Planning of Linguistic Landscape in Ecological Tourism Attractions from the Perspective of Language Ecology

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Abstract: Language ecology is an important content of social ecological civilization construction, and linguistic landscape is an important window to showcase language ecology; The improvement of the quality of ecotourism services cannot be separated from the participation of linguistic landscapes. At present, many cities in China are still in a state of immature development of ecotourism, with more or less insufficient local characteristics of linguistic landscape, inadequate standardization of signage, and deficient humanistic care and cultural connotations. Therefore, the subsequent linguistic landscape planning of scenic spots should focus on highlighting local characteristic culture, the connotation of landscape culture and humanistic care, continuously strengthening the awareness of landscape maintenance and management, standardizing the types and quantity of language signs, and promoting the construction of language ecology in scenic spots.

1. Introduction

Since entering the new era, China has successively put forward the ecological layout of "accelerating the green transformation of the development mode", "improving the diversity, stability and sustainability of the ecosystem", and pointed out that Chinese-style modernization pursues green and sustainable modernization, and the construction of ecological civilization is a necessary link to achieve modernization. Language ecology is an important content of ecological civilization construction, and linguistic landscape construction is an important embodiment of language ecological environment and an important link in urban planning. Analyzing the current development status of linguistic landscapes in ecotourism attractions from the perspective of language ecology and proposing targeted planning strategies can help improve urban planning, improve scenic attractions governance, and accelerate the modernization process of urban ecological civilization. The linguistic landscape of a city or region refers to the language that appears on public signs such as road signs, billboards, shop signs, place name signs, street signs, etc. This paper studies one branch of the numerous linguistic landscapes, namely the linguistic landscape of ecological tourist attractions.

2. Current Status of Linguistic landscape Planning in Ecotourism Tourist Attractions

With the improvement of people's material life, ecotourism has gradually become an important option for people's travel and tourism. Many regions rely on the local ecological status to launch

ecotourism projects to attract tourists from all over the country and even the world. Due to the short development time of ecotourism, there are more or less problems in the construction of language and landscape in tourist attractions.

2.1. Insufficient Local Cultural Characteristics of Linguistic landscapes

The linguistic landscape of ecological scenic spots has important value in optimizing the ecological environment, enhancing tourists' sense of experience, and shaping a good image of the tourist attractions. The premise is that the setting of linguistic landscapes must be combined with the local history and culture, and comply with local cultural characteristics. However, in reality, the construction of many ecological tourist attractions does not pay attention to the input of cultural connotations, and even replicates the linguistic landscapes of other popular ecological tourist attractions, resulting in a homogenization trend in the linguistic landscapes of ecological tourist attractions. The unique cultural charm of tourist attractions cannot be demonstrated, and tourists who have experienced multiple ecological scenic spots are prone to visual fatigue, leading to a linear decline in the sense of tourism experience. In today's context of abundant material conditions, people no longer simply pursue pleasure when traveling, but start to pursue unique cultural experiences obtained during the tourism process to enrich their spiritual world. The insufficient display of the language, landscape, and cultural characteristics of ecological tourist attractions not only prevents tourists who simply enjoy the journey from obtaining a good aesthetic experience, but also leads to tourists who pursue cultural experiences lacking a sense of cultural immersion. After playing, they cannot have a deep impression on the iconic things or text symbols of the tourist attractions, reducing the probability of tourists' second visit, and also seriously affecting the improvement of the reputation of urban tourist attractions.

2.2. Poor Maintenance of Language Signage

Compared to cultural landscapes, ecological scenic areas have a wide range of tourist attractions, and personnel maintenance and management are difficult and costly. Many linguistic landscapes are mainly based on outdoor signs; due to long-term outdoor placement, it is inevitable that signs may be damaged, unclear handwriting, and font detachment due to natural or human reasons, resulting in insufficient display of signs' functions such as indication, warning, and introduction. It not only affects the beauty of the scenic area, but also easily leads to poor tourist experience. In addition, some ecological tourist attractions have issues with inconsistent language signage and overly simplistic signage, resulting in unclear recognition by tourists and a poor overall appearance; Even some tourist attractions simply paste paper prompts on metal brackets, which not only does not coordinate with the overall language and landscape, reducing the overall level of the tourist attractions, but also easily damages the signs in case of adverse weather such as wind and rain, leading to the failure of their indication function and hindering the development of the scenic spot. There are also some signs with inaccurate translation issues; even after tourists propose modifications to the scenic area, they still do not make corrections and adjustments, exposing the problem of low awareness of language and landscape maintenance and management.

2.3. The Number of Multilingual Signs is Relatively Small, and the Standardization Needs to be Improved

Language signs are an important manifestation of linguistic landscapes. The language signs of ecological scenic spots are divided into monolingual, bilingual, and multilingual signs based on the number of languages appearing on the signs. Monolingual signs are Chinese signs that display more

warning and announcement content; Bilingual signs are in both Chinese and English, displaying more explanatory and introductory content; Multilingual signs are signs in three or more languages, set according to the proportion of foreign languages used by local tourists in the scenic area. [1] For example, in ecological scenic areas such as Yanji in Northeast China, due to their proximity to North Korea and South Korea, the majority of tourists traveling use Chinese, so language signs are mostly set in Chinese, English, and Korean. The translation level of multilingual signs can reflect the level of scenic area construction, and even affect the internationalization level of the city or even the country where they are located. However, there are problems in the installation of multilingual signs in ecological scenic areas in China, such as limited quantity, poor translation skills, and insufficient standardization. Most mechanical translations are filled with multilingual signs, and the phenomenon of ignoring cultural differences is also widespread. For example, copying Chinese sentence structures and expressing thinking is considered irrelevant and difficult for foreign tourists to understand.

2.4. Insufficient Expression of Humanistic Care in Linguistic landscape

Ecological tourist attractions are actually an important channel for communication between humans and nature. In modern ecological tourism landscape planning and design, it is necessary to adhere to the people-oriented planning concept and highlight humanistic care in linguistic landscape design. However, due to the imperfect development and high management costs of many ecotourism scenic spots, many scenic spots do not attach importance to the setting of linguistic landscapes in scenic spots. Therefore, many language signs still follow the rigid, serious, and cold language style of the past, such as short phrases such as "No Treading" and "No Playing in the Water". Although they can serve as warnings, reminders, or explanations, they can easily cause resentment in the hearts of tourists. In addition, the development of ecotourism scenic spots not only relies on natural scenery, but also requires the establishment of necessary cultural facilities. Many scenic spots lack service awareness and rely solely on the ecological environment, failing to properly set up cultural facilities based on the disadvantages of local scenic spots, such as volunteer service stations, transportation transfer stations, information service information stations, etc., resulting in a low level of tourist experience in scenic spots.

3. Planning of Linguistic landscape in Ecological Tourism Scenic Spots from the Perspective of Language Ecology

In terms of the current situation of language and landscape construction in ecotourism scenic areas, there is still a lot of room for optimization. Targeted solutions to existing problems are also an important planning link for the future construction of ecotourism scenic spots. To solve these problems, it is necessary to effectively improve the language and landscape issues of the scenic spots, in order to achieve a positive role in enhancing tourist experience and shaping the city's image.

3.1. Linguistic landscape Design Should Highlight Regional Characteristics and Culture, and Be Rich in Cultural Connotations

The designer of a linguistic landscape should have the ability to use language and writing in a standardized manner, and also have good language and writing literacy. In addition, the cultural heritage and cultural construction awareness of landscape designers are also very important, in order to ensure that their designed linguistic landscape not only does not make some low-level mistakes in sentence structure and vocabulary, but also greatly enhances the cultural connotation of

the linguistic landscape. The presentation of local characteristic culture in linguistic landscapes can first attract tourists' attention, provide them with unique cultural experiences beyond the ecological environment, and also highlight the cultural connotation of the scenic area, allowing tourists to experience the cultural taste of the scenic area. To highlight cultural heritage in the design, it is necessary to first attach importance to the integration and application of local cultural vocabulary in linguistic landscapes. Secondly, in the selection of signage boards, materials that are closer to nature should also be used. On the one hand, they should be closer to ecological tourism elements; on the other hand, they can convey the concept of green environmental protection. Finally, it is possible to promote and cite the cultural value of linguistic landscapes by exploring local characteristic poems and songs. [2]

3.2. To Strengthen the Awareness of Landscape Maintenance and Management, and Establish a Supervision and Feedback Mechanism

The construction of linguistic landscapes is important, and maintenance and management are even more important. Ecological tourism scenic spots generally have complex terrain and vast areas, so many details are often overlooked in maintenance and management. If small problems are not detected and dealt with in a timely manner, they may form disaster hazards. Therefore, ecological tourism scenic areas should establish maintenance and management teams, regularly inspect the language and landscape of the scenic area, ensure that all language and landscape can be maintained in a timely manner, and minimize the negative impact of severely damaged and blurred signs on the image of the scenic area. In addition to the supervision and management in the scenic spot, the leadership of the scenic spot should also establish a social supervision and feedback mechanism, establish a two-way interaction mechanism between the scenic spot and tourists by setting up a variety of We media accounts, encourage scenic spot tourists to consciously join the team to maintain the scenic spot's language and landscape, and can put forward supervision opinions and suggestions to the scenic spot through Tiktok, Weibo and other platforms, while also mobilizing the masses to participate in the landscape design.

3.3. To Enhance the Service Awareness of Scenic Spots, and Standardize the Types and Quantities of Language Signs

From the perspective of ecological civilization construction, standardizing the language signs of scenic spots has positive significance for improving the ecological civilization construction of scenic spots. Ecological tourism scenic spots should enhance their service awareness, fully recognize the importance of linguistic landscape design in improving tourist experience, and then standardize the types and quantities of language signs to ensure that Chinese is the main language and English is the auxiliary language. Other languages should be determined based on local language usage, and the setting of bilingual signs and multilingual signs should be appropriately enhanced to adapt to the current globalized tourism situation. Linguistic landscape designers should strengthen their sense of responsibility, follow design rules and cultural standards when designing multilingual signs, and strictly review multilingual signs. To enhance the service awareness of scenic spots, it is necessary to prioritize the service feelings and experiences of tourists. Therefore, it is necessary to smooth the two-way communication mechanism between scenic spots and tourists, encourage tourists to actively participate in the optimization of language and landscape, and promptly identify and feedback problems. Scenic spots should also attach importance to tourist suggestions, respond to and handle various suggestions from tourists, especially the translation quality issues on the signs that foreign tourists have responded to. Scenic spots must attach great importance to and deal with them seriously to ensure that foreign tourists have a good experience in

China's ecotourism.

3.4. Linguistic landscape Should Reflect More Humanistic Care and Promote Harmonious Interaction between Humans and Nature

The establishment of linguistic landscapes in ecotourism scenic areas is an important measure to coordinate tourist needs and break through the limitations of ecological environment conditions. A more humanized design of linguistic landscapes can not only highlight the ecological interaction concept of harmonious coexistence between humans and nature, but also indirectly demonstrate the city's affinity for accommodating foreign tourists, enhance tourists' liking for the city, and help shape the city's image. Firstly, necessary rescue services such as volunteer service booths and medical first aid stations should be set up. At the same time, rental booths for environmentally friendly sightseeing electric vehicles or bicycles should be set up, and language signs should be set up at intervals to indicate the specific direction and location of service stations and self-service booths. Scenic spots can also use digital information technology to add scenic spot introductions and route guidance with QR codes and VR maps, and clearly mark the positions, routes, and distances of various stations and self-service points in the program. In addition, leisure seats should also be set at intervals for tourists based on the physical strength required for sightseeing in the scenic area, in order to highlight the humanistic care of the scenic area. [3]

4. Conclusion

Linguistic landscape design is an important topic in the planning of ecotourism scenic spots. It not only plays an important role in information warning, explanation, and guidance, but also relates to the tourist experience in the scenic area. Good linguistic landscape design can become a beautiful scenery for scenic spots, optimizing the tourist experience while reflecting the local urban cultural heritage.

Acknowledgement

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