

NAMES ON MAPS FOR TOURISTS

Lake
Ohrid

Trainings Course on Toponymy

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INFORMATION ON MAPS FOR TOURISTS

- destination
- routes
- sights
- attractions

The tourist has to be able to read the map

to understand it

to identify and locate the places by the names given

OCCURRENCE OF TOPONYMS

- script/writing system
- language (exonym/endonym)
- data source
- decisions and aims behind

QUESTION:

What can be detected about the use of names on maps for tourists?

Tourists gain relevant information using different types of publications

Detailed Information

(school)atlases

road maps

land surveys map editions

.....

>>> high quality products

Overlook

catalogues from tour operators

brochures

booklets

travel guides

>>> mass media products
containing maps

mass media maps

clippings from high quality maps

SCRIPT

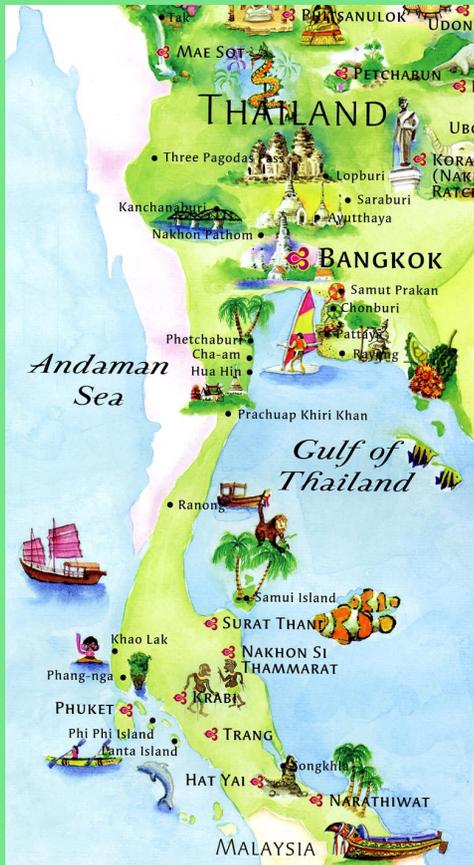
tourism is global, script is not

tourists can't cope with unknown characters which are neither pronounceable nor retainable

a conversion (transcription) takes place

in tourism there is a rare use of foreign scripts, only some examples of double placement (e.g. online map of Macedonia) were found





Tourist map of Thailand (Thai brochure)

- roman script
- exonyms (English)
- additional nonverbal information

LANGUAGE

Tourist Language

exonym or conventional name:

Name used in a specific language for a geographical feature situated outside the area where that language has official status, and differing in its form from the name used in the official language or languages of the area where the geographical feature is situated.

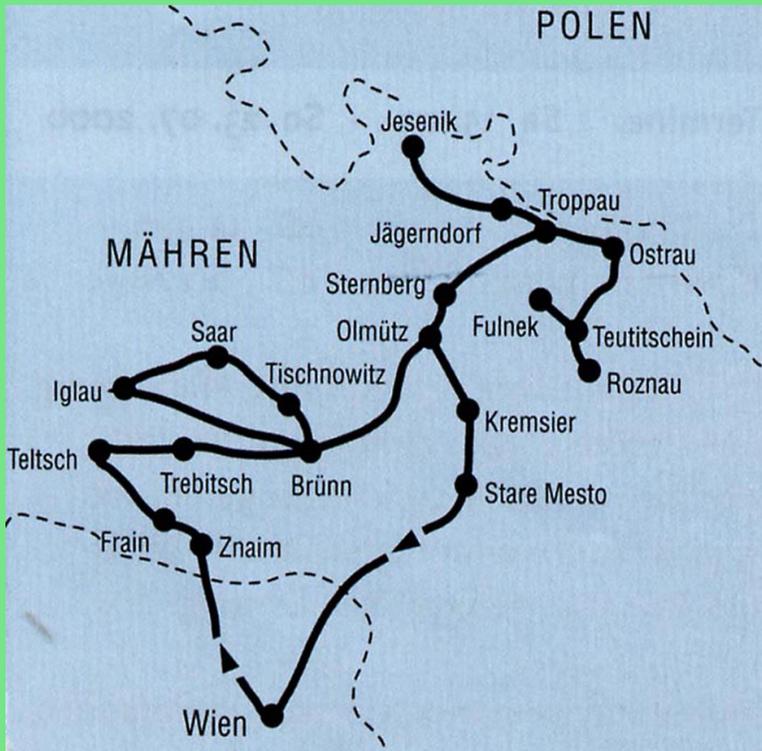
(e.g. Warsaw is the English exonym for Warszawa)

Destination Language

endonym:

Name of a geographical feature in one of the languages occurring in that area where the feature is situated.

(e.g. Praha in Czech, not Prague (English) or Prag (German))



Route through Moravia (Dr. Maiers Studienreisen; German tour operator)

- mainly exonyms (German)
- historical exonyms (German)
- few endonyms (Czech)

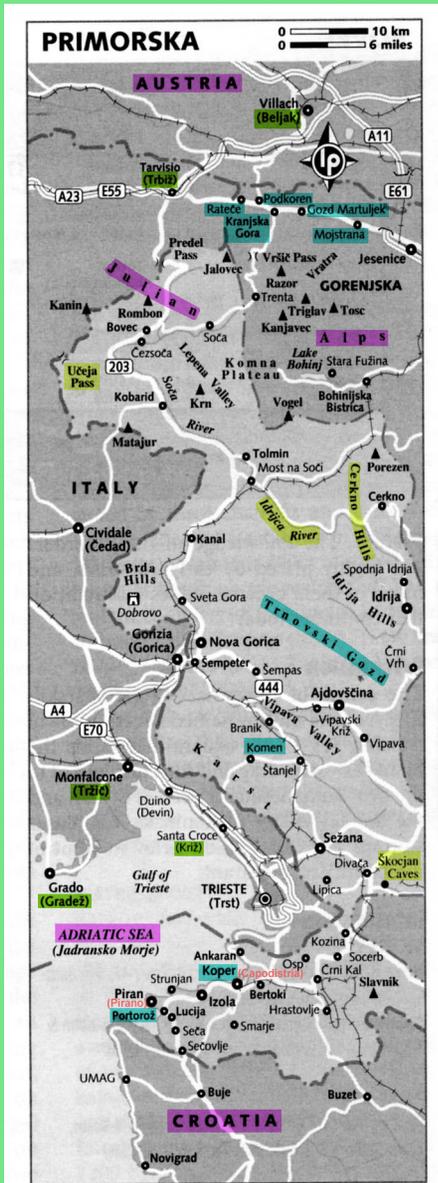


Lonely Planet travel guide of Slovenia:

Mix of languages, not comprehensible for user

- Slovenian
- English
- Slovenian outside the borders
- missing Italian in Slovenia
- new exonyms

Which name belongs to which language?



Lonely Planet travel guide of Slovenia:

- Mix of languages, not comprehensible for user
- Slovenian (endonym)
- English (exonym)
- Slovenian outside the borders (not official)
- missing Italian (official) in Slovenia
- new exonyms as (transparent) compound names

TOURIST LANGUAGE VERSUS DESTINATION LANGUAGE (EXONYM VERSUS ENDONYM)

pro Tourist Language

- easier to read, pronounce and understand
- familiar from school, TV etc....
- right of the tourist to use his own language

pro Destination Language

- international conversation easier
- identification on signs
- orientation at destination possible
- tourism is a global market

The situation given is, that the reduction of exonyms, as recommended from UNGEGN is only partly carried out in publications for tourists. Travel guides and information sheets are more likely to avoid exonyms than booklets from tour operators. It's against their policy to promote their destinations by using unfamiliar names.

MISTAKES IN USE OF EXONYMS

Use of exonyms leads to a variety of error sources in:

- research
- spelling
- creation of new exonyms
 - by translating the generic part of compound names
(a toponym consisting of a generic and a specific element)
e.g. Port (generic) Elizabeth(specific)
 - mistakes in translation, grammar, derivation
 - creating tautology
 - nonsense forms

CREATION OF NEW EXONYMS

The following example shows you what can happen to a lakes name:

COUNTRY	ENDONYM	NEW EXONYM	NOTE
Slovenia	Bohinjsko jezero	Lake Bohnij	translation
Hungary	Balaton	Lake Balaton	creating compound name
Poland	Jezioro Śniardwy	Lake Sniardwy	neglecting of diacritical mark
Estonia	Pühajärv	Lake Pühajärv	tautology because järv means lake

This example shows, that the process of creating new exonyms is not that easy as it might seem.

CONCLUSION

- the tourism industry should be aware of the problems
 - people in charge (editors/designers) should consider that the readability and identification of all toponyms is given
 - When using exonyms the historical/political background has to be considered
 - when using endonyms, explanations in the tourists language are necessary
- =>the easiest way to achieve maximum understanding would be to select the information represented on the map in order to have enough space for double names. These give the tourist double information by connecting familiar names with the situation at the destination!