree of popularity, imply the influence of popularity on the translation of tourist site names. Concretely, places that enjoy higher popularity tend to adopt a semantic translation approach whereas places that enjoy less popularity show a stronger preference for phonetic translation.

DISCUSSION

One of the most obvious queries that one may raise regarding the above findings is the conflicting preferences for different translation strategies found in the same corpus. The

results in Sections 4.2 and 4.3 show that phonetic translation, dominantly the pattern ‘phonetic (name) + semantic (class)’, remains as the leading approach for translation of tourist sites in China. Moreover, compared to Section 4.2, which reflects the overall frequency of use of regular site names in China, the findings in Section 4.3, a section which specifically studied a list of extraordinarily famous attractions which are rated as World Heritage sites, show an even stronger partiality for such tendency. However, inconsistently, the data in Section 4.4 shows that semantic translation, particularly the pattern ‘pure semantic’, is more frequently adopted in rendering site names located in places with higher popularity. These inconsistencies give rise to the question: In rendering tourist site names, why is phonetic translation more preferred for world famous sites but less desired in places that enjoy higher popularity?

A possible explanation is that China is struggling between preserving its own cultural essence by retaining the name’s original flavor and catering to foreign visitors by adapting their language customs. On the one hand, China attempts to utilize the English translation of the site names to preserve its own national identity and present its cultural quintessence including the Chinese language and underlying values to the outside world. This notion supports the reasoning behind the decision to translate with strict devotion to the original taste and imbue foreign audience with as many Chinese flavors as possible. The more famous the sites are, the more important they are in serving as windows to spread Chinese culture. Therefore, compared to the regular 5A-rated tourist sites, a stronger preference for a phonetic translation approach is found in the translated names of the 5A-rated tourist attractions that are additionally crowned as World Heritage sites; on the other hand, the findings in 4.4 can be deemed as an indication of China’s endeavor to make its attractions more appealing to foreign visitors by using translations with better readability, and ultimately achieve more desirable outcomes in its tourism development. Compared to sound translation, a translation with meaningful units may be more attentive to foreign visitors. Given such reason, places with more foreign visitors tend to adopt semantic translation in rendering the names of tourist sites.

Though apparently similar, there is a subtle difference between ‘fame’ and ‘popularity’. Tourist sites indexed as World Heritage sites may automatically attract visitors around the world even if little efforts are engaged in the marketing of the places, because the global reputation labeled on the sites is already a strong advertising tool. However, the same effect may not be generated in regular tourist sites. Although tourist brochures serve as effective tools in marketing attractions, visitors’ first impression of the sites may be their ‘names’, which are after all the subject of all descriptions. In this sense, English translations of site names are significant marketing tools.

However, merely the findings in Section 4.4 adhere to this course of thought, i.e. names of regular sites located in places with higher popularity are more likely to be rendered through a semantic translation approach to achieve a stronger marketing effect, whereas the translation of names of regular

sites shown in Section 4.2 still have a high preference for phonetic translation. A possible explanation is that China considers that site marketing in places with higher popularity is predominantly important for the growth of its tourism development. Insisting to preserve its cultural flavor in areas with a mass of visitors may be a serious barrier to the country’s tourism development. Therefore, China is unwilling to take risk in areas that enjoy a high popularity. In contrast, the tension derived from the employment of different translation strategies is comparatively less in regular sites that are situated in places that are not confronted with a great number of visitors. Hence, as an outcome of China’s struggle for preservation of its cultural flavor, phonetic translation is more frequently adopted when rendering the names of these sites.

CONCLUDING REMARKS

In sum, the four common strategies for translation of tourist site names are ‘pure phonetic’, ‘phonetic (name) + semantic (class)’, ‘pure semantic’, and ‘phonetic (location) + semantic (name)’. The findings of this study suggest that phonetic translation is generally used more frequently than semantic translation. Specifically, the pattern ‘phonetic (name) + semantic (class)’ ranks the highest frequency of use, followed by ‘pure semantic’, ‘pure phonetic’ and ‘phonetic (location) + semantic (name)’ respectively. The findings suggest that the pattern ‘phonetic (name) + semantic (class)’ dominates over semantic translation, but the pattern ‘pure semantic’ remains a more desirable approach in rendering names of tourist sites located in places with more foreign visitors.

However, this paper only covers aspects of tourist site name translation from Chinese to English, so the findings may be limited to such context. Moreover, the focus was on examining the impact of ‘fame’ and ‘popularity’ on the translation of site names. Future studies may investigate the impact of other factors, such as economic or political factors, linguistic factors, or human factors. The findings of this article shall help translators and practitioners in the field of tourism marketing to gain insights into the potential translation approaches for the rendering of tourist attraction names and potential rationales for preferences for certain translation approaches. Meanwhile, the findings of the article shall also serve as a basis for further research on other different factors that may influence the translation approaches adopted in rendering other kinds of proper names. The methodology and findings of this present study hopefully provide aspirations to researchers in onomastics, translation studies and tourism marketing and contribute to the investigation of relevant studies.

END NOTE

1. For instance, Fernandes (2006, p. 52) conducted a study on the Portuguese-English Parallel Corpus of Children’s Fantasy Literature and it was found in the translation that the name of the historical figure ‘Richard of York’ is replaced with ‘Aquenaton’, a character whom target-text readers are more familiar with within their culture.

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APPENDICES

Appendix 1. Detailed analysis of translation patterns of the corpus names

Chinese Name	English translation	Phonetic elements	Semantic elements	Element analysis
故宫博物院	The Palace Museum		The Palace Museum	Pure semantic
天坛公园	The Temple of Heaven		The Temple of Heaven	Pure semantic
颐和园	the Summer Palace		the Summer Palace	Pure semantic
八达岭长城	Badaling Great Wall	Badaling (Name)	Great Wall (Class)	Phonetic (name) + semantic (class)
天津古文化街	Tianjin Ancient Culture Street	Tianjin (location)	Ancient Culture Street (Name)	Phonetic (location) + semantic (name)
盘山	Panshan	Panshan		Pure phonetic
山海关	Shanhaiguan	Shanhaiguan		Pure phonetic
白洋淀	Lake Baiyandian	Baiyandian (Name)	Lake (Class)	Phonetic (name) + semantic (class)
承德避暑山庄及周围寺庙	the Imperial Summer Resort and the Surrounding Temples		the Imperial Summer Resort and the Surrounding Temples	Pure semantic
云冈石窟	Yungang Grottoes	Yungang(Name)	Grottoes(Class)	Phonetic (name) + semantic (class)
五台山	Mount Wutai	Wutai (Name)	Mount(Class)	Phonetic (name) + semantic (class)
沈阳市植物园	Shenyang Botanical Garden	Shenyang (location)	Botanical Garden (Class)	Phonetic (name) + semantic (class)
大连老虎滩海洋公园.老虎滩极地馆	Dalian polar aquarium of Tiger Beach Ocean Park	Dalian (Location)	polar aquarium of Tiger Beach Ocean Park (Name)	Phonetic (location) + semantic (name)
伪满皇宫博物院	Puppet Manchukuo's Royal Palace Museum	Manchukuo* (Figure'sName)	Puppet Manchukuo's Royal Palace Museum (Name)	Phonetic (location) + semantic (name)
长白山	Mount Changbai	Changbai (Name)	Mount(Class)	Phonetic (name) + semantic (class)
哈尔滨市太阳岛	Harbin Sun Island Park	Harbin* (Location)	Harbin Sun Island Park (Name)	Phonetic (name) + semantic (class)
上海东方明珠广播电视塔	The Oriental Pearl TV Tower		The Oriental Pearl TV Tower	Pure semantic
上海野生动物园	Shanghai Wildlife Park		Shanghai Wildlife Park	Pure semantic
钟山-中山陵园	Dr. Sun Yat-sen's Mausoleum in Zhongshan Hill	Dr.Sun Yat-sen (Figure's Name); Zhongshan (Location)	Mausoleum (Class); hill (Class)	Pure semantic
中央电视台无锡影视基地三国水浒	CCTV Wuxi Film/TV Studio used for the shooting of The Three Kingdoms and Water Margins	Wuxi* (Location)	CCTV Wuxi Film/ TV Studio used for the shooting of The Three Kingdoms and Water Margins (Name)	Phonetic (location) + semantic (name)
拙政园	Humble Administrator's Garden		Humble Administrator's Garden	Pure semantic
周庄古镇	Zhouzhuang Town area	zhouzhuang (Name)	Town Area (Class)	Phonetic (name) + semantic (class)
西湖	The West Lake		The West Lake	Pure semantic
雁荡山	Mount Yandang	Yandang (Name)	Mount (Class)	Phonetic (name) + semantic (class)

(Contd...)

Appendix 1. (Continued)

Chinese Name	English translation	Phonetic elements	Semantic elements	Element analysis
普陀山	Mount Putuo	Putuo (Name)	Mount (Class)	Phonetic (name) + semantic (class)
黄山	Mount Huangshan	Huangshan (Name)	Mount (Class)	Phonetic (name) + semantic (class)
九华山	Mount Jiuhua	Jiuhua (Name)	Mount (Class)	Phonetic (name) + semantic (class)
鼓浪屿	Gulangyu Island	Gulangyu (Name)	Mount (Class)	Phonetic (name) + semantic (class)
武夷山	Mount Wuyi	Wuyi (Name)	Mount (Class)	Phonetic (name) + semantic (class)
庐山	Mount Lushan	Lushan (Name)	Mount (Class)	Phonetic (name) + semantic (class)
井冈山	Jinggang Mountain	Jinggang (Name)	Mountain (Class)	Phonetic (name) + semantic (class)
蓬莱阁	Penglai Pavilion	Penglai (Name)	Pavilion (Class)	Phonetic (name) + semantic (class)
三孔	Three Kongs	Kongs (Name)		Pure phonetic
泰山	Mountain Tai	Tai (Name)	Mountain (Class)	Phonetic (name) + semantic (class)
嵩山少林	Mount Song Shaolin	Song Shaolin (Name)	Mount (Class)	Phonetic (name) + semantic (class)
龙门石窟	Longmen Grottoes	Longmen* (Name)	Grottoes (Class)	Phonetic (name) + semantic (class)
云台山	Mountain Yuntai	Yuntai (Name)	Mountain (Class)	Phonetic (name) + semantic (class)
南岳衡山	Nanyue Mountain	Nanyue (Name)	Mountain (Class)	Phonetic (name) + semantic (class)
张家界武陵源	Zhangjiajie Wulingyuan	Zhangjiajie Wulingyuan		Pure phonetic
黄鹤楼公园	Yellow Crane Tower		Yellow Crane Tower	Pure semantic
三峡大坝	The Three Gorges		The Three Gorges	Pure semantic
长隆旅游度假区	Chime-long Paradise		Chime-long Paradise (Name)	Pure semantic
华侨城旅游度假区	Overseas Chinese Town		Overseas Chinese Town	Pure semantic
漓江景区	Lijiang River	Lijiang (Name)	River (Class)	Phonetic (name) + semantic (class)
桂林市乐满地度假世界	Guilin Merryland Resort	Guilin (Location)	Merryland Resort (Name)	Phonetic (location) + semantic (name)
南山文化旅游区	Nanshan Cultural Tourism Area	Nanshan (Name)	Cultural Tourism Area (Class)	Phonetic (name) + semantic (class)
南山大小洞天	Nanshan Big and Small Cave	Nanshan (Name)	Cave (Class)	Phonetic (name) + semantic (class)
大足石刻	Dazu Rock Carvings	Dazu (Name)	Rock Carvings (Class)	Phonetic (name) + semantic (class)
巫山小三峡-小小三峡	the little Three Gorges and the little-little Three Gorges of Mount Wushan	Wushan (Name)	Mount (Class); little Three Gorges; little-little Three Gorges (Name)	Phonetic (name) + semantic (class)
青城山--都江堰	Mount Qingcheng and Dujiangyan Irrigation System	Qingcheng(Name); Dujiangyan(Name)	Mount (Class); Irrigation System (Class)	Phonetic (name) + semantic (class)

Appendix 1. (Continued)

Chinese Name	English translation	Phonetic elements	Semantic elements	Element analysis
峨眉山	Mountain Emei	Emei (Name)	Mountain (Class)	Phonetic (name) + semantic (class)
九寨沟	Jiuzhaigou	Jiuzhaigou		Pure phonetic
黄果树大瀑布	Huangguoshu Falls	Huangguoshu (Name)	Falls (Class)	Phonetic (name) + semantic (class)
龙宫	Dragon Palace		Dragon Palace	Pure semantic
石林	Stone Forest		Stone Forest	Pure semantic
玉龙雪山	Yulong Snow Mountain	Yulong (Name)	Snow Mountain (Class)	Phonetic (name) + semantic (class)
秦始皇兵马俑博物馆	The Terracotta Warriors and Horses		The Terracotta Warriors and Horses	Pure semantic
华清池	Huaqing Hot Spring	Huaqing (Name)	Hot Spring (Class)	Phonetic (name) + semantic (class)
黄帝陵	The Yellow Emperor's Tomb		The Yellow Emperor's Tomb	Pure semantic
嘉峪关文物	Jiayuguan Cultural Relics	Jiayuguan (Name)	Cultural Relics (Class)	Phonetic (name) + semantic (class)
崆峒山	Kongtong	Kongtong		Pure phonetic
沙湖	Sand Lake		Sand Lake	Pure semantic
沙坡头	Shapotou	Shapotou		Pure phonetic
天山天池	Tianchi in the Tianshan Mountains	Tianchi (Name); Tianshan (Name)	Mountains (Class)	Phonetic (name) + semantic (class)
葡萄沟	Grape Valley		Grape Valley	Pure semantic
喀纳斯	Resort Kanasi Lake	Kanasi (Name)	Resort (Class); Lake (Class)	Phonetic (name) + semantic (class)

Appendix 2. International tourists by locality, Jan-Dec 2008 (no.1)

	接待人数 (人次)	同比增长(%)	接待人数构成 (人次) Breakdown of arrivals			
	Arrivals	Growth(%)	外国人	香港同胞	澳门同胞	台湾同胞
			Foreigners	Hong kong	Macau	Taiwan province
总计 TOTAL	75 007 496	2.59	42 753 133	20 689 361	2 704 624	8 860 378
北京 BEIJING	3 790 378	-12.96	3 357 173	280 894	12 869	139 442
天津 TIANJIN	1 220 392	18.22	1 130 037	35 787	5 119	49 449
河北 HEBEI	750 182	-8.25	670 210	29 539	11 342	39 091
山西 SHANXI	939 260	27.29	579 354	149 291	79 623	130 992
内蒙古 INNER MONGOLIA	1 549 328	3.67	1 532 302	8 661	3 151	5 214
辽宁 LIAONING	2 418 707	20.88	2 072 737	152 689	30 938	162 343
吉林 JILIN	617 302	13.56	524 624	53 886	2 993	35 799
黑龙江 HEILONGJIANG	2 006 116	41.86	1 933 370	31 663	1 593	39 490
上海 SHANGHAI	5 264 727	1.23	4 416 223	363 247	15 575	469 682
江苏 JIANGSU	5 443 022	6.20	3 961 095	497 464	54 728	929 735
浙江 ZHEJIANG	5 396 682	5.57	3 661 293	700 548	120 006	914 835
安徽 ANHUI	1 320 947	24.11	908 195	135 612	29 332	247 808
福建 FUJIAN	2 931 908	9.10	986 440	894 813	65 894	984 761
江西 JIANGXI	802 052	20.67	308 321	257 874	110 753	125 104
山东 SHANDONG	2 536 651	1.61	2 064 275	223 285	37 855	211 236
河南 HENAN	1 043 580	18.47	679 122	148 309	54 408	161 741
湖北 HUBEI	1 187 549	-9.91	926 625	130 352	22 279	108 293
湖南 HUNAN	1 110 221	-7.92	710 983	160 365	74 615	164 258
广东 GUANGDONG	25 679 721	4.35	6 088 231	15 194 066	1 720 324	2 677 100
广西 GUANGXI	2 010 225	-2.19	1 200 138	352 383	37 376	420 328
海南 HAINAN	706 492	-6.19	530 762	108 209	10 576	56 945
重庆 CHONGQING	871 907	14.47	742 792	73 139	1 649	54 327
四川 SICHUAN	699 525	-59.06	477 740	106 340	19 905	95 540
贵州 GUIZHOU	395 359	-8.06	182 231	81 808	26 097	105 223
云南 YUNNAN	2 502 170	12.76	1 691 835	358 570	99 117	352 648
西藏 TIBET	67 997	-81.39	62 934	1 640	1 214	2 209
陕西 SHAANXI	1 257 278	2.11	936 662	135 602	53 529	131 485
甘肃 GANSU	83 196	-74.88	59 844	7 678	370	15 304
青海 QINGHAI	29 879	-40.25	20 591	4 821	744	3 723
宁夏 NINGXIA	11 586	23.61	9 306	821	44	1 415
新疆 XINJIANG	363 157	-17.17	327 688	10 005	606	24 858

(CNTA, 2008)

International tourists by locality, jan-dec 2008 (no.2)

	接待人数(人次)	同比增长(%)	接待人数构成 (人次) Breakdown of arrivals			
	Nights	Growth(%)	外国人 Foreigners	香港同胞 Hong Kong	澳门同胞 Macau	台湾同胞 Taiwan province
总计 TOTAL	197 911 958	1.45	125 346 014	43 270 745	5 490 808	23 804 391
北京 BEIJING	17 442 332	-4.07	15 644 426	1 099 384	38 607	659 915
天津 TIANJIN	4 717 780	20.90	3 964 604	367 192	22 997	362 987
河北 HEBEI	1 736 008	-10.23	1 568 507	63 635	24 830	79 036
山西 SHANXI	1 724 404	31.52	1 071 313	304 684	124 719	223 688
内蒙古 INNER MONGOLIA	3 254 727	3.13	3 205 766	22 793	9 745	16 423
辽宁 LIAONING	7 357 397	22.33	6 378 133	458 808	72 041	448 415
吉林 JILIN	1 163 503	13.16	1 010 770	91 823	5 178	55 732
黑龙江 HEILONGJIANG	4 286 484	29.58	4 118 759	69 971	3 503	94 251
上海 SHANGHAI	19 558 967	1.99	16 195 342	1 218 439	60 657	2 084 529
江苏 JIANGSU	22 476 178	6.85	16 222 695	1 980 908	168 938	4 103 637
浙江 ZHEJIANG	14 100 961	5.76	9 754 249	1 625 136	263 684	2 457 892
安徽 ANHUI	2 411 853	35.26	1 712 550	241 737	49 777	407 789
福建 FUJIAN	11 948 470	0.94	4 856 313	3 776 607	256 485	3 059 065
江西 JIANGXI	1 697 483	27.94	638 139	544 664	253 405	261 275
山东 SHANDONG	6 808 955	0.75	5 729 342	496 780	77 751	505 082
河南 HENAN	2 308 697	18.80	1 389 467	365 411	118 657	435 162
湖北 HUBEI	2 217 172	-5.36	1 734 211	207 946	35 692	239 323
湖南 HUNAN	3 204 686	-12.62	2 342 399	369 459	149 886	342 942
广东 GUANGDONG	50 786 560	-2.74	14 268 534	27 571 082	3 226 744	5 720 200
广西 GUANGXI	3 299 946	-0.09	2 075 222	537 221	57 696	629 807
海南 HAINAN	1 824 840	-3.63	1 502 886	194 496	20 934	106 524
重庆 CHONGQING	2 491 119	16.49	2 139 292	192 701	4 681	154 445
四川 SICHUAN	1 279 773	-54.95	929 496	174 361	28 803	147 113
贵州 GUIZHOU	690 917	-13.76	288 342	163 219	38 399	200 957
云南 YUNNAN	4 527 585	13.07	2 981 422	712 492	236 105	597 566
西藏 TIBET	171 864	-79.48	159 367	4 034	2 940	5 523
陕西 SHAANXI	3 392 849	2.58	2 547 682	379 119	134 488	331 560
甘肃 GANSU	107 855	-78.61	80 824	9 140	797	17 094
青海 QINGHAI	77 377	-31.79	59 418	9 642	1 488	6 829
宁夏 NINGXIA	21 057	15.36	17 820	1 043	79	2 115
新疆 XINJIANG	824 159	-22.31	758 724	16 818	1 102	47 515

(CNTA, 2008)