ABSTRACT. The place name of tourist scenery in Yunnan is a special type of place name. In the way of word use and word formation, it not only follows the law of word formation of common place names, but also has its unique way. In terms of terms, the general name of Yunnan tourism scenery reflects Yunnan's unique geographical form, mountain landform, human history and diversified ethnic minority customs. In terms of word formation, it not only follows the law of place name formation of "general name + proper name", but also has the characteristics of Yunnan dialect. No matter in the use of words or in the way of word formation, the place names of tourist attractions in Yunnan have distinct ethnic and regional characteristics.

KEYWORDS: lexical characteristics, word use, word formation, regional characteristics

1. Introduction

Words, also known as vocabulary. The collection of all words in a language is called vocabulary. It includes the sum of words and fixed phrases (idioms). Among the three elements of language, pronunciation and grammar are relatively stable, while vocabulary changes with the development of the times. The place name of tourist scenery is abbreviated to the name of scenery in this article. It is not only a special form of place name, but also a proper name. Compared with place names, the names of tourist attractions are more flexible, rich and broad. Like the common place names, the place names of tourist attractions in Yunnan are based on the vocabulary of Yunnan dialect. In addition to the vocabulary of Chinese dialects, ethnic minorities also use their own languages to name scenery and landscapes. Through the analysis of the lexical characteristics of place names of tourist attractions in Yunnan, we can interpret the geographical form of Yunnan, the way of life of various ethnic groups, history and culture, religious beliefs and so on. In this way, we can also find the influence of the regional characteristics of Yunnan dialect
on Yunnan tourism culture. The characteristics of vocabulary are mainly expressed through the use of words and the creation of words.

2. The characteristics of the words used in the general names of tourist attractions in Yunnan

As we all know, the word formation of "proper name + general name" is the main word formation of place names. From the point of view of the use of words, the regional characteristics and cultural connotation of place names are mainly reflected by the characteristics of common names. In order to interpret the lexical characteristics of the place names of tourist attractions in Yunnan, we must analyze them from the words of the common names.

2.1 Chinese generic vocabulary of place names of tourist attractions in Yunnan

2.1.1 The lexical evolution of the general names of tourism in Yunnan

In the early days, Chinese vocabulary was a monosyllabic vocabulary system. With the development of society, monosyllabic words can no longer express the complexity and richness of things, so disyllabic and polysyllabic words are produced on the basis of monosyllabic words. The same is true of the vocabulary of general names of place names. They were usually monosyllabic in the early days. For example, rivers, mountains, valleys, seas, ridges, caves, temples, pavilions, islands and so on. Later, with the development and changes of society, the general names of disyllabic and multi-syllable were derived, such as mountains, canyons, snow-capped mountains, squares, parks, ancient towns and so on.

Among the tourist scenery and place names in Yunnan, the disyllabic and polysyllabic common names developed from monosyllabic common names mainly include:

City → ancient city; Town → ancient town; Village → ancient village; Pit → sinkhole; Pool → dragon pool; Zhuang → Villa; Springs → hot springs; Cataract → waterfalls.

Mountain → Snow mountain, grass mountain.

Temple → ancestral hall → clan hall

Hall → church, ancestral hall.

Valleys → canyons, rifts, cracks.

Garden → park → botanical garden → zoo → exposition park.

Area → scenic area → protection area → exhibition area → nature reserve.

Field → square → pasture, meadow → theater.
Forest→ stone forest→ soil forest→ sarin→ tea forest→ rain forest.
Venue→ memorial hall→ museum→ exhibition hall.
Painting→ murals→ cliff painting.
Temple→ mosque→ Zen temple→ Buddhist temple.

These disyllabic and multi syllable lines evolve from monosyllabic words which make classification of names more subtle and specific categories are more precise than monosyllabic ones.

For the accuracy of meaning, there are also polysyllabic common names. On the basis of the original common names, a new common name is produced through the combination of "proper name + common name" for the second and third time. The name generated by the previous "proper name + common name" becomes the generic name of the new "proper name + common name" name. Such as:

Park → Park (garden) → Forest Park → National Forest Park.

These common names refer to each other. There is no substitute for each other. If replaced, the scene they refer to will be ambiguous. For example, "Pudaco National Forest Park" cannot be called "Pudaco Park" or "Pudaco Forest Park".

2.1.2. The signification type and cultural connotation of the general name of Yunnan tourism

The general name indicates people's understanding and classification of the physical geographical environment. It records the measures and facilities of human transformation of nature, as well as the living settlements and administrative divisions. Generic names distinguish the categorical properties of place names. Through the analysis and classification of the general names of tourist scenery and place names in Yunnan, it is helpful for us to understand the geographical form, building type and settlement form of Yunnan scenic spot.

a. The general name used to represent the geographical form

Place names are known as the second language of geography. Mountains, rivers, landforms and landscapes, climate features are widely reflected in the terrain. Yunnan is a typical mountainous area. In terms of naming scenic spots in Yunnan, a large number of words reflecting landscapes and landforms have been adopted. These numerous general names of natural elements vividly reflect the geographical environment of Yunnan. This kind of general name mainly includes: mountain, gorge, valley (canyon), cave, stone, rock, peak, ridge, slope, ditch, cliff, dam, bay, field and so on. It also includes the disyllabic and polysyllabic compound word general name produced by the evolution of these monosyllabic general name.
b. Geneal name representing the form of hydrology

As the birthplace of the Yangtze River, Lancang River and Pearl River, Yunnan has many rivers and lakes. The geneal names that indicates the hydrological form mainly include: river, sea, lake, pool, spring, well, pool, pond, stream and so on.

In addition to the above geneal name for ordinary forms of water, there is also a geneal name for special forms of water. This kind of geneal name is also a disyllabic geneal name developed on the basis of monosyllabic generic names. Such as: waterfalls, snow-capped mountains, hot springs (hot sea), glaciers and so on. In addition, there is a special name for the geneal name of water in the Yunnan plateau area. Such as Haizi: Gan Haizi, Xiaohaizi, Zhonghaizi, Dahaizi.

c. Denote residential settlements and administrative units

Residential settlements and administrative units are the main ways of human life. Some settlements have become important tourist landscapes because of their unique nature, history or national culture. Such common names are: city (ancient city), town (ancient town), village (ancient village), street and so on.

d. General name for the form of living architecture

Architectural landscape is the result of human transformation of nature. After the precipitation of time and years, these living buildings have become the heritage of human civilization and important tourism landscape. The general names that express the architectural form of life are: buildings, bridges, squares, doors, gardens (gardens, parks, botanical gardens, zoos), museums (memorials, museums) and so on.

e. General name for the form of religious architecture

Yunnan is a major province of ethnic culture with multi-ethnic and multi-religious integration. Various religious buildings are scattered all over the vast land of Yunnan. The general names of religious buildings are: temples, pagodas, pavilions, halls, nunneries, ancestral halls, and palaces.

f. General name of animals and plants

Trees, forests, grasslands (mountains).
2.2 The general names of minority languages of the place names of tourist attractions in Yunnan

Among the ethnic minority areas in Yunnan, many ethnic groups have their own words to express common names, typical of which are:

Dai nationality.
Meng: means Bazi, place. Such as Menglun, Menghuan, Mengle.
Man: means village. Such as Manhuisuo, Manfeilong, Manga, Manjiang.
Jing: city. Such as Jinghong, Jingmaishan, Jinglan.
Tibetan:
Cuo: means lake. Such as Pudacuo, Lake Zona, Lake Babacso.
Tang: means Bazi. Such as Militang, Jiantang.
Na: means forest. Such as Nanapahai.
Yi nationality.
Dian: means dam. Such as Luodian, Zhongdian.

Whether it is the general name used to express geographical form, hydrological form, residential settlement and administrative unit, living architectural form, religious architectural form, plant category, or general name of minority languages, all reflect Yunnan's unique regional culture and national characteristics from different angles.

3. The word formation of the place names of tourist attractions in Yunnan

Any place name, no matter how complex its structure, will be used as a fixed whole. As a kind of special place name, tourist place name is no exception, and its structure is basically the same as that of ordinary place name, but it is also different from ordinary place name. The main structures of tourist scenic names in Yunnan are as follows: proper name + common name type, fixed phrase type, proper name type and transliteration type of minority languages.

3.1 The types of word formation of scenic place names with proper names and generic names

The word pattern of "general name + proper name" is the ideal composition mode of modern place names. However, this model does not exist from the very beginning, but has experienced a long process of development. In ancient times, place names were often monosyllabic, and there was only one Chinese character and one syllable in writing. Its formal structure is also free, and there is no fixed word structure. With the continuous development and deepening of people's
understanding, a relatively fixed form of word structure has emerged. The initial special place name gradually evolved into the category of place name-common name, followed by the emergence of special place name words. That is, the fixed structure of "proper name + general name". On the other hand, this structural form of "proper name + general name" can give full play to the functions of "pointing" and "classification" to a greater extent, and locate and classify the "place" more accurately.

In the place names of this kind of tourist attractions, some names only appear proper names, the general names are hidden, and some general names and proper names appear at the same time.

3.1.1. Common name hidden type

Although it has taken a long time to develop, the standard pattern of "proper name + general name" has been formed. But proper names and common names are not inseparable. For example, in daily communication, people usually omit the common name and only say the proper name. Especially in spoken language, for example, "Shuhe is quieter than Dayan" is easier to accept than "Shuhe ancient town is quieter than Dayan ancient town". In some small geographical and geographical entity names, sometimes it is not even necessary to fill in the common name or there is no common name at all. For example, "Upper Tiger Leaping, Middle Tiger Leaping, Lower Tiger Leaping Gorge" is enough. There is no need to say "Upper Tiger Leaping Gorge, Middle Tiger Leaping Gorge, Lower Tiger Leaping Gorge".

3.1.2. Proper name + general name

By summarizing and sorting out the syllables of scenery and place names in Yunnan, we can classify and explain the composition of "proper name + common name" of various syllables of scenery and place names.

a. Disyllabic

The proper and general names of such disyllabic scenery place-names are composed of one morpheme respectively. Two morphemes are combined to form a word. Morphemes cannot express meaning or change meaning separately. "A proper name and a general name are sometimes inseparable. If you separate the proper names from the common names, the place names will lose their original meaning." 2 Among the tourist scenery place names in Yunnan, the names of some place-names are monophonic and depend on each other. Such as "Lijiang, Honghe, Chengjiang, Gu Shan, Cuihu, shout spring" and so on. If you separate it, it's not the name of the place.
b. Trisyllables

The word-formation method of three-syllable scene names is basically "disyllabic special name + monosyllabic general name". Such as Daguan/ Building, nationality / Village, Golden Horse / Square, Dousha/Pass, Mawang/ Temple and so on. Disyllabic words such as "Daguan", "nationality", "Golden Horse", "Dousha" and "Mawang" are proper names. Monosyllabic words such as "Building", "Village", "Fang", "Pass" and "Temple" are proper names.

c. Four syllables

The word formation of four syllables (proper name + generic name) in the name of Yunnan scenic spot is basically "disyllabic proper name + disyllabic generic name". Such as Lijiang / ancient city, sedan / snow mountain, stone fish / Longtan, colorful / canyon, etc. Disyllabic words such as "Lijiang", "sedan chair", "stone fish" and "colorful" are proper names, while disyllabic words such as "ancient city", "snow mountain", "Longtan" and "canyon" are generic names. It should be noted that the two-syllable generic names in this kind of scenic place names have developed and changed on the basis of monosyllabic generic names.

d. Five syllables

There are mainly two ways of word formation of five-syllable scenic spot names: the first is "three-syllable proper name + disyllabic generic name". Such as Shilongba / Power Station, Chaishitan / Scenic spot, Feiyuze / Waterfall, Chongsheng Temple / three Pagodas, Shiziguan / Grottoes and so on. The three-syllable proper names of the place names of the scenery that make up the five syllables, such as "Chai Shitan", "Feiyuze", "Tiger mouth", "Chongsheng Temple", "Lion pass" and so on. The second kind of five-syllable scenery place name is "two-syllable proper name + three-syllable general name": such as Yangtze River / first Bay, Nanzhao / Fengyuyuan, Jianchuan / Shibaozhai, etc., disyllabic words such as "Yangtze River", "Nanzhao" and "Jianchuan" are proper names, and three-syllable words such as "First Bay", "Fengqingyuan" and "Shibaozhai" are proper names. The five-syllable scenery place names of these two types of "proper names + general names" are also composed of the above-mentioned three-syllable scenery place names. It is developed on the basis of monosyllabic or disyllabic "proper name + generic name".
Although the names of scenic spots with six syllables and above have more syllables, they basically follow the combination of "proper name + general name". I will not enumerate them one by one here.

Generally speaking, disyllabic and trisyllabic are the basic forms of scenic place names in Yunnan, and the names above four syllables, except for special types, are basically composed on the basis of disyllabic and trisyllabic place names.

3.2 Types of place names in phrases

"Word phrase, also known as a phrase, refers to a grammatical unit formed by the combination of two or more words." Some of the place names of tourist attractions in Yunnan are not composed of "proper names + general names", but are transliterated with fixed phrases (idioms), proper nouns or minority languages. The place names of these scenery can not be taken apart, and the meaning is incomplete or ambiguity occurs after they are taken apart. This is also the most important place where tourist place names are different from ordinary place names.

3.2.1. Scenery place names of fixed phrases (idioms)

In this part of the place names, they are mainly used for the small scenic spots in the tourist scenery, and this name has both rhetorical features. Naming in this way can further highlight the characteristics of the landscape and attract tourists. Such as "Rizhao Jinshan" in Meili Snow Mountain and "Qianjunyifa, Niantianyizhu, Dingtianlidi, Chengwuchaojian, Shuangniaoweishi" in Stone Forest scenic spots. There are also "Fenghuangshuchi, Caixiyingbin, Guliandaoxuan, Yougushenzhong" in the scenery of Alu Ancient Cave. There are also "Tianzhufoguang, Huashouqinglei, Cangshanjixe, Ehaihuilan, Feipuchuanyun, Wanhesongtiao, Tayuanquyue" in the "Jizubajing" of Jizu Mountain in Binchuan. Such landscape names are all in a fixed four-character format. They come either from idioms or from allusions to achieve the effect of condensing and vivid. This is fascinating.

3.2.2. Scenery place names of proper nouns

Among the tourist scenic names in Yunnan, there are a small number of proper nouns. Such as "the first soup in the world", "the first charming town in China", "the town locks the south of Yunnan", "the inscription of Yuan Zi Cliff Inscriptions", "the first hot pot in the world" and so on. Such names come from celebrity inscriptions or award inscriptions awarded by an authoritative body. After being passed down by word of mouth, it has become a fixed place name for tourist attractions over time.
3. 2.3. The place names of scenery in the transliteration of minority languages

In the place names of tourist attractions in Yunnan, there are a large number of names named in minority languages. The place names of this kind of minority scenery are memorized by Chinese characters, and their meaning can not be understood from the Chinese characters themselves. However, in terms of word formation, there are mainly two kinds of them: one is the mixed name. This kind of name is formed by "minority phonetic proper name + Chinese general name". Such as Dongba / Valley, Shudu/ Lake, Lashi/ Sea, Meili / Snow Mountain, A Lu / Ancient Cave, Zongkaba/ Hall, Menghun/ Botanical Garden, Acuoye/ Guanyin Pavilion, Songzanlin / Temple. Second, it is directly named in minority languages. Such as Manga, Menglong, Bonna zhang, Qiunatong, Balagezong, Shangri-La and so on. The place names of this kind of tourist attractions are transliterated directly from minority languages. Proper names and common names can not be seen from the way of Chinese word formation, and there is no meaning or meaning changes after separation.

4. Conclusion

From the above analysis, we find that Yunnan scenery place names not only follow the law of word formation of ordinary place names, but also have their own unique ways in terms of word use and word formation. In terms of terms, the general name of Yunnan tourism scenery reflects Yunnan's unique geographical form, mountain landform, human history and diversified ethnic minority customs. In terms of word formation, it not only follows the law of place name formation of "general name + proper name", but also has the characteristics of Yunnan dialect. No matter in the use of words or in the way of word formation, the place names of tourist attractions in Yunnan have distinct ethnic and regional characteristics.

References