

CHAPTER I

INTRODUCTION

1.1 Significance of this study

Chinese is one of the six official world languages. It is spoken by the amount of 1.372 billion people which is more than the number of English speakers around the world (Jitsupa, 2554). Therefore, Chinese plays an important role in many fields such as business, economic, diplomacy, tourism and education. Following rapid economic growth of Chinese people now have higher incomes and better living standards that allow them to travel abroad and Thailand is a popular destination for them. The Ministry of Tourism and Sports reported that 1,127,803 Chinese people travelled to Thailand in 2011. This number is 45% more than in 2010 and it is estimated that it will be higher in the future (Pichet, 2554). As a result, Chinese translation is very important in the tourism business since it is the language used in communication with Chinese people travelling to Thailand.

A translation of tourist attraction names is an important task in tourism since these names will be introduced to tourists during trips and used in travel guide books for promoting tourist attractions in the country. Therefore, place names should be translated or transliterated uniquely since the different names may lead to misunderstandings and be difficult for tourists to recognize.

In China, the Committee of Chinese Place Naming (中国地名委员会 - A Committee of Chinese Place Name, 1983) is responsible for the translation of place names and a list of 18000 names has been collected and published in a handbook of foreign place name translation. The content of this book includes the names of countries, districts, natural places, historical sites and famous buildings' names, however, they did not cover all of the name of tourist attractions in Thailand.

Moreover, the researcher found that there are problems with a translation and transliteration of Thai tourist attraction names into Chinese. Some places are

translated and transliterated differently, though they were the names of the same place, and this may lead to misunderstanding among readers and listeners. The followings are examples of Thai place names with different Chinese names which all used a translation method.

Thai name: วัดอรุณ [wátʔàʔrūn]

	<u>Chinese Name</u>	<u>Chinese Pinyin</u>	<u>Chinese IPA</u>	<u>Literal Meaning</u>
1	黎明寺	Límíng Sì	límǐŋsì	dawn-temple
2	五塔寺	Wǔtǎ Sì	wùt ^h àsì	five-pagoda-temple
3	郑王寺	Zhèngwáng Sì	tʂəŋwǎŋsì	King Taksin-temple

The name “วัดอรุณ [wátʔàʔrūn]” means “temple of dawn”. It was translated into three Chinese names, each with a different meaning. For instance, the first name was translated to “黎明寺 (Límíng Sì)” which means “temple of dawn”; the translator used a translation method for this name. The second name is “五塔寺 (Wǔtǎ Sì)” which means “temple of five pagodas”; the translator used a physical feature of the temple for this name since the five pagodas are the symbol of “วัดอรุณ [wátʔàʔrūn]”. The third name is “郑王寺 (Zhèngwáng Sì)” which means “temple of King Taksin” and the translator used a historical description method for this name since King Taksin built his residence in the area of this temple and stayed for a period of time.

Moreover, the researcher found that some place names used a transliteration method, but they were differently transliterated though they were the names of the same place. The following are examples of Thai place names which were differently transliterated.

Thai name: เชียงของ [tɕ^hiā:ŋk^hǒ:ŋ]

	<u>Chinese Name</u>	<u>Chinese Pinyin</u>	<u>Chinese IPA</u>
1	清空	Qīngkōng	tɕ ^h iŋk ^h ūŋ
2	长空	Chángkōng	tɕ ^h ǎŋk ^h ūŋ
3	昌孔	Chāngkǒng	tɕ ^h āŋk ^h ūŋ

The name “เสียงของ [tɕ^hiā:ŋkhǒ:ŋ]” was transliterated into three names. The first name is “清空 (Qīngkòng)”, the second is “长空 (Chángkòng)”, and the third is “昌孔 (Chāngkǒng)”. The Chinese characters and the sounds of these names are different, though they signify the same place. This may cause confusion among readers and listeners or people studying the translation and transliteration of Thai tourist attraction names into Chinese.

Furthermore, the researcher found that the sounds of some Chinese names did not correspond to Thai phonology as follows:

	<u>Thai/Chinese Name</u>	<u>Thai IPA/Chinese Pinyin</u>	<u>Chinese IPA</u>
1	คอยตะม้อ 拉摩山	dɔ̄:jtàʔmô: Lāmó Shān	- lāmǒshān
2	คอยตุง 隆山	dɔ̄:jtūŋ Lóng Shān	- lǔŋshān

The name “คอยตะม้อ [dɔ̄:jtàʔmô:]” was transliterated into “拉摩山 (Lāmó Shān)”. The word “拉摩 (Lāmó)” was transliterated from “ตะม้อ [tàʔmô:]” and the word “山 (Shān)” means “mountain”. The name “คอยตุง [dɔ̄:jtūŋ]” was transliterated into “隆山 (Lóng Shān)”. The word “隆 (Lóng)” was transliterated from “ตุง [tūŋ]”. From the data, the sound “[t]” was transliterated to “[l]”, though there is the sound “[t]” in Chinese language.

Moreover, the researcher found that some places have more than one Chinese name which used both translation and transliteration methods, as follows:

Thai name: พระราชวังบางปะอิน [p^hrâʔrâ:ttɕ^háʔwāŋbā:ŋpàʔʔɪn]

	<u>Chinese Name</u>	<u>Chinese Pinyin</u>	<u>Chinese IPA</u>	<u>Literal Meaning</u>
1	挽芭茵行宫	Wǎnbāyīn Xínggōng	uànpāʔɪn ʔɪŋkūŋ	prop.name-travel-palace
2	挽巴茵夏宫	Wǎnbāyīn Xiàgōng	uànpāʔɪn ʔɪakūŋ	prop.name-summer-palace
3	五世皇行宫	Wǔshìhuáng Xínggōng	ùʂʔxuǎŋ ʔɪŋkūŋ	King RammaV-travel- palace

From the data, the first two names used the same method, namely a transliteration and a translation of generic noun. However, they used different Chinese characters in the transliteration. The first name used the word “芭 (bā)” and the second name used the word “巴 (bā)” for a transliteration of “ปะ [pàʔ]”. Moreover, they used different head nouns. The first name used “行宫 (Xínggōng)” which means “palace” and the second name used “夏宫 (Xiàgōng)” which means “summer palace”. The third name used a historical description method whose meaning is different from the Thai name since the word “บางปะอิน [bā:ŋpàʔʔɪn]” is a district name of Ayuttaya province; but the word “五世皇 (Wǔshìhuáng)” in the third name means “King Rama V” who ordered the reconstruction of this palace, and the word “行宫 (Xínggōng)” means “the palace where the royal stayed during the trip”.

From the above information, there are two main methods used for tourist attraction names: 1) a translation and 2) a transliteration. However, the sub-methods should be included since some names were not directly translated or transliterated into Chinese and the translator also used other methods such as a historical description, a geographical description or a partial transliteration. This needs to be further studied.

This research will analyze the translation and transliteration of Thai tourist attraction names into Chinese since the researcher found that there are some problems with these names. These problems may lead to misunderstandings among Chinese tourists, Chinese guides, Thai guides and people who are interested in Chinese. The result of the research will explain how translation and transliteration methods were used for Thai tourist attraction names and suggest methods which are appropriate for

each kind of name. The people who are interested in Thai and Chinese may use the result of this research as a guideline for translation and transliteration of Thai tourist attraction names into Chinese language.

1.2 Purposes of the Study

The purposes of this study are:

- 1) To study a translation of Thai tourist attraction names to Chinese.
- 2) To study a transliteration of Thai tourist attraction names to Chinese.

1.3 Benefits of the Study

The benefits of this study are:

- 1) To provide a principle or norm for a translation and transliteration of Thai tourist attraction names into Chinese.
- 2) To identify problems which frequently occurred in the translation and transliteration of Thai tourist attraction names into Chinese.
- 3) To provide a database of Thai- Chinese tourist attraction names.

1.4 Framework

The researcher will use the framework of proper name translation of Peter Newmark (1982, p.70-81) and the framework of Chinese proper name translation of Korsak (2002, p.11-13) in this research.

1.4.1 Framework of Proper name translation of Peter Newmark

Newmark (1982, p.70-81) states that a proper name is the name aimed to identify or describe persons or things. In translating proper names, translators should consider both the aim of naming and the impact on readers of the translated names.

There are two methods used for proper names: 1) a translation and 2) a transcription or transliteration. For the latter methods, Large (as cited in Ratchaneeroj, 2552, p.231-232) has explained:

1) Transcription is the way of transcribing the source language (SL) to the target language (TL) by using writing system of the target language (TL), but the sound of the transcribed name may not be similar to the source language (SL) since it has not orthography system to transcribe one by one. This method is proper to pictograph languages such as Chinese, Japanese, Korea etc. The disadvantage of this method is that translators cannot transcribe from the target language (TL) back to the source language (SL).

2) Transliteration is the way of transliterating the source language (SL) to the target language (TL) one by one letter. This method is proper for languages using orthography system. This method will help readers to re-transliterate the target language (TL) to the source language (SL) such as a Russian name “Khrushchhoff” was transliterated to “Khrushchev”.

Newmark (1982) classifies proper names into three types as follows:

- 1) People's name
- 2) Names of objects
- 3) Geographical terms

Newmark (1982) states that people's names should not be translated but must be retained as they represent their nationalities. However, proper names in folk tales, fairy stories and children's literature are usually translated, with the exception of names of heroes if they represent national qualities. Moreover, surnames in fiction may have connotations through meaning and sound, so the translator may explain the connotation in a glossary, but still use the same name.

For the names of objects and geographical names, Newmark (1982) also suggests using transcription or transliteration, unless that name has been translated earlier and is generally accepted. Moreover, geographical names such as rivers, mountains, names of streets, squares, schools, universities, hospitals, firms, private institutions should not be translated since they relate to the source culture, and the purpose of these names is to identify rather than describe their characteristics. However, translators may add a head noun to indicate the kind of name, but if the

name already has a head noun, the translator may translate the head noun together with the transcription or transliteration such as “the town of Ratheim”, “the river Reche”.

1.4.2 Framework of Chinese proper name translation of Korsak

Korsak (2002, p.11-13) explains that a translation of Thai proper names can be classified into 4 kinds: 1) transliteration 2) transliteration with Chinese meaning 3) translation 4) a new naming. However, some Thai place names are transliterated using a Teochew accent since it was the Chinese dialect spoken by the first Chinese immigrants to Thailand. Detail of each method as follows:

1) A transliteration is the method used to transliterate Thai proper names into Chinese, however, the meaning of each Chinese character in these names does not relate to each other. Thai names have the following meanings.

	<u>Thai/Chinese Name</u>	<u>Thai IPA/Chinese Pinyin</u>	<u>Literal Meaning</u>
1	วัดเทพศิรินทร์	wátt ^h êpsǐ?rǐn	temple-prop.name
	越贴素辇寺	Yuètiēsùnǐǎn Sì	prop.name-temple
2	ถนนบำรุงเมือง	t ^h à?nǒnbām ^r ũm ^w :ǎŋ	road-keep up-city
	挽仑曼路	Wǎnlún ^m àn Lù	prop.name-road

From the above example, the name “วัดเทพศิรินทร์ [wátt^hêpsǐ?rǐn]” was transliterated into Chinese name “越贴素辇寺 (Yuètiēsùnǐǎn Sì)”, the word “วัด [wát]” which means “temple” was translated to “寺 (Sì)”, and the proper name “วัดเทพศิรินทร์ [wátt^hêpsǐ?rǐn]” was transliterated to “越贴素辇 (Yuètiēsùnǐǎn)” or “uêg8tieb4su3ling2” in Teochew. The name “ถนนบำรุงเมือง [t^hà?nǒnbām^rũm^w:ǎŋ]” was transliterated to “挽仑曼路 (Wǎnlún^màn Lù)”, the word “ถนน [t^hà?nǒn]” which means “road” was translated to “路 (Lù)”, and the proper name “บำรุงเมือง [bām^rũm^w:ǎŋ]” was transliterated to “挽仑曼 (Wǎnlún^màn)”. These Chinese names have no meanings except head nouns “寺 (Sì)” and “路 (Lù)”.

2) A transliteration with Chinese meaning is the method used to transliterate Thai names into Chinese. The transliterated names have meanings but they are not the same meanings as in Thai, as follows:

	<u>Thai/Chinese Name</u>	<u>Thai IPA/Chinese Pinyin</u>	<u>Literal Meaning</u>
1	วัดภูมินทร์ 普明寺	wát ^h ū:mīn Pǔmíng Sì	temple-prop.name thoroughly-bright-temple
2	ถนนเจริญกรุง 石龙军路	t ^h àʔnǒntçàʔrǝ:nkrūŋ Shílóngjūn Lù	road-civilize-city stone-dragon-army-road

The name “วัดภูมินทร์ [wát^hū:mīn]” was transliterated into the Chinese name “普明寺 (Pǔmíng Sì)”. The word “วัด [wát]” which means “temple” was translated to “寺(Sì)”, and the proper name “ภูมินทร์ [p^hū:mīn]” was transliterated to “普明(Pǔmíng)”, so the whole meaning of the Chinese name is “a temple of brightness”. The name “ถนนเจริญกรุง [t^hàʔnǒntçàʔrǝ:nkrūŋ]” was transliterated into the Chinese name “石龙军路(Shílóngjūn Lù)”. The word “ถนน [t^hàʔnǒn]” which means “road” was translated to “(路)”, and the proper name “เจริญกรุง [tçàʔrǝ:nkrūŋ]” was transliterated to “石龙军(Shílóngjūn)” or “zièh8lêng5gung1” in Teochew. Its meaning is “stone dragon army”. The meanings of these Chinese names were different from the Thai names.

3) A translation is the method used to translate Thai proper names to Chinese, and the meaning of Thai and Chinese are the same as follows:

	<u>Thai/Chinese Name</u>	<u>Thai IPA/Chinese Pinyin</u>	<u>Literal Meaning</u>
1	วัดอรุณ 黎明寺	wátʔàʔrūn Límíng Sì	temple-dawn dawn-temple
2	ถนนวิทยุ 无线电路	t ^h àʔnǒnwít ^h áʔjúʔ Wúxiàndiàn Lù	road-wireless wireless-road

The name “วัดอรุณ [wátʔàʔrūn]” which means “temple of dawn” was translated into the Chinese name “黎明寺 (Límíng Sì)”. It has the same meaning as the Thai name. The name “ถนนวิทยุ [tʰàʔnǒnwítʰáʔjúʔ]” which means “wireless road” was translated into the Chinese name “无线电 (Wúxiàndiàn Lù)”, and has the same meaning as the Thai name.

4) A new naming is the method which is used to translate Thai place names to Chinese by giving a new name instead of the old name of the source language (SL). A new name will present the special characteristic of the place as follows:

	<u>Thai/Chinese Name</u>	<u>Thai IPA/Chinese Pinyin</u>	<u>Literal Meaning</u>
1	วัดไตรมิตร 金佛寺	wátrājmít Jīnfó Sì	temple-three-friend gold-monk-temple
2	ถนนราชดำเนิน 五马路	tʰàʔnǒnr̥tɕʰáʔdāmn̄:n Wǔmǎ Lù	road-royal-proceed King Rama V-horse-road

The name “วัดไตรมิตร [wátrājmít]” means “temple of three friends”. It was translated into the Chinese name “金佛寺 (Jīnfó Sì)” which means “temple of golden Buddha” since the golden Buddha image is a symbol of this temple. The name “ถนนราชดำเนิน [tʰàʔnǒnr̥tɕʰáʔdāmn̄:n]” means “road of the royal”, and was translated into the Chinese name “五马路 (Wǔmǎ Lù)” which means “road of King Rama V” since it was built as a memorial to the king. The Thai names and the Chinese names are different since the translator used a new naming method instead of a literal translation.

1.5 Scope of research

1) This research will study only tourist attraction names in Thailand. Other kinds of proper names will be not included.

2) This research will use Pinyin and the international phonetic alphabet (IPA) as a Romanization system of Chinese characters.

3) This research will use the international phonetic alphabet (IPA) in transliterations of Thai tourist attraction names.

1.6 Definition of terms

1.6.1 Transliteration

Transliteration (as cited in Ratchaneeroj, 2552, p.231-232) is the way of transliterating the source language (SL) to the target language (TL) one by one letter. This method is proper for languages using orthography system. This method will help readers to re-transliterate the target language (TL) to the source language (SL) such as a Russian name “Khrushchov” was transliterated to “Khrushchev”.

1.6.2 Tourist attractions

Tourism Authority of Thailand (2554) classified Thailand’s tourist attractions into 5 categories as follows:

1.6.2.1 Natural tourist attraction

Natural tourist attraction means natural places such as mountains, waterfalls, caves, rivers, seas, beaches, mangrove forests, lakes, islands, geysers, hot springs, mineral springs, sanctuaries, national parks, coral reef etc.

1.6.2.2 Cultural tourist attraction

Cultural tourist attraction means places relating national or local culture and arts such as historic sites, historical parks, museums, religious places, city walls, moats, monuments, archeological sites run by the government or private organizations etc.

1.6.2.3 Recreational tourist attraction

Recreational tourist attraction means man made places aiming to entertain or educate tourists such as amusement park, Theme park etc.

1.6.2.4 Ecotourism tourist attraction

Ecotourism tourist attraction means natural places having a local identity or activities concerning the ecosystem managed by local people for awareness of natural protection and sustainable development.

1.6.2.5 Agricultural tourist attraction

Agricultural tourist attraction means places concerning agriculture such as fruit gardens, flower gardens, herb gardens, farms etc.

1.6.3 Romanization system of Chinese

1.6.3.1 Chinese Pinyin

Pinyin is a Romanization system which has been used in Chinese since 1958. It was also used in Chinese academic materials in Western countries. Pinyin consists of three parts: initials, rhymes and tones. The initial is the beginning consonant and the rhyme is the rest of the syllable. Standard Chinese has four tones. The mark for the first tone is a straight, horizontal line (¯). The second tone mark rises to the right (´). The third tone mark dips in the middle (ˇ) and the fourth tone mark falls from left to right (`). For example, the syllable “huáng”, “h” is the initial, “uang” is the rhyme and “´” is the tone (Weera, 2533, p. 4-29).

1.6.3.2 Chinese IPA

Chinese IPA is the international system showing the sound system of Chinese by comparing it with Pinyin which is the sound system used in China. This research will use IPA as a Romanization system for Chinese in a transliteration analysis. Therefore, readers who do not understand Pinyin can read Chinese characters through Chinese IPA.

1.6.4 Romanization system of Thai

Thai IPA will be used as a Romanization system of Thai tourist attraction names. The researcher used glottal stops for names which are open syllables with short vowels since the researcher wants to find out the principles used in a transliteration of Thai tourist attraction names to Chinese alphabetically for instance the name “วัดอรุณ” is transcribed into “[wátʔàʔrūn]”.

CHAPTER II

LITERATURE REVIEW

In this chapter the researcher will review the information into three parts: 1) Chinese Language 2) translation and transliteration of proper name 3) toponym study as follows:

2.1 Chinese Language

Chinese can be considered a language of the Sino-Tibetan language family (Benedict, 1972, p.152). The Sino- part refers to the various Chinese languages which are geographically divided into the Northern and the Southern dialects. The Northern dialects are spread across the Yellow Plain and the Loess Plateau. This dialect area also spreads south to the Yangtze River and the southwest of China. The Southern dialects are confined in the southeast by the lower course of the Yangtze River and the South China Sea (Ramsy, 1987, p.19-26). The Chinese languages' classification is as follows:

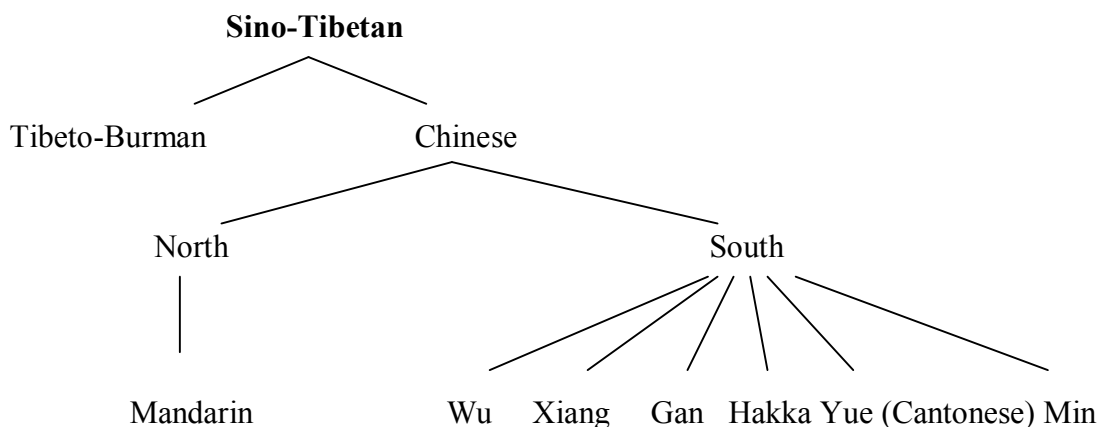


Figure 2.1 Sino-Tibetan Language family tree (adapted from Luo, 2005)

2.1.1 Chinese Dialect

Chinese is classified into seven dialects which differ in phonology, lexicon and syntax (Yan, 2006). The details of each dialect are as follows:

1) Mandarin

Mandarin is the official spoken language of China and is also called “Pǔtōnghuà” in China and “Guóyǔ” in Taiwan. Mandarin is also spoken in Singapore, Malaysia and by oversea Chinese communities all around the world (DeFrancis, 1911). It is spoken by more than two-thirds of Chinese people or more than 700 million Mandarin speakers in the world, more than the number of people who speak English as their first language (Ramsy, 1987).

2) Wu

Wu is mostly spoken in Jiangsu and Zhejiang, and includes Shanghai dialect (DeFrancis, 1911). There are around eighty million people speaking Wu. The vocabulary of Wu dialect is quite different from Mandarin. It retain a voiced initial b, d, g, while Mandarin does not have these voiced initials (Ramsy, 1987).

3) Xiang

Xiang is spoken in Hunan province, and is divided into two types: “New Xiang” and “Old Xiang”. These two types of Xiang are very different. “New Xiang” is spoken in the northwest of Hunan and is similar to Mandarin. “Old Xiang” is spoken in farming communities and mountain area. (Ramsy, 1987).

4) Gan

Gan is mostly spoken in Jiangxi province; some Gan dialects are also spoken in the eastern part of Hunan, next to Jiangxi. The Gan dialects have no voiced stops such as b, d, g and all of them become voiceless aspirated p^h, t^h, k^h (Ramsy, 1987).

5) Hakka

Hakka is spoken by people in several provinces in South China from Sichuan to Taiwan and in the hillier parts of Guangdong, Guangxi and Fujian. The name “Hakka” is originally a Cantonese word which means ‘guest’ or ‘stranger’. Many linguists used to group Gan and Hakka together as Gan-Hakka, but nowadays they are classified separately (Ramsy, 1987). Many Hakka people consider themselves as refugees from northern China to the south. It has some northern features, though it is linguistically grouped in Southern Chinese (DeFrancis, 1911).

6) Yue (Cantonese)

Yue or Cantonese are spoken in Guangdong, Guangxi, Hong Kong, Macao and parts of Southeast Asia. Cantonese speakers have settled in the United States and Canada in large numbers. Around 86 percent of Chinese-Americans were from Taishan, one of ninety-eight districts of Guangdong province. Cantonese is a conservative dialect whose sound system preserves the final consonants and tonal categories of the Tang dynasty. It also resembles the initial consonants of Tai language in southern Guangdong and Guangxi (Ramsy, 1987).

7) Min

Min is mostly spoken in Fujian Province, the northeastern of Guangdong, Taiwan, and parts of Southeast Asia such as Malaysia, the Philippines and Singapore. Min can be divided into seven groups: Min Nan (including Hokkien, Teochew, and Taiwanese), Min Dong, Min Bei, Min Zhong, Pu Xian, Qiong Wen , and Shao Jiang (DeFrancis, 1911).

2.1.2 Basic characteristics of Chinese (Mandarin)

1) The standard pronunciation

The standard pronunciation of Mandarin is Peking dialect represented by a Romanized system which is generally known as *Pīnyīn* developed by Y.R. Chao. It has been the official spelling system of Mainland China since 1958 (Ramsy, 1987).

There are 23 initials, two of them are semi-vowel consonants: 1) w and 2) y and 36 rhymes in Chinese Mandarin. The final “e” can be pronounced by two sounds: 1) [ɤ] and 2) [ɛ], moreover, the final “er [ə]” for northern tongue. The final “e” normally will be pronounced as “[ɤ]”, except when combined with the initial “y”, in which case it is pronounced as “[ɛ]” such as “ye [iɛ]”. Moreover, the final “i” can be pronounced by three sounds: 1) [i], 2) [ɪ] and 3) [ɨ]. The final “i” is pronounced as “[i]” if it is combined with normal consonants such as “lí [lǐ]”. However, it is pronounced as “[ɪ]” if it is combined with sibilant such as “sī [sǐ]”. The symbol “[ɨ]” always combine with 4 retroflex occurring at the alveolar ridge “zh [tʂ]”, “ch [tʂʰ]”, “sh [ʂ]” and “r [ʐ]” (Weera, 2533, p.4-16).

Standard Chinese has four tones identified by number: the 1st tone - high level, the 2nd tone - rising, the 3rd tone – falling rising, and the 4th tone falling. The tone marks used in Pinyin are iconic. The mark for the first tone is a straight, horizontal line (¯). The second tone mark rises to the right (´). The third tone mark dips in the middle (ˇ). The fourth tone mark falls from left to right (`) (Ramsy, 1987).

Chinese Mandarin has 405 basic monosyllables. Tones added to these monosyllables produce approximately 1,200 syllabic distinctions. Each of the basic monosyllables is divided into initials, rhymes and tones. The initial is the beginning consonant, the rhyme is the rest of the syllable and the tone is put above the rhyme. For example, the syllable “huáng”, “h” is the initial, “uang” is the rhyme and “ ´ ” is the tone (Ramsy, 1987).

The following is a comparison between Chinese Pinyin and Chinese IPA by Weera (2533, p.4-16) and Tsung (2006, p.53-62):

Chinese Pinyin and Chinese IPA
(Adapted from Weera, 2533 and Tsung, 2006)

Table 2.1 The Initials of Chinese

Manner of Articulation \ Place of Articulation		Bilabial	Labiodental	Alveolar	Dental	Retroflex	Palatal	Velar
		Pinyin [IPA]	Pinyin [IPA]	Pinyin [IPA]	Pinyin [IPA]	Pinyin [IPA]	Pinyin [IPA]	Pinyin [IPA]
Plosive	vl. unasp.	b [p]		d [t]				g [k]
	vl. asp.	p [p ^h]		t [t ^h]				k [k ^h]
Affricative	vl. unasp.				z [ts]	zh [tʂ]	j [tɕ]	
	vl. asp.				c [ts ^h]	ch [tʂ ^h]	q [tɕ ^h]	
Fricative	vl.		f [f]		s [s]	sh [ʃ]	x [ç]	h [x]
	vd.					r [ʐ]		
Nasal	vd.	m [m]		n [n]				
Lateral Approximant	vd.			l [l]				

Table 2.2 The Rhymes of Chinese

	Pinyin	a	e, er	o	ai	ei	ao	ou	an	en	ang	eng	ong
	[IPA]	[a]	[ɛ], [ɛ̃], [ɛ̄]	[o]	[ai]	[ei]	[au]	[ou]	[an]	[ən]	[aŋ]	[əŋ]	[uŋ]
group i	Pinyin [IPA]	i [i], [ĩ], [ī]	ia		ie		iao	iu	ian	in	iang	ing	iong
group u	Pinyin [IPA]	u [u]	ua	uo	uai	ui			uan	un	uang	ueng	
group ü	Pinyin [IPA]	ü [y]			üe				üan	ün			
					[yɛ]				[yɛn]	[yn]			

Table 2.3 The Tones of Chinese

Tone	Tone Level	Pinyin	IPA
1	55	ˉ	ˉ
2	35	ˊ	˨˨˨
3	214	ˋ	˨˨˨˨˨
4	51	ˋ	˨˨˨˨˨˨˨

2) Word order

Word order of Mandarin generally is S V O, for example:

我 喜欢 他。

wǒ xǐhuān tā.

I like him.

S. V. O.

3) Numeral Classifiers

Chinese has a specific measure word, its order is: Number+ Classifier+ Noun, for example:

三 碗 饭

sān wǎn fàn

Three bowl rice

Num. Clf. N.

4) Modification

A Chinese noun may be modified by another noun, an adjective, or a relative clause. Its order is: Modifier + Head Noun, for example:

中国 人

Zhōngguó rén

China people

N. N.

好	孩子
Hǎo	háizi
Good	child
Adj.	N.

The data of this part will help the researcher to analyze the translation of Thai tourist attraction names to Chinese in chapter four since it presents the basic structure of Chinese language which is used in a translation. Moreover, the sound system of Chinese Mandarin will be used in an analysis of a transliteration of Thai tourist attraction names to Chinese in chapter five. The researcher will use the Chinese sound system shows in this part to compare with the Thai sound to determine the sounds which are used in a transliteration and the sounds which are influenced by Chinese dialect.

2.2 Translation and transliteration of proper name

The followings are the principles of translation and transliteration of place names which have been used.

2.2.1 A translation and transliteration of Thai proper names into Chinese

Prapin (2521, p.278-279) states that there are several methods to translate proper names into Chinese: 1) translation 2) partial translation 3) geographical description and 4) transliteration.

1) A translation is the method which is used to translate Thai proper names into Chinese, but the meaning of the source language (SL) may not be similar to the target language (TL) as in the following:

	<u>Name</u>	<u>Chinese</u>	<u>Chinese Pinyin</u>	<u>Literal Meaning</u>
1	Ayutthaya	大城	Dàchéng	big + city
2	Tokyo	东京	Dōngjīng	east + capital
3	Mediterranean	地中海	Dìzhōnghǎi	land + central + sea

2) A partial translation is the method which is used to translate a proper name which is a long name. Translators may add a modifier to indicate the primary characteristic of the place such as city or continent as in the following:

<u>Name</u>	<u>Chinese</u>	<u>Chinese Pinyin</u>	<u>Literal Meaning</u>
1 Australian Continent	澳洲	Àozhōu	Aus + continent
2 Philadelphia	费城	Fèichēng	Phi + city

3) A geographical description is the method which is used to translate proper names into Chinese by describing the characteristic of the place as in the following:

<u>Name</u>	<u>Chinese</u>	<u>Chinese Pinyin</u>	<u>Literal Meaning</u>
1 San Francisco	旧金山	Jiùjīnshān	old + gold + mountain
2 Atlantic	大西洋	Dàxīyáng	big + west + ocean

4) A transliteration is the method which is used to transliterate a proper name into Chinese, but the sound of the Chinese name may not be the same as the source language (SL) since each language has a different sound system as in the following:

<u>Name</u>	<u>Chinese</u>	<u>Chinese Pinyin</u>
1 Chiang Mai	清迈	Qīngmài
2 Hua Hin	华欣	Huáxīn
3 Washington	华盛顿	Huáshèngdùn

However, in researcher's opinion, a translation and a geographical description method which described by Prapin (2521, p.278-279) seems to be the same method since all the examples of Chinese names showed a geographical description.

Yongchuan (2550) has collected Thai-Chinese province names by showing two Chinese reading sound systems: Mandarin and Teochew. It was found that the Teochew accent corresponds more to Thai names than the Mandarin accent. Moreover, it is found that some province names were translated into Chinese by selecting the area's name in the province, and some were partially translated as follows:

1) Chinese names whose sounds correspond to Thai sounds as they are pronounced with a Swatow accent, as follows:

	<u>Name</u>	<u>Chinese</u>	<u>Chinese Pinyin</u>	<u>Teochew</u>
1	Krabi	甲米	Jiāmǐ	kābî
2	Kalasin	胶拉信	Jiāolāxìn	kālāsìn
3	Prachin Buri	巴真武里	Bāzhēnwǔlǐ	pātçīṅbūlī

2) Chinese names which are based on area names of the provinces, not the name of a province, as follows:

	<u>Name</u>	<u>Area's name</u>	<u>Name</u>	<u>Chinese Pinyin</u>	<u>Teochew</u>
1	Kanchana Buri	Pakpraek	北碧	Běibì	pākp ^h èk
2	Nakhon Ratchasima	Korat	科叻 呵叻	Kēfī Kěfī	k ^h ōlāk
3	Samut Prakan	Paknam	北榄	Běilán	pāklām

3) Chinese names which are partially transliterated since they are long names, as follows:

	<u>Name</u>	<u>Name</u>	<u>Chinese Pinyin</u>	<u>Teochew</u>
1	Prachuap Khiri Khan	巴蜀	Bāshǔ	pātçuāk

Furthermore, Prapin, Korsak and Patchanee (2539) have collected and translated Thai and Chinese tourist attraction names into Thai-Chinese tourism dictionary. They state that the place names in the dictionary were collected from many sources. However, for non-translated names, the translator will choose a Chinese word with a meaning and sound which corresponds to the Thai name and is appropriate in for Chinese. For the names differently translated, the translator will recheck in a Thai-Chinese dictionary edited by the foreign language institute of Guangzhou, and Chinese-Sanskrit-English-Thai Buddhism dictionary edited by the Chinese consistory of Thailand since these dictionaries note a reference for translation.

2.2.2 A transliteration of Chinese proper names to Thai

Weera (2533, p.4-29) has shown a transliteration of Chinese to Thai through four kinds of Chinese Romanization systems: 1) Pinyin System 2) Yale

System 3) Wade and Giles System 4) Zhuyin Fuhao System. All of them are composed of three parts: initials, rhymes and tones, as follows:

1) Pinyin System

Pinyin is a Romanization system which has been used to transliterate Chinese since 1958. It is used in Western countries for Chinese academic matters.

2) Yale System

Yale System is a Romanization system used in “Chinese teaching for American program” during World War II. Roman letters used in this system are similar to American English and was popular among students studying Chinese.

3) Wade and Giles System

Wade is a Romanization system created by Giles and used in a Chinese-English dictionary in 1920. This system gathered sound characteristics of Chinese dialects. In 1932, the Chinese government declared the “Peiping” dialect as an official language, and set a new system for Chinese.

4) Zhuyin Fuhao System

Zhuyin Fuhao System is a phonetic script developed from Chinese characters for people learning Chinese. It was created between 1912 to 1913 in China. It was used both in China and Taiwan but it was superseded in China by Pinyin in 1949. It remains in use in Taiwan.

Some examples of each kind of transliteration are as follows:

1) Initials

<u>Pinyin System</u>	<u>Wade and Giles System</u>	<u>Yale System</u>	<u>Zhuyin Fuhao System</u>	<u>Thai System</u>
b	p	b	ㄅ	ป
d	t	d	ㄉ	ต
h	h	h	ㄏ	ห, ฮ

2) Rhymes

<u>Pinyin System</u>	<u>Wade and Giles System</u>	<u>Yale System</u>	<u>Zhuyin Fuhao System</u>	<u>Thai System</u>
ao	ao	au	ㄠ	เ อา, อาว
ang	ang	ang	ㄤ	ัง, อิง
er	erh	er	ㄝ	เ อร์

3) Tones

<u>Pinyin System</u>	<u>Wade and Giles System</u>	<u>Yale System</u>	<u>Zhuyin Fuhao System</u>	<u>Thai System</u>
-	1	-	-	∅
ˊ	2	ˊ	ˊ	๑
ˇ	3	ˇ	ˇ	๒
ˋ	4	ˋ	ˋ	๓

However, in Thailand, Chinese proper names are transliterated into Thai according to the standards set by the Prime Minister's office and the Royal Institute of Thailand (2550, p.1-9).

2.2.3 A principle of translation and transliteration of foreign names into Chinese

Each Chinese character has its own meaning and pronunciation, therefore, it is difficult to transliterate foreign name to Chinese with the same sound as the source language (SL), and it is difficult to specify which characters should be used for each sound. However, there are some principles which can be used in translation and transliteration (The Chinese Place-Name Committee, 2009) as follows:

1) Before beginning the translation process, the translator should check the name in a handbook of foreign names translated by the China Place-Name Committee since they are the standardized names.

2) The place name should be transliterated by considering the pronunciation of the source language (SL). For instance, the capital city of Italy "Rome", should be transliterated from "Roma" which is the Italian pronunciation, therefore, this name should be "罗马 (Luómǎ)".

3) For those countries having two official languages, the translator should consider the language used in each area of the country. For instance, La Chaux de Fonds (French) and Mendrisio (Italian), the first name should be transliterated from French pronunciation and the latter should be transliterated from Italian pronunciation.

4) For places having many names, the translator should firstly consider the official name and if it is necessary, another name can be used. In the case of dialect

name, and the name used by outsiders, the translator should firstly consider the dialect name, the latter being subordinate.

5) For names pronounced differently such as the river “Odra (Czech and Polish)” and “Oder (German)”, it should be translated uniquely as “奥得河 (Oder River)”

6) Although most proper names use the transliteration method, some are translated as in the following:

6.1) Names consisting of number such as “one hundred and two river”-translated to “一〇二河 (102 River) ”.

6.2) Names consisting of an adjective such as big, small, new, old, color or directions, such as “Great Nicobar Island” - translated to “大尼科巴岛 (Big Nicobar Island)”.

6.3) Names which are normally translated in many countries will also be translated to Chinese, such as “Great Bear Lake” - translated to “大熊湖 (Big Bear lake)”

6.4) Names reflecting their characteristic, such as “Grand Canyon” - translated to “大峡谷 (Big canyon)”

7) Japanese, Korean and Vietnamese use Chinese characters in their language, therefore, the translator should retain the Chinese characters used in these languages, such as “Tokyo” - translated to “东京 (Dōngjīng)” which is still used in Japanese.

8) For names referred to overseas Chinese, the translator can follow the old names. However, if Mandarin Chinese and the old name are very different in pronunciation, the translator can change the old name to a new name which is pronounced similar to Mandarin Chinese.

9) For place names consisting of person names, folk names or religious names, the translator should use the names which are normally used in Chinese. For example, the name “John” for Chinese people is “约翰 (Yuēhàn)”, therefore, the name “John River” should be translated as “约翰河 (Yuēhàn river)”. The word “John” should not be transliterated to other characters.

2.3 A toponym study

Sutjaritlak (2543, p.51-76) states that toponym is a part of onomastics and is a study of place names which aims to study the history and the importance of places, or to draw attract attention to the environment, way of life and culture of local people. Moreover, Boas (as cited in Sutjaritlak, 2543, 51) says that geographical names are specified by linguistic features of each language. Place names may not only identify the geographical feature but also a remarkable feature of a location. However, Lynch (as cited in Nancy,1980) argues that people of different cultures may have differences in categorizing environmental features and people utilizing the same environment in different ways may have different experiences, so they will give names to some but not to others according to its important and unimportant features.

2.3.1 A study of Thai and Chinese place name in Thailand

Reungdej (2538, p.20-37) notes that the study of place names is useful for studying human history since place names relate to the culture, sociology and anthropology of the local area. From research, it was found that foreigners living in Thailand, except Chinese, normally refer to places as Thai people do but using their own languages' accents, and although their accents may vary from Thai language but it can be interpreted successfully by listeners. For example, the capital city of Thailand "Bangkok", is known as "บารกอก [bā:ŋkɔ̀:k]", while foreigners call "bæ:ŋk^hɔ̀k". Chinese people living in Thailand pronoun Thai place names with Swatow accent such as the name "บารกอก [bā:ŋkɔ̀:k]" is pronounced "ŋàŋkók", "Màngǔ" in Mandarin accent. However, both Mandarin and Swatow use the same writing system.

In this research, approximately one hundred place names were collected from many sources such as Chinese conversation books, provincial reports, and interviews with Swatow people living in Thailand. Reungdej (2538, p.20-37) found that Thai people used four methods for naming places as following:

1) Naming from the history of the place

Most provinces in Thailand were named according to history or legend such as “สุโขทัย [sùk^hǒt^hāj]”, was the capital city during the Sukhothai period. “อยุธยา [ʔājút^hājā:]”, was the capital city during the Ayutthaya period.

2) Naming from an important feature of the province

Each province has its own important feature such as “นครนายก [nāk^hǒ:nnā:jók]”. The word “นา [nā:]” means “rice field”, “สมุทรสงคราม [sāmùtsǒŋkrā:m]”, the word “สมุทร [sāmùt]” means “sea”, “ปัตตานี [pàtā:nī:]”, the word “ปัตตานี [pàtā:nī:]” is the name of river and “พังงา [p^hāŋŋā:]” province and the word “พังงา [p^hāŋŋā:]” is the name of mountain.

3) Naming from local language

Each province has its own dialect, therefore, some place names are based on dialect such as “แม่ฮ่องสอน [mê:hǒ:ŋsǒ:n]” which is from Northern Thai dialect, “สตูล [sātū:n]” is from Malaysian language, “ละโว้ [lɛ^hàtɛ^hĩ:ŋsāw]” is from Khmer language.

4) New naming

New names can be divided into two kinds: 1) a name having a similar sound to the old name such as “นครราชสีมา [nāk^hǒ:nrâ:ttɛ^hāsī:mā:]” which is from the original name “คอนราชสีมา [k^hǒ:nrâ:ttɛ^hāsī:mā:]”, “ปราจีนบุรี [prā:tɛ^hĩ:nbūrī:]” is from the original name “เมืองประจิม [mu:āŋprətɕim]” 2) a name with an auspicious meaning such as “สุราษฎร์ธานี [sùrâ:tt^hā:nī:]” which means a city of good men, “ปทุมธานี [pāt^hūmt^hā:nī:]” means a city of lotus.

However, the researcher found that Chinese people used three methods for calling Thai place names as follows:

1) Naming according to the old generation

Chinese people named Thai place according to the old generation but it is normally pronounced with Swatow accent. Because of the different sound systems of

the two languages, Chinese and Thai names were pronounced differently such as a Thai name ending with the final [-n] would be transliterated to a name ending with the final [-ŋ] since there is no final [-n] in Swatow as follows:

	<u>Thai/Chinese Name</u>	<u>Thai IPA/ Chinese Pinyin</u>	<u>Teochew</u>
1	ลำพูน	lāmp ^h ū:n	-
	南奔	Nánbēn	lāmp ^h ūŋ
2	แม่ฮ่องสอน	mê:hô:ŋsô:n	-
	夜风松	Yèfēngsōng	mê:hôŋsô:ŋ

2) Naming to Chinese language

Some places were named in Chinese language with a meaning the same as the Thai name as follows:

	<u>Thai/Chinese Name</u>	<u>Thai IPA/ Chinese Pinyin</u>	<u>Literal Meaning</u>
1	วัดพระแก้ว	wátph ^h rákê:w	temple-Buddha-emerald
	玉佛寺	yùfóshì	Emerald-Buddha-temple

The name “วัดพระแก้ว[wátph^hrákê:w]” means “the emerald temple”, the Chinese name has the same meaning as the Thai name.

3) Naming according to Chinese ancestor

The first Chinese immigrants called Thailand's place names according to Thai ancestors, however, currently some names have been changed but Chinese people continue to use the old name that their ancestors used such as the capital city of Thailand “บางกอก [bā:ŋkò:k]” which Thai people changed to “กรุงเทพฯ [krūŋt^hêp]” but Swatow people still call by its the old name “曼谷 [màŋkók]” which is derived from “บางกอก [bā:ŋkò:k]”. Swatow people called “นครราชสีมา [nāk^hᵛ:nrâ:ttɕ^hāsī:mā:]” as “k^hᵛ:lâ” which is derived from “โคราช [k^hᵛ:râ:t]” which is an informal name for “นครราชสีมา [nāk^hᵛ:nrâ:ttɕ^hāsī:mā:]”.

2.3.2 Place Naming of the Thais and the Zhuangs

Promsuthirak (2002, p.38-49) participated in a research comparing Thai and Zhuang cultures from 1992-2002. The purpose of the research was to discover relationship between of Zhuang cultures. The researcher collected Thai place names from records of the Provincial Department composed of village and district names in 73 provinces and Zhuang place names from Chinese studies by researchers and a study by Pranee Kullavanijaya. It was found that both Thais and Zhuangs use the same methods in place naming as follows:

2.3.2.1 The principles of place naming of Thais and Zhuangs

1) Naming places by using geographical words such as mountain, cave, valley, canal, forest as follows:

1.1) Names beginning with the words “mountain” or “hill”.

<u>Thai</u>		<u>Zhuang</u>	
khau ²⁴	nɔ:j ⁵⁵	do:i ²⁴	lau ⁴²
mountain	small	mountain	big
phu: ³³	kra ³³ dɛŋ ³³	pla ²⁴	bun ³¹
mountain	bell	mountain	slope

1.2) Names beginning with the words relating to mountain or hill such as cave, valley.

<u>Thai</u>		<u>Zhuang</u>	
Tham ⁴¹	maŋ ³³ kɔ:n ³³	ka:m ³⁵	va:u ³¹
cave	dragon	cave	bat
hup ²²	phaŋ ²²	lu:ŋ ²⁴	ja:ŋ ²⁴
valley	bamboo	valley	Zhuang

1.3) Names beginning with words relating to water resources such as canal, marsh.

<u>Thai</u>		<u>Zhuang</u>	
khɿɔ ¹ ŋ ³³	luan ²⁴	ta ³⁵	la:ŋ ³¹
canal	big	river	parched
nɔ:ŋ ²⁴	pha ²²	lu:ŋ ³¹	heu ²⁴
marsh	bamboo	lake	green

1.4) Names beginning with the words relating to woods or forests.

<u>Thai</u>		<u>Zhuang</u>	
doŋ ³³	pha ³³ yaŋ ³³	doŋ ²⁴	he:ŋ ²⁴
forest	Dalbergia cochinchinensis	forest	chopping block

2) Naming places by using the nationality of landowners or characteristics of the places as in the following:

2.1) Names using the words relating to the nationality of landowners as in the following:

<u>Thai</u>		<u>Zhuang</u>	
ba:n ⁴¹	yuan ³³	lu:ŋ ²⁴	ja:ŋ ²⁴
village	Vietnamese	valley	Zhuang
ba:n ⁴¹	khɛ:k ²²	lu:ŋ ²⁴	ja:u ³¹
village	Indian valley	valley	Yao

2.2) Names using words relating to the characteristics of the regions as in the following:

<u>Thai</u>		<u>Zhuang</u>	
na: ³³	nɔ:j ⁵⁵	na: ³¹	va:ŋ ²⁴
field	small	field	wide
ta ³³ la:t ²²	bon ³³	heu ²⁴	pe:k ³³
market	upper	market	vegetable

3) Naming places by using the names of animals commonly found in the regions such as tiger, bee as in the following:

<u>Thai</u>		<u>Zhuang</u>	
phu. ³³	sɿa ²⁴	pla ²⁴	ku:k ³³
mountain	tiger	mountain	tiger
suan ²⁴	phɿŋ ⁴¹	lu:k ³³	ŋu. ³¹
garden	bee	valley	snake

4) Naming places by using personal names from local legends or folktales and beliefs of people as in the following:

4.1) Names using person names from local legends or folktales:

<u>Thai</u>		<u>Zhuang</u>	
dɔ:n ³³	ya:j ³³ hɔ:m ²⁴	po ³³	ŋa ²⁴
hill	grandma Hom	father	Ngai

4.2) Names using the words relating to beliefs of people:

<u>Thai</u>		<u>Zhuang</u>	
the: ³³	pha: ³³ rak ⁵⁵	ka:m ³⁵	ai ²⁴
deities	protect	cave	deities

2.3.2.1 The structure of place names

The researcher found that most Thai and Zhuang place names are composed of one to five lexical items, the structure of which can be divided into two sections, the first being the main word and the second being the description. Moreover, it was found that Zhuangs use directional words as the first section of the word whereas Thai does not have this characteristic, as follows:

kja:ŋ²⁴ ba:n³¹ means middle-village
 la⁵⁵ mo³⁵ means lower – spring

2.3.2.2 The language used in place names

1) It was found that both Thai and Zhuang used their own languages in naming place, and also foreign languages. The Pali, Sanskrit and Cambodian languages were used in Thai place names while Chinese was used in Zhuang place names, as in the following:

<u>Thai</u>		<u>Zhuang</u>		
bɪŋ ²⁴	ka:n ³³	ba:n ³¹	moe ³³	chun ³³
pond	black	village	Maple	village
Thai	Pali	Zhuang	Zhuang	Chinese

2) It was found that there are some words used in both Thai and Zhuang place names, as follows:

	<u>Thai</u>	<u>Zhuang</u>
Field	na: ³³	na ³¹
Pond	bɔ: ²²	bo ³⁵
Village	ba:n ⁴¹	ba:n ³¹

Moreover, it was found that some Zhuang place names were widely used in the north of Thailand, as in the following:

	<u>Thai</u>	<u>Zhuang</u>
Mountain	dɔ:j ³³	do:i ²⁴
River	na:m ⁵⁵	nam ^{24,,}

3) It was found that Thai place names have a wider range of vocabulary such as for words relating to “water way”, Thai has ten words whereas Zhuang has four words, as follows:

<u>Thai</u>	<u>Zhuang</u>
khlo:ŋ ³³ - canal	ri ³⁵ - stream
khɔ:n ³³ - canal	hui ³⁵ - brook
daj ³³ - small canal	ta ³⁵ - river
rɔŋ ⁴¹ - small canal	nam ²⁴ - river
tha:n ³³ - stream	
huaj ⁴¹ - brook	
na:m ⁵¹ - river	
mɛ: ⁴¹ - river	
mɛ: ⁴¹ na:m ⁵⁵ - river	

From the result of this research, Promsuthirak believes that the Thais and the Zhuangs once lived near each other, and their main occupation was rice since the word “na:³³/na:³¹” is widely used in both Thai and Zhuang. Moreover, it is thought that Thai and Zhuang people lived in small settlements called “ba:n⁴¹/ ba:n³¹” which were near to ponds called “bo:²²/ bo³⁵” in order to sustain themselves. However, the Thais may have been separate from the Zhuangs for a long period of time since Thai language has a wider range of vocabulary for place names than Zhuang.

This research has studied Chinese language including its basic characteristics and its dialects, and this data will help the researcher to analyze the translation and transliteration of Thai tourist attractions into Chinese. Moreover, the researcher has reviewed the translation and transliteration of Thai proper names into Chinese and the transliteration of Chinese proper names into Thai, which reveals the basic methods used in translation and transliteration. From the data, the researcher found that the transliteration of Thai proper names into Chinese and the transliteration of Chinese proper names into Thai are different since Chinese and Thai have different characteristics. Each Chinese character has its own meaning and sound, therefore, the sound of a Chinese word may not be wholly similar to the Thai name. Moreover, the Chinese character used in a transliteration may not be the same character though it may transliterate the same sound. It depends on the translator and a whole meaning of the name. However, there is the principle of transliteration of Chinese names into Thai which declared by the Royal Institute of Thailand in 2010.

Moreover, principles of a translation and transliteration of foreign names to Chinese determine how foreign names are translated and transliterated to Chinese, so the researcher can apply these principles to an analysis for this research. Furthermore, the researcher found that studies have been conducted on Thai and Chinese place naming, and Thai and Zhuang place naming. One such study of Thai and Chinese place naming reveals the methods used for denoting Thai places and the method used by overseas Chinese people to refer to Thai places. The data shows that some names were pronounced with Swatow accent which is different from a Mandarin accent. The study of Thai and Zhuang place naming showed the principles used in naming and from the data, the researcher found that Thai and Zhuang had the same and different methods of naming. Moreover, it is found that Thai has a wider range of

vocabulary than Zhuang and this can help the researcher in an analysis of the variety of head nouns used in translation and transliteration in chapter six.

In conclusion, there are many studies into the a translation and transliteration of foreign place-names to Chinese, however, there are no studies of translation and transliteration of Thai tourist attraction names to Chinese, especially the study of sound system and Chinese characters used in a transliteration. The researcher will analyze the data into three chapters: 1) translation 2) transliteration and 3) variety of translation and transliteration. The reader can use the result of this research as a guideline in the translation and transliteration of new Thai tourist attraction names to Chinese.

CHAPTER III

RESEARCH METHODOLOGY

The procedure of this research can be divided into three parts: 1) preparation 2) data collection and 3) data analysis. The details of each part are as follows:

3.1 Preparation

3.1.1 The researcher reviewed the information and tourist attraction names used for the research from many resources such as dictionaries, tourism books, brochures, internet .

3.1.2 The interview is necessary for the research since in chapter five, it concentrates to the influence of Chinese dialect on Chinese tourist attraction names. The information used in this part is from the informant who can speak both Mandarin and Swatow.

3.1.3 The researcher contacted two informants, one is an overseas Chinese living in Thailand and the other Chinese mainlander. The researcher selected two Chinese informants born in two places: China and Thailand since they may have different points of view about the translation and transliteration of Thai tourist attraction names to Chinese. Moreover, the overseas Chinese living in Thailand had knowledge of Swatow.

3.1.4 The questions and a list of Chinese attraction names were prepared for the interview as shown in the appendix A.

3.2 Data Collection

The researcher collected the data from five sources: 1) dictionaries 2) tourism books 3) brochures 4) internet and 5) the interview as follows:

3.2.1 Three dictionaries were used in the procedure of data collection:

- 1) Thai-Chinese Tourism Dictionary by Prapin, Korsak and Patchanee (2539)
- 2) Chinese-Thai Dictionary by Tienchai Iamworamet (2541)
- 3) Thai-Chinese Dictionary by Nanmee Books and Hong Kong Business Printing Press (2529)

3.2.2 Five tourism books were used in the data collection, four of them written by Thais and used as text books in Chinese class and one was written by a Chinese:

- 1) Chinese for Thailand Tourism 1 by Prapin Manomaipiboon (2531)
- 2) Chinese for Guides by the Ministry of Tourism and Sports (2547)
- 3) Chinese for Guides and Tourism 1: Bangkok-Pattaya-Chonburi by Tourism Authority of Thailand (2551)
- 4) A handbook of Chinese-Thai translation by Yongchuan Mitaree (2550)
- 5) Thailand Guide and Map by Tourism Education (旅游教育出版社, 2010)

3.2.3 The researcher has collected data from brochures which are used as a guide for each place such as brochures of King Power, and a brochure of Prasart Satchatham.

3.2.4 The researcher collected data from Thai and Chinese websites to get more information about Thai-Chinese tourist attraction names.

3.2.5 The researcher interviewed two informants, one overseas Chinese living in Thailand with the knowledge of Mandarin, Swatow and Thai. The other was a Chinese mainlander who could speak Mandarin and Thai.

3.3 Data Analysis

From the procedure of data collection, the researcher collected 980 Thai tourist attraction names and 1,072 Chinese tourist attraction names. Some Thai tourist attraction names had more than one Chinese name since the researcher collected the data from different resources. For example, the name “เกาะรอก [kòŋrā:tɕ^hā:]” was

translated to two names “帝王島 (Dìwáng Dǎo)” and “皇帝島 (Huángdì Dǎo)”. Therefore, the number of Thai and Chinese names were different. Then, the researcher did the following:

3.3.1 Added Thai tourist attraction names and Thai IPA, Chinese tourist attraction names and Pinyin to the Excel Program. The researcher used Pinyin as a Romanization system of Chinese since it is the system used in dictionaries and books according to the declaration of Chinese government to help readers understand the pronunciation of Chinese.

3.3.2 According to Newmark (1982), there are two methods used for proper names, that is, translation and transliteration. Therefore, the researcher analyzed and classified the data into two parts: 1) names which used a translation method and 2) names which used a transliteration method.

3.3.3 The names which used a translation method were translated into English, as follows:

<u>Thai/Chinese</u>	<u>Thai IPA/Chinese Pinyin</u>	<u>Literal Meaning</u>
1. เขาเต่า	k ^h ǎwtàw	mountain-turtle
龟山	Guī Shān	turtle-mountain

3.3.4 The researcher found that sub-methods were used in translation. According to Korsak (2002), a new naming is another method used in the translation of Chinese proper names. Therefore, the researcher analyzed and classified the data considering this point, as well as other sub-methods may be found in translation of Thai tourist attraction names to Chinese. The result of this part will be shown and explained in chapter four of the research.

3.3.5 Analyzing and classifying the names which used the transliteration method and a phonology system which used transliteration. The result of this part will be shown and explained in chapter five of the research. Moreover, in an analysis of the phonology system used in transliteration, the researcher did the following:

1) The researcher alphabetically listed Thai words and Chinese words from all of tourist attraction names to determine the phonology system used in transliteration. Moreover, Thai IPA, Chinese Pinyin and Chinese IPA were added to help readers to understand Thai and Chinese sounds as follows:

	Thai	Th IPA	Chinese	Ch Pinyin	Ch IPA
1	กณ	kōn	功	gōng	kūŋ
2	ก่อง	klò:ŋ	拱	gōng	kūŋ
3	ก้า	klâ	高	gāo	kāu
4	กิตต์	kĭt	吉	jí	tǎi
5	กิม	kĭm	金	jīn	tǎin

2) Analyzing the Chinese sounds used in transliteration such as the Thai sound “ก [k]” which was transliterated into Chinese sound “g [k]” and “j [tǎi]”.

3) It was found that some Chinese names had different sounds from Thai names. According to Korsak (2002), some Chinese names were interfered with Swatow. To find out the cause of the difference, the researcher checked the different sounds with Swatow. Also Hakka since it is the dialect mostly spoken in the south of Thailand. The researcher considered Hakka as the dialect having the strongest influence on Chinese tourist attraction names. Therefore, Swatow and Hakka were studied in this research. Then, the data was catalogued for example:

	Thai	Thai IPA	Chinese	Ch Pinyin	Ch IPA	Swatow	Hakka
1	กิตต์	kĭt	吉	jí	tǎi	gig4	git5
2	กิม	kĭm	金	jīn	tǎin	gim1	gim1

4) Analyzing the names which were influenced by dialect. The researcher compared the sound of Chinese names having uncorrespondent sounds with Thai by comparing with Swatow and Hakka. The dialect which gives the most similar sound to Thai name will be considered as the dialect which influences on Chinese tourist attraction names in Thailand. The result will be shown in chapter five.

3.3.6 Selecting the names variously translated or transliterated and added to the Excel program. Then, analyzing the data, the result will be shown and explained in chapter six of the research for example:

<u>Thai/Chinese Names</u>	<u>Thai IPA/Chinese Pinyin</u>	<u>Literal Meaning</u>
เกาะลันตา	kòʔlāntā:	island-prop.name
兰达岛	Lándá Dǎo	prop.name-island
兰塔岛	Lántǎ Dǎo	prop.name-island

All of the data was analyzed and shown in three chapters: 1) a translation of Thai tourist attraction names to Chinese 2) a transliteration of Thai tourist attraction names to Chinese and 3) a variety of translation and transliteration of Thai tourist attraction names to Chinese.