

Language Landscape Investigation and Optimization Strategies in Tourist Attraction—Taking Sanya Areca Nut Valley as an Example

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Abstract: The management of tourist attraction is a complex systematic project. Only by strengthening coordination and cooperation in all aspects can the expected results be achieved. Among them, the construction of language landscapes in scenic areas is of special significance. However, due to various reasons, people have not yet paid enough attention to it. How to do a good job in language landscape planning in tourist attraction has become a topic worthy of discussion. In order to solve the problems such as the disunity and lack of characteristics of the language landscape in various tourist attraction, this paper took Sanya Areca Nut Valley as an example, analyzed and summarized its language landscape through field investigation and quantitative analysis, and put forward corresponding development countermeasures on this basis, hoping to provide reference for other tourist attractions. The survey found that the language landscape of Sanya Areca Nut Valley scenic area was improved to a certain extent after optimization, which not only enriched the tourist experience but also enhanced the cultural connotation. At the same time, it also increased passenger flow by about 11.84%, achieving both economic and social benefits. The construction of language landscapes was closely related to the development of the tourism industry. To effectively promote the sustainable development of the tourism industry, it was necessary to attach importance to the protection of language landscapes.

Keywords: Tourist Attraction, Linguistic Landscape, Sanya Areca Nut Valley, Language Strategy

1. Introduction

Tourism is a pillar industry of a country and an important way to stimulate economic growth and increase farmers' income. The construction of language landscape in tourist attraction plays an important role in enriching tourism resources and improving tourism image. However, due to various factors such as geographical environment and cultural conditions, many places have not formed a complete language landscape, such as non-standard names of scenic spots, unclear identification of scenic spots, and so on. These would seriously hinder tourists' viewing experience and interest in tourist attractions, thereby reducing their willingness to travel and even preventing them from visiting scenic spots normally. Therefore, in order to better develop the tourist area, it is necessary to establish a complete set of language protection system in tourist attraction to ensure that tourists can enjoy better services.

Language landscape has become an interesting focus of sociolinguistics research, and many experts have conducted in-depth discussions on it. Zakiyatul Fakhroh introduced the description and interpretation of symbol functions in response to the lack of discourse on the Indonesian language landscape, demonstrating the dominant position of Indonesian language in the language field. English was more commonly used than Arabic [1]. Yanfei Shen explored the current situation of language landscapes in Chinese historical and cultural cities from the perspective of language ecology, including language use, physical characteristics, cultural and historical factors, translation of bilingual and multilingual identification texts, multimodal identification, attitudes and perceptions, and examined the interaction between language landscapes and their environment [2]. From the multiple perspectives of ecological translation theory and communicative translation theory, Yuyan Zhou analyzed and discussed strategies to strengthen the standardized translation of public signs of major scenic spots in the island area, with a view to building a bilingual publicity system for island tourist attraction and improving the image and status of Zhuhai island city [3]. Insyirah Athala believed that although there

were many studies on language landscape, the linguistic landscape related to COVID-19 leaflets was not yet touched. He elaborated on the landscape related to multilingualism in linguistics and COVID-19 leaflets in Pasuluan District [4]. Fabiszak M used quantitative methods to explore the changes in ideology in language landscapes [5]. Erna Andriyanti focused on the symbolic patterns in the school language landscape and the language contexts they represent in multilingual contexts, and revealed three language patterns: monolingual, bilingual, and multilingual markers [6]. Jamie Shinhee Lee investigated the commercial signage of two of Seoul's most popular tourist areas, Mingdong and Rensidong, and analyzed the multilingual advertising in language landscapes and its content and role in signage [7]. The use of language landscapes has become increasingly frequent, and many cities utilize language landscapes as an important means of showcasing their own image.

Language landscape is an important part of the development and construction of tourist attraction. Many scholars have put forward various suggestions from different perspectives. Zukhro Akbarova Akmaljonovna made a linguistic analysis of the world language landscape, gave a general explanation of the concept of "world landscape", and also studied the compatibility of world language landscape in different languages [8]. Nathan John Albury used language landscape as a research tool to seek and analyze meta linguistic dialogues about social multilingualism [9]. Roni Nugraha Syafroni introduced to the public the theory of using tourism language landscapes at the Subang Museum, which was beneficial for the juxtaposition of tourism science with other sciences [10]. Chiow Thai Soon explored language choices in the commercial sector through the language landscape of a multilingual community in a federal territory of Malaysia, proving that existing landmarks should be protected as they had historical heritage value and reflected the multilingual practices of the language community [11]. Nefy Nosiani used observation and interview methods to describe the types of language landscapes used by Bonorogo University and to understand the purpose of posting signs at Bonorogo University [12]. Dwi Purnanto used the method of language landscape to analyze the frequency, form and information symbolic function of the text in the public space of Surakara, Indonesia, which was helpful to provide the sociolinguistics situation of language use and the overview of the application of language policy in public space [13]. Xi Yan conducted an analysis of the language landscape of Macau's heritage and gambling tourism, and the results showed similarities and differences in language selection between the two departments, as well as some tensions behind this language selection [14]. The language landscape in tourist attraction determines people's cognition of tourist attraction and affects tourists' feelings when traveling. It is of great significance to protect the language in tourist attraction.

Language landscape is an important component of tourism destinations and a way to evaluate and plan them after the tourism industry reaches a certain level of development [15-17]. In order to solve the problems such as the lack of language landscape, non-standard use and lack of communication function in tourist attraction, this paper took Sanya Areca Nut Valley as an example to analyze the characteristics of language art in the scenic spot and its influencing factors, and put forward corresponding countermeasures against the main problems, hoping to improve tourists' awareness and sense of experience of the scenic spot, at the same time enhance the cohesion of local residents, and promote the sustainable development of tourism.

2. Problems in the Language Landscape of Sanya Areca Nut Valley Tourist Attraction

2.1 Irregular Language Phenomena and Disordered Language Styles

Tourists in the Sanya Areca Nut Valley tourist area are not very familiar with the local dialect, and most of them communicate in Mandarin or Chinese English as the standard. However, there are many irregularities in the bilingual and multilingual use of the scenic spot, such as spelling errors, inconsistent capitalization, punctuation mark errors, typographical errors, etc., which lead to the inability of tourists to understand these words, ambiguity and even misunderstanding, thus affecting tourists' experience.

2.2 Lack of Interaction in Language Display

The tourist attractions of Sanya Areca Nut Valley mainly include beach baths, hot spring resorts, seaside parks, tropical rainforest botanical gardens, and many other projects, as well as rich ethnic customs and habits. However, due to the lack of necessary interaction mechanisms and supporting facilities, many tourists are unable to fully communicate and enjoy the fun brought by sightseeing in a

timely manner.

2.3 Insufficient Integration of Tradition and Innovation

Areca Nut Valley has a large number of excellent and unique ethnic customs, such as brocade, Li ethnic instrumental music, and original ecological dance dramas, attracting a large number of tourists from around the world to come and experience the rich and colorful cultural and artistic forms here. However, with the development of the times and the growth of people's living standards, many ethnic folk arts have gradually been eliminated and disappeared in the long river of history, which is undoubtedly a huge loss for the development of local tourism industry.

2.4 Harmony between Tourism Activities and Local Residents' Lives

The Li ethnic group, as a local resident, has lived on the island for a long time. The Areca Nut Valley scenic area is mainly characterized by the living scenes and culture of the Li and Miao ethnic groups in Hainan. When tourists visit, they may cause a certain degree of damage to the living environment of the local people. Therefore, notices such as "private homes, no visits" also appear in scenic spots, reflecting some disharmony between tourism activities and local residents. This requires relevant departments to attach importance and take effective measures to control it.

3. Strategies for Optimizing the Language Landscape of Sanya Areca Nut Valley Tourist Attraction

Language landscape is a symbol system with special charm and aesthetic value, which not only reflects local traditional folk culture, but also represents the unique regional characteristics of a region [18-20]. Sanya Areca Nut Valley Scenic Area has superior natural environment and rich ecological resources, but the language landscape construction in the scenic area is relatively lagging behind. In order to effectively protect the cultural and historical characteristics reflected in the language of the tourist attraction in practical work, make it harmonious with the surrounding regional culture, and improve the tourists' experience and satisfaction, the following optimization strategies are proposed:

Firstly, it is recommended to standardize and unify the language and text, especially for some signs related to the image of the scenic area. For example, the translation should be translated as "opening time", rather than the existence of both "opening time" and "opening hours". At the same time, it is also necessary for the government and relevant departments to increase investment in the construction of language environment, and develop norms for the use of bilingual or multilingual signs; it is necessary to promptly remove the incorrect signs and restore them to the correct language and text.

Secondly, it is necessary to deeply study the national culture of local residents and integrate it into the explanation and interpretation of scenic spots. At the same time, it is also necessary to combine relevant folk activities to attract tourists to visit and provide corresponding services and help, so that people can better understand the history, humanities and natural landscape of the region. In addition, innovative forms such as quick response codes can also be used to promote the Areca Nut Valley to the outside world, thus spreading the language and landscape information of the scenic area, and expanding its influence.

Finally, it is necessary to carry out reasonable and effective planning with a human centered approach and establish a sound management system. It needs to strengthen infrastructure construction from a material perspective, increase reception capacity, improve the ecological environment, and make Areca Nut Valley a beautiful, comfortable, and safe leisure and vacation destination. It needs to strengthen publicity and promotion work from the ideological and cultural aspects, enhance people's awareness of protecting ecological civilization, and enhance tourists and local residents' awareness of protecting ecological civilization. The most important thing is to encourage the people to participate in the action of protecting the language and landscape of the scenic area, enhance the sense of ownership, and maintain the overall image of the scenic area.

Based on the above optimization strategies, a monitoring system for the operation of Sanya Areca Nut Valley scenic area is established. The system can achieve real-time data collection, storage, and display of various nodes in the scenic area, and wirelessly transmit this information to the remote monitoring center for analysis, as shown in Figure 1.



Figure 1. Operation monitoring system for Sanya Areca Nut Valley scenic area

On the basis of optimizing the language and landscape of the scenic spot, the operation monitoring system of Sanya Areca Nut Valley scenic spot is built. The system is mainly composed of wireless sensor network and data acquisition terminal, of which the data acquisition terminal is mainly used to collect the information of each node, such as the geographical location of the scenic spot, changes in passenger flow, etc. Wireless sensor networks can upload relevant tourism dynamic information in real time, enhance the tourist experience and shorten the waiting time. In addition, on the basis of the database, it can also achieve tourist behavior analysis, passenger flow statistics and prediction, add information display function, and have a detailed understanding of the distribution of various scenic spots and various service functions within the scenic area. Through querying and comparing, accurate and reliable results can be obtained, intuitively reflecting the operational status and existing problems of the betel nut valley, providing a reference basis for subsequent tourism planning and decision-making [21].

4. Survey on the Use of Language and Landscape in Sanya Areca Nut Valley Scenic Area

4.1 Survey Subjects

Taking Sanya Areca Nut Valley as the survey object, a field investigation was conducted on the language landscape of the scenic area, and data statistics and analysis were conducted on the investigation results. Sanya Areca Nut Valley is located in the southeast of Sanya urban area, mainly composed of tropical rainforest, stone forest, and karst landforms. The area has rich and diverse natural resources, including biological species such as animals and plants, thus forming a unique ecological tourism area.

4.2 Investigation Content

This mainly examines the top-down language signs of the scenic area, including index signs, reminder signs, scenic area pattern signs, flowers, trees, and diversion signs.

4.3 Investigation Methods

Field research was conducted to collect language signs in scenic areas through photography, followed by sorting, screening, and classification. Finally, data statistics and quantitative analysis were conducted to analyze the usage and functional value of language landscapes.

4.4 Evaluation of Survey Results

4.4.1 Code Usage

The usage of language codes in this scenic area has been analyzed. The results are shown in Figure

2.

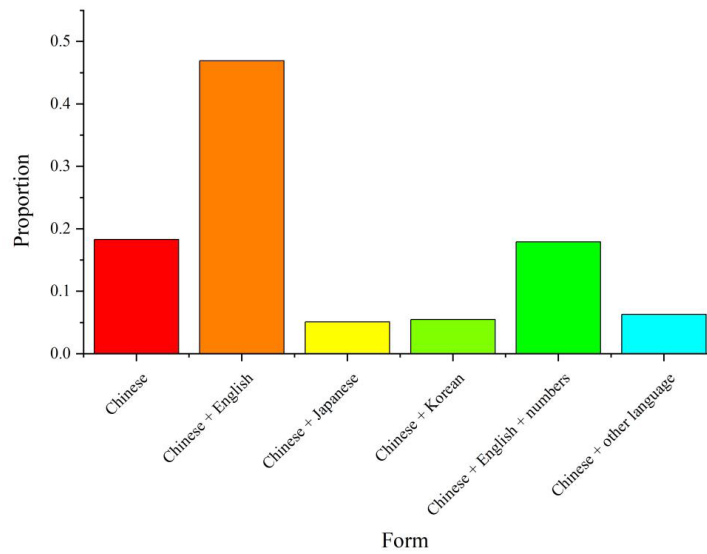


Figure 2. Code usage of language landscape in the scenic spot

In this scenic area, “Chinese+English” is the most common combination of language codes, and the two forms of “Chinese” and “Chinese+English+numbers” are also commonly used. Among them, “Chinese” is generally simplified, and “Chinese+English+numbers” are mostly door signs. Finally, language landscapes such as “Chinese+Japanese”, “Chinese+Korean”, and “Chinese+other languages” have also appeared, but their frequency of use is relatively low [22].

4.4.2 Function

A total of 237 image information were collected, of which only 210 were valid information. According to the functions reflected by these language signs, the language landscape of the scenic area was classified, and the results are shown in Table 1.

Table 1. Function classification of linguistic landscape in scenic spots

Function	Quantity
Indication	61
Decoration	43
Management	29
Education	32
Narrate	18
Propaganda slogan	27

Language landscape, as an important art form, has its own unique aesthetic function. It is commonly seen in the Areca Nut Valley scenic area, including indicative function, decorative function, management function, educational function, narrative function, and promotional slogan function. Among them, indicative function occupies the main position, with about 61 out of 210 language signs having indicative function; The number of signs with narrative functions is minimal, and these language landscapes are mainly used by tourists during their travels to guide them in understanding and introducing information about scenic spots.

4.4.3 Number of Tourists

The peak tourist season in Sanya is from May to October each year. During this period, the language landscape of the Areca Nut Valley scenic area is renovated and optimized, and the changes in the number of tourists before and after the optimization of the scenic area are observed continuously for a week. The results are shown in Figure 3.

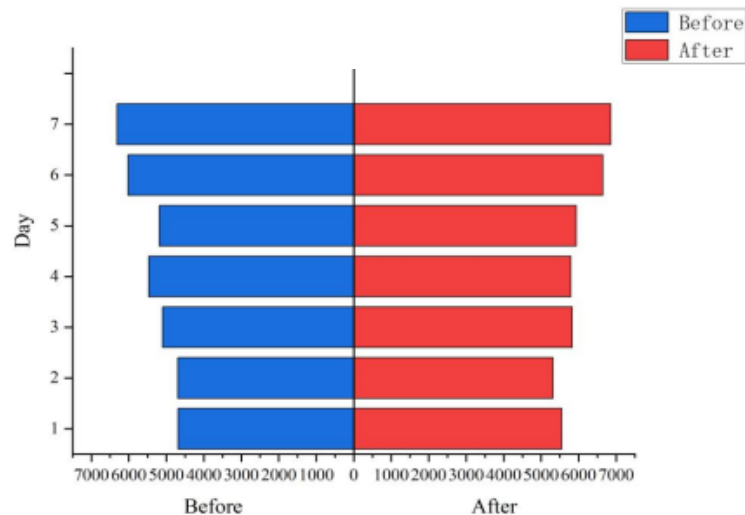


Figure 3. Comparison of tourist numbers

Within a week, the trend of daily visitor numbers before and after optimization was basically similar, indicating that the tourist flow in the scenic area was relatively stable and the flow on the 6th and 7th days was higher. After calculation and optimization, the average daily passenger flow for the week before optimization was around 5354 people. After optimization, the average daily passenger flow within a week reached around 5988 people, which increased by about 11.84%.

5. Conclusions

Sanya Areca Nut Valley Tourist Area has unique and rich natural landscape, cultural landscape and folk culture resources, but lacks corresponding language landscape to reflect the unique lifestyle, habits, aesthetic taste and other information of residents in this area. Deeply optimizing the language and landscape design of the scenic area can enhance tourists' understanding of the Areca Nut Valley scenic spot and its environment, thereby promoting more tourists to visit Hainan and other provinces, and promoting the rapid and healthy development of the local economy. This article took the tourism culture of the Areca Nut Valley in Sanya as the research object, and analyzed the problems that exist in the language landscape development process of the Areca Nut Valley scenic area from multiple perspectives, as well as how to improve these problems. Finally, based on the research results, measures were proposed to improve its construction, management and protection, so as to provide reference for the sustainable and healthy development of local tourism industry.

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