A Study of the Linguistic Landscape in Chinese Culture and Tourism Industry[1]
—— A Case of Yellow Crane Tower Park

Ying Zheng

School of Foreign Languages, South-Central Minzu University, Wuhan 430074, China

Abstract: With the development of culture and tourism industry, many problems have been exposed due to lacking integration between culture and tourism industry. The issue of linguistic landscapes, which play an integral role as part of the culture and tourism industry and as a carrier of content, is rarely mentioned in the booming culture and tourism industry. In our survey of Yellow Crane Tower Park in Wuhan, Hubei province, China, we found that the linguistic landscape in this park suffers from poor quality, uneven distribution for non-common language translations and a single form of presentation. For higher quality and sustainable development of the culture and tourism industry, the design, use and management of the linguistic landscape need to be further strengthened to improve the overall quality of the landscape, enrich its presentation and update its content promptly.

Keywords: Culture and tourism; Linguistic landscape; Industrial integration; Yellow Crane Tower Park

In the context of the low-carbon economy, tourism gradually become a globalized business activity. Particularly, the culture and tourism industry, which is an extension of the tourism industry, is gradually becoming a priority green industry in major countries around the world. The culture and tourism industry's operational modal is a new tourism business form based on the traditional tourism industry, which aims to improve the quality of people's tourism experience. This paper selects the most representative Yellow Crane Tower Park in Wuhan, China, for analysis. The innovation of this paper is to analyse and solve the problems through a multidisciplinary fusion research perspective, combining the cutting-edge issues of disciplinary fusion and adopting a multidisciplinary cross-fusion solution.

1. Linguistic landscape in culture and tourism industry

1.1 The function of linguistic landscape

The concept of linguistic landscape was first introduced and used by Canadian scholars Rodrigue Landry and Richard Y. Bourhis, who argued that the language on public facilities such as street signs, billboards, street names, place names, shop signs and public signage on government buildings together constitute the linguistic landscape of a region or The linguistic landscape of a region or urban agglomeration. Thus linguistic landscape refers to the visibility and prominence of language on public and commercial signs in a given territory or region.

1.2 Form of Linguistic Landscape

Although the current consensus is that language above public facilities can be said to be linguistic landscapes. However, in the study of linguistic landscapes, linguistic signs are the main object of investigation. Linguistic signs are tangible vehicles for displaying languages in real environments, which are fixed in a certain spatial location, and they are typical of linguistic signs. Generally speaking, linguistic signs are always displayed in a location accessible to the public, using the textual messages on them to communicate between the sign maker and the receiver of the message.

1.3 Significance of Linguistic Landscape to Culture and Tourism Industry

The linguistic landscape, as a part of the tourist attractions, can be used to enrich and beautify the tourist attractions; it can also be used as a carrier to disseminate the information content of tourist attractions, and if the culture and tourism industry and the linguistic landscape are not properly integrated, this may have an impact on the development process of the culture and tourism industry. Therefore, as one of the means and tools for the culture and tourism industry to express regional culture directly or indirectly, the linguistic landscape and the culture and tourism industry are inseparable and complementary in the development of the culture and tourism industry.

However, if the content of the linguistic landscape in the tourist attraction is inadequate or does not convey the right message, this is likely to result in an information gap between the tourist and the tourist attraction. Secondly, if the tourist attraction where the visitor is located is unable to update the content and technology of the information conveyed, this may result in a poor visitor experience, among other outcomes. All of the above problems can have an impact on the reputation and influence of the cultural tourism window unit, which in turn can hinder the development of the local culture and tourism industry.

2. A case of Linguistic Landscape from Yellow Crane Tower Park

2.1 Overview of the linguistic landscape of Yellow Crane Tower Park

By classifying and analysing the language landscape of Yellow Crane Tower Park, it can be found that the main language landscape in Yellow Crane Tower Park includes multilingual signs, scenic spot introduction books and tourist brochures. There are nine language signs including Chinese, English and Japanese, etc. There are also detailed tourist attraction brochures in six languages on each floor of the main building and other areas of Yellow Crane Tower. In addition, there are tourist brochures introduced in Chinese on the first floor of each main building.

2.2 Deficiencies in the linguistic landscape of Yellow Crane Tower Park

Through the field investigation, it can be found that although the language types of the language landscape inside Yellow Crane Tower Park are relatively rich, it can still be seen that there are problems in the non-common language signs and presentation form of the language landscape.

2.2.1 Inadequacy of foreign language signage

Some of the signs, such as "Waterside. Be Careful", etc. , are only in Chinese, so foreign visitors who are not good at Chinese may encounter danger. In addition, although most of the multilingual signs collected by us in Yellow Crane Tower Park Park have achieved the basic function of transmitting information, the survey showed that some of the multilingual signs have problems such as different translations of the same attraction, etc. Such as, "The South Gate" in Yellow Crane Tower Park has two translated ways that are "South Door" and "The South Gate", etc. The above issues may cause visitors to not achieve what they expect during their visit and, in serious cases, may lead to a misleading understanding.

2.2.2 Inadequacy of a single form of presentation

Through a real-life experience tour of Yellow Crane Tower Park, it was found that the linguistic landscape in the park has problems with a single form of presentation and a deficiency in the form of multi-modal presentation.

According to statistics, more than 90% of the linguistic landscape in this park is in the form of signs, which makes the content and form of the linguistic landscape in the park rather boring and uninteresting, and can only play the most basic information presentation function, can not better attract tourists and meet the needs of tourists.

The multi-modal QR codes are one of the few multi-modal language landscapes that exist in Yellow Crane Tower Park. Although the use of multi-modal QR codes is creative, it still has problems in terms of interactivity and fun. In terms of interactivity, since there is no actual operation introduction in the platform interface after scanning the QR code, tourists need to learn to use the operating platform through self-exploration, which will cause tourists to waste a lot of time in learning the operation of the platform during the visit. In terms of fun, the explanation contained in the QR code is simple and plain, which leads to the tourists' interest is not stimulated to the greatest extent after watching the introduction on the platform.

3. A probe into the causes

In response to the above-mentioned deficiencies, some are deficiencies in the quality of the content of the linguistic landscape; some are deficiencies in the lack of awareness of the linguistic landscape producers; and some are deficiencies in the homogeneity of the forms of presentation. The main reasons for these three deficiencies are mainly in the following areas.

3.1 Insufficient awareness of the linguistic landscape

The maker did not know enough about the linguistic landscape before planning the production of the linguistic landscape signage. As a result of this lack of understanding, plans for the production of linguistic landscape-related signs are decided according to the standards of other landscapes or whimsical ideas, rather than the actual situation or intended purpose of the landscape.

There are even makers who do not understand the translator's translational level when selecting a translator or do not communicate and cooperate effectively between them, leading to discrepancies between the translated signs and the translated content, which will result in poor-quality translation of multilingual signage and possible misunderstanding of the content.

3.2 Insufficient secondary development of the linguistic landscape

The production does not take into account the use of new technologies to enrich the presentation of signs related to the linguistic landscape. According to Williamson's description of the concept of "multi-modality", people can interact through direct communication as well as through tools, which are known as multiple channels and modalities for the exchange of information and the processing of relationships. So any information, not only in the written word, but also our five senses to abstract models, structures, and sense of subjectivity should be taken into account in conveying information.

With the advancement of technology, most people's lives are becoming more and more technological and multi-modal in terms of information. However, there are still tourist attractions that use a single, old-fashioned form of text in the presentation of information, which leads to a gradual decline in the attractiveness of these tourist attractions to visitors.

4. Suggested optimization approaches

4.1 Improving the awareness of the Linguistic Landscape

Before production, the producer should have a clear understanding of the linguistic landscape. Only when the producer has a thorough understanding of the linguistic landscape will he or she be able to understand how to prepare for the pre-production process. For example, before multilingual signage is produced an initial judgment should be made based on the function and intended effect of the signage in question, which should then be broken down by nationality, gender, etc. to determine the template and number of signs to be produced. The translation of public notices produced at different times should be made uniform.

4.2 Diversifying the multi-modal presentation of the Linguistic Landscape

Increase the presentation of multi-modal linguistic landscapes and promote the secondary development of linguistic landscape-related signs. The construction and development of multi-modal cultural and tourism language landscapes will provide cultural support for the development of the cultural and tourism industry, improve the overall quality of tourism service areas and enhance the visibility and influence of the local culture and tourism industry.

References

[1] Richard, Y. . (1997). Landry, rodrigue and bourhis, "linguistic landscape and ethnolinguistic vitality: an empirical study, " journal of language and social psychology. Food Labelling, 16(1), ii.

[2] Shang, G, & Souhui, Zhao. (2014). Linguistic landscape studies: Perspectives, theories and approaches. Foreign Language Teaching and Research, 46(2), 10.

[3] Zhao, P. , & Bin, W. U. . (2007). C-E translation of public signs on the main scenic spots in wuhan: present situation and countermeasures. Journal of Chongqing Institute of Technology(Social Science Edition).