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# **Research on the Linguistic Landscape of Yiyang Cultural Tourism from the Perspective of Language Service**

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**ABSTRACT :** This study investigates the linguistic landscape of Yiyang's cultural tourism scenic spots from the perspective of language service, aiming to promote the development of Yiyang's cultural tourism industry and enhance the dissemination of Hunan culture. Through field investigation and analysis, the study identifies the current status and issues of linguistic landscape in Yiyang's main cultural tourism scenic spots, and proposes suggestions for improving language service quality and constructing a more effective linguistic landscape.

**KEYWORDS:** Language service, Cultural tourism, Yiyang, Linguistic landscape

## **I. INTRODUCTION**

The linguistic landscape, as a field within sociolinguistics, focuses on the study of the symbolic meanings of various language signs in public spaces. In recent years, with the increasing emphasis on cultural tourism development and international cultural exchange, the role of linguistic landscape in promoting tourism perception and cultural dissemination has received increasing attention from scholars.

Yiyang, as an important birthplace of Chu culture and Hunan culture, possesses abundant cultural tourism resources and advantageous geographical location. However, the current linguistic landscape in Yiyang's cultural tourism scenic spots still faces challenges such as insufficient bilingual signage, low quality of language translation, and neglect of local cultural characteristics. These issues hinder the development of Yiyang's cultural tourism industry and limit the dissemination of Hunan culture.

This study aims to investigate the linguistic landscape of Yiyang's cultural tourism scenic spots from the perspective of language service, analyze the current status and issues, and propose suggestions for improving language service quality and constructing a more effective linguistic landscape. The study hopes to contribute to the development of Yiyang's cultural tourism industry and promote the dissemination of Hunan culture.

## **II. RELATED WORK**

### **2.1 Language Service and Language Landscape**

Language service refers to the service behavior that takes language (including dialects and writing) as the main medium or product content (Li Xianle, 2011). With the deepening of economic globalization, language service has become an important medium for cross-border communication and has received extensive attention from scholars.

Current research on language service mainly focuses on three aspects:

Basic theoretical research on language service: This aspect mainly discusses the concept of language service, including its definition, scope, and classification. Representative scholars include Qu Shaobing (2012), Li Yuming (2020), and Yang Rongguang (2021).

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Research on language service and the Belt and Road Initiative: This aspect mainly focuses on the construction of language service systems and the training of language service talents under the background of the Belt and Road Initiative. Representative scholars include Wang Zonghua (2020) and Yao Guoyu (2021).

Research on language service and talent training: This aspect mainly explores the capacity structure, training paths and models, and curriculum reform of language service talents. Representative scholars include Li Yuming (2014) and Zhao Shizhu (2021).

## 2.2 Research on the Linguistic Landscape of Cultural Tourism Scenic Spots

Research on the linguistic landscape of cultural tourism scenic spots mainly focuses on the following aspects:

Multilingual research: This aspect mainly explores the language policy and practice of multilingual signs in scenic spots.

Research on language landscape and language policy: This aspect mainly analyzes the relationship between language landscape and language policy, and explores how language policy influences the construction of language landscape.

Research on language landscape and English globalization: This aspect mainly discusses the impact of English globalization on the linguistic landscape of scenic spots.

Research on language landscape and minority languages: This aspect mainly explores the protection and development of minority languages in the linguistic landscape of scenic spots.

## 2.3 Research Status of Yiyang's Cultural Tourism Linguistic Landscape

At present, there are few studies on the linguistic landscape of Yiyang's cultural tourism scenic spots. Existing research mainly focuses on the linguistic landscape of other regions, such as Gansu Province and Sichuan Province. These studies provide valuable references for the research on Yiyang's cultural tourism linguistic landscape.

# III. METHODOLOGY

This study adopts the following research methods:

Field investigation: This study selected the main cultural tourism scenic spots in Yiyang, including Hui Long Park, Mountain Village of Great Change, and Zhou Libo's former residence, for field investigation. During the investigation, data such as the types of linguistic signs, the number of language codes, and the content of signs were collected.

Documentation: This study collected relevant documents such as government policies, tourism guidelines, and academic research results to understand the background and development of Yiyang's cultural tourism linguistic landscape.

Content analysis: This study uses content analysis to analyze the language features and cultural characteristics of linguistic signs in scenic spots.

# IV. EXPERIMENTAL RESULTS

## 4.1 Status Quo of Linguistic Signs in Yiyang's Cultural Tourism Scenic Spots

### 4.1.1 Huilong Park

Hui Long Park, a prominent mountain park in Yiyang, boasts a diverse array of linguistic signs designed to inform and guide visitors. These signs encompass various categories:

Warning Signs: Clearly communicate potential dangers and safety precautions, such as "No Smoking," "No Littering," and "Beware of Wild Animals."

Directional Signs: Aid navigation by indicating directions to different attractions, facilities, and exits within the park.

Public Service Advertisements: Promote social awareness and values, including environmental protection, health, and cultural heritage.



**Interpretation Signs:** Provide information about specific attractions, historical events, and natural features, enhancing visitors' understanding and appreciation.

**Stone Inscriptions:** Engraved with historical texts, poems, or inscriptions, these add a cultural and artistic touch to the park.

**Language Distribution:**

**Chinese Monolingual Signs (79.5%):** This dominance reflects the primary target audience being domestic tourists.

However, it also indicates a potential barrier for international visitors.

**Bilingual Signs (Chinese-English, 15.6%):** These signs cater to the growing number of international visitors and demonstrate the park's commitment to inclusivity.

**Multilingual Signs (Chinese-English-Hebrew, 4.6%):** The presence of Hebrew signs, particularly in the vicinity of the He Fengshan Memorial and Peace Visa Pavilion, highlights the park's connection to the historical figure He Fengshan and his significant contribution to Jewish refugees during World War II. This unique aspect adds cultural depth and international appeal to the park.

#### 4.1.2 Mountain Village of Great Change

The Mountain Village of Great Change, named after the famous novel "Great Change in A Mountain Village" by Zhou Libo, is a cultural site that showcases the region's rural history and literary heritage. The linguistic landscape here primarily features:

**Warning Signs:** Similar to Hui Long Park, these signs convey safety information and regulations.

**Directional Signs:** Guide visitors to different areas within the village, including the Zhou Libo Museum, Qingxi Lotus Pond, and other attractions.

**Public Service Advertisements:** Focus on promoting China's core socialist values and cultural awareness.

**Interpretation Signs:** Provide insights into the life and works of Zhou Libo, the village's history, and the surrounding environment.

**Language Distribution:**

**Chinese Monolingual Signs (89.8%):** The overwhelming presence of Chinese signs indicates a strong focus on domestic visitors and a limited effort to cater to international tourists.

**Bilingual Signs (Chinese-English, 10.2%):** While these signs demonstrate some recognition of the need for internationalization, their limited number suggests a missed opportunity to attract a broader audience.

#### 4.2 Language Features of Linguistic Signs in Yiyang's Cultural Tourism Scenic Spots

##### 4.2.1 Conciseness and Simplicity

Both Hui Long Park and the Mountain Village of Great Change employ concise and straightforward language in their signs. This is crucial for effective communication, ensuring that visitors, regardless of their linguistic background, can easily understand the information and instructions provided.

##### 4.2.2 Political Significance

Public service advertisements in both parks prominently feature political slogans and values, reflecting the government's emphasis on promoting socialist ideals and national identity. These signs often convey messages about core socialist values, environmental protection, and social harmony.

##### 4.2.3 Local Cultural Characteristics

The linguistic landscape in Yiyang's cultural tourism scenic spots also reflects the region's unique cultural heritage. This is evident through the use of local dialects, references to historical figures like Zhou Libo, and the incorporation of cultural symbols and stories.

**Dialects:** In the Mountain Village of Great Change, some signs incorporate dialect terms used in Zhou Libo's works, such as “kai zhuan kou” (meaning cracked skin) and “heng he hua zi” (meaning ferry boat), adding a local flavor and connecting visitors to the region’s cultural identity.

**Historical Figures:** The presence of signs dedicated to Zhou Libo and He Fengshan highlights the region's historical significance and its connection to influential individuals.

**Cultural Symbols:** The use of traditional architectural styles, cultural motifs, and historical references in the design of signs contributes to the overall cultural atmosphere of the scenic spots.

## V. CONCLUSION

The linguistic landscape of Yiyang’s cultural tourism scenic spots is an important carrier of cultural dissemination and an important window for displaying the image of Yiyang. To improve the quality of language service and construct a more effective linguistic landscape, the following suggestions are proposed:

**Increase the proportion of bilingual and multilingual signs:** This is conducive to promoting the internationalization of Yiyang’s cultural tourism and enhancing the dissemination of Hunan culture.

**Improve the quality of language translation:** Ensure the accuracy and naturalness of language translation to avoid misunderstandings and misinterpretations.

**Highlight local cultural characteristics:** Properly incorporate local dialects, cultural symbols, and historical stories into linguistic signs to enhance the cultural connotation of scenic spots.

**Strengthen the management and maintenance of linguistic signs:** Regularly inspect and maintain linguistic signs to ensure their clarity and integrity.

This study hopes to provide references for the construction of linguistic landscape in Yiyang’s cultural tourism scenic spots, promote the development of Yiyang’s cultural tourism industry, and enhance the international influence of Hunan culture.

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