A Brief Analysis of the Language Policies in Tourist Cities

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Abstract: As an integral part of the development of the tourism industry, language construction is an important measure to enhance the influence of the tourism industry and improve the competitiveness of tourist cities. In order to promote the orderly development of language construction and create a humanistic language landscape, tourist cities need to have a good top-level design of language policies in the process of industrial development, give full play to the advantageous role of language policies and create a good atmosphere for the healthy development of the tourism industry. By focusing on reality, integrating resources, focusing on the needs of industrial development, and taking a series of measures, this paper builds a complete framework of language policies for tourist cities.

1. Introduction

In recent years, China's tourism industry has been stabilizing and improving. According to data released by the Ministry of Culture and Tourism, in 2020, there were 22 new 5A-level tourist attractions, 310 4A-level tourist attractions, and 773 3A-level tourist attractions. Tourist resources have been continuously developed, with tourism revenue reaching 2.23 trillion yuan and the number of domestic tourists reaching 2.879 billion. Based on the requirements of the healthy development of the tourism industry, in the process of excavating the elements of the tourism industry, while integrating tourism resources, various places should actively enhance the construction of supporting facilities, improve the hard power of tourism through the improvement of soft services such as language, strengthen the overall competitiveness of tourism cities, and drive the overall and healthy development of the tourism industry.

2. An Analysis of the Advantages of Language Policies in the Development of the Tourism Industry

An objective analysis of the advantages of language policy in the development of the tourism industry can help tourism authorities clarify the importance of language policy application in multiple dimensions, clarify the supporting elements for the development of the tourism industry, thus laying a solid foundation for steadily improving the competitiveness of the tourism industry.

In the development process of tourist cities, for the rapid development of the tourism industry, a series of measures often need to be taken to provide good supporting services and create a comfortable and convenient tourism atmosphere. Considering the differences in such elements as language, folklore, and religion, in order to eliminate cultural barriers, language policies have been introduced in various places, aiming to shape the language landscape and enhance the tourist experience of consumers [1]. Taking Guilin City, Guangxi Province as an example, as a famous tourist city in the country, its landscapes and ethnic features have become a tourist brand. In the process of developing the tourism industry, considering the particularity of the ethnic composition of Guangxi and the diversified composition of the tourists, the Guilin Municipal Government has introduced a series of language policies and accelerated the construction of hardware facilities. It has set up public tourism signs, formed a professional team of tour guides, and formed language landscapes with local characteristics to ensure that consumers gain a better visual experience during the tour.In recent years, with the continuous development of China's tourism resources, tourism projects and themes have become increasingly diversified. In order to maintain a good development trend, the relevant regions and enterprises have gradually realized the importance of language policy in the whole industrial development process and taken the construction of language landscape as an important path for the development of tourism industry.Take homestay tourism as an example, it provides a good opportunity for urban residents to experience rural life and rural scenery, and plays a role in promoting the inheritance and development of regional folk culture.Specifically, in the process of the development of B & B tourism, based on the consideration of the quality of tourism services, the government has invested a large amount of funds to integrate resources, shape the rural language landscape, drive the transformation and upgrading of the existing rural infrastructure system, improve the rural living environment, and accelerate the realization of the new rural construction.At the same time, the comprehensive development of the homestay tourism resources has created a more diversified and three-dimensional structural form, and the primary tourism has been transformed into a comprehensive eco-tourism mode integrating agricultural product picking, rural tourism and folk custom experience. The tourism theme is rich.In order to expand the market influence, increase the attraction of regional homestay tourism and highlight the regional characteristics, which is of great benefit to the creation of tourism brands.In the process of the development of B & B tourism, social capital needs to participate deeply, actively create the language brand of B & B tourism, and realize the internationalization of B & B tourism. This kind of treatment can undoubtedly expand the social influence and investment attraction of B & B tourism, improve the tourism language landscape, broaden the source channels of consumers, and invisibly cultivate the competitive advantages of B & B tourism.

3. The Current Situation of Language Policy Application in Tourist Cities

There are deviations in the cognition and application of language policies in tourist cities. By systematically analyzing the current situation of language policy application, this study clarifies the blind spots of language policies in the past, and grasps the key points of efficient application of language policy in tourist cities, so as to promote the orderly formulation, implementation and feedback of language policies.

3.1 Language Policies Have not been Given High Priority

From the perspective of the actual situation, most tourist cities still use traditional thinking in the process of development and positioning. They invest a lot of resources in the exploration, marketing and promotion of tourism resources to ensure market awareness and form tourism popularity [2]. This method can increase the number of tourists in a short period of time, but due to the lack of

supporting service facilities, it is often difficult to form a sustainable development model, resulting in the loss of competitive advantages. Some tourist cities do not have a good grasp of the dominant role of language policies. They sever the connection between linguistic landscapes, cultural landscapes and natural landscapes. The lack of language policies has profoundly affected the tourist experience of consumers and weakened the attractiveness of tourism resource elements. For example, during the construction of basic service facilities such as toilets, these cities have hung Chinese and English signs. However, they ignored the main body of local foreign tourists, resulting in the lack of language policy and an absence of flexible language policy mechanisms, thus affecting the foreign tourists' travel experience. This has a negative impact on building a good reputation and building a regional brand.

3.2 Incomplete Systems of Language Policies

After years of exploration, some tourist cities have fully realized the importance of language policies, and have carried out relevant practices to actively build language landscapes. However, from the perspective of the actual situation, there is still a big gap between the application of language policies and the actual needs. Specifically, tourist cities have not formulated standardized language policies, nor standardized management and control of signs such as streets, names of scenic spots, and public transportation, which makes language policies lack overall planning and affects the actual effect in use [3]. Taking Hutongs in Beijing as an example, as an important carrier of regional culture, Hutongs have become an important way to show folk customs. According to incomplete statistics, Hutongs in Beijing receive an average of 340 million tourists each year. In order to meet the tourism demand, relevant tourism enterprises and government departments have been expanding the development boundary of Hutong tourism, and innovating tourist resources. This method of operation can maintain the attractiveness of Hutong tourism, but the repeated names of Hutongs and incomplete supporting facilities have also affected the overall tourism experience. There is a lack of collaboration between tourism enterprises in this process. In the process of setting language signs, language are used arbitrarily, multiple names are seen in the same tourist attraction. The words used on language signs are not standardized, which can easily lead to ambiguity and cause confusion to the tourists. In the process of their development, tourist cities seek to gradually increase the development of overseas markets, try to attract more foreign tourists, and enhance their international influence. This requires competent authorities to formulate language policies in advance in the development of the tourism industry, improve the internationalization level of tourism languages by cultivating, introducing and reserving professional foreign language talents, and provide more refined language services for tourists from different countries. However, from the perspective of the actual situation, there is a lag in the cultivation of language talents in tourist cities, and they have not been able to combine the cultivation of talents with the development of the tourism industry. This structural deviation in talent training has led to the overall insufficiency of foreign communication ability of tourism practitioners. The lack of senior translators and the inability to implement a series of language policies have had a negative impact on the healthy and sustainable development of the tourism industry.

4. The Application of Language Policies in Tourist Cities in the New Context

The efficient application of language policies in tourist cities in the new context requires relevant government departments to be oriented by problems, and led by the goals. It requires them to make comprehensive use of various elements, formulate practical language policies based on the requirements of tourism city development, and shape new language landscapes.

4.1 Gradually Raising Awareness and Perception

In order to meet the needs of the development of the tourism industry in the post-pandemic era, it is necessary to comprehensively enhance the development vitality of the tourism industry, solidly enhance competitive advantages, and expand the overall influence of the industry. During the planning process, tourist cities should effectively change their thinking and adjust their development orientation according to their own actual conditions, correctly understand the role and value of language policies, coordinate resources based on past experience, focus on the present, take a long-term perspective, and formulate a feasible system of language policies, make language policy plans for the regional tourism industry, break down communication barriers through the scientific application of language policies, and allow tourists from different nations and countries to feel the charm of the tourist landscapes [4]. Based on this cognition, the competent departments and practitioners of tourism cities need to absorb and learn from past experience, evaluate typical cases, and clarify the economic value of language policies for the development of the tourism industry. At the same time, in the process of formulating language policies, short-term and long-term plans should be established, and a hierarchical and three-dimensional policy system should be used to ensure that the system of language policies is in line with reality, so as to promote the steady improvement of competitive soft power. Taking the tourism development of wanggezhuang home for the aged in Beijing as an example, based on the application effect of the tourism language policy, and continuously giving play to the advantages of the tourism policy, the relevant teams can use SWOT analysis to systematically analyze the advantages, disadvantages, opportunities and challenges of the development of the tourism language policy of wanggezhuang home for the aged, so as to achieve a new orientation of industrial development, It provides directional guidance for the overall layout of wanggezhuang tourism industry and the development of tourism products, and avoids the blindness of the development of B & B tourism.With the aid of SWOT analysis mode, wanggezhuang pension home stay tourism has a single type of language supporting facilities and a lack of language talents. However, its overall regional advantages are obvious, and the existing agricultural resource base is excellent. Considering the reality of insufficient pension supply in Beijing, it is feasible to develop pension home stay tourism. On this basis, a sound and complete tourism language policy system has been established by relying on the prediction policy foundation of Beijing and combining its own service objects and target objects. Through the rational application of the language policy, self promotion has been realized, social influence has been enhanced, and the corresponding tourism language landscape has been constructed to strengthen the language service ability.

4.2 Building a Complete System of Policies

In the process of formulating language policies, tourist cities need to formulate standardized language sign specifications to ensure that language information is presented completely and eliminate language ambiguity, effectively enhance the service capacity of language policies, better eliminate blind spots of languages, and enhance the information carrying capacity of languages. Specifically, in the process of formulating language policies, tourist cities should fully consider the ethnic and language characteristics of tourists at this stage. When choosing the content of the signs, they should make targeted adjustments and improvements to form a comprehensive system of language policies to ensure that the content of the policies is consistent with the information acquisition method of the groups they actually serve. Taking Weihai as an example, as a famous tourist city in the country, in addition to receiving domestic tourists, Weihai also receives a large number of Japanese and Korean tourists every year. Based on this kind of tourist composition, Weihai has added Japanese and Korean signs in addition to Chinese and English ones during the

development of the tourism industry. The construction of this standardization system undoubtedly reflects Weihai's ability to integrate tourism services by enhancing the soft power of tourism services, and increasing the sense of belonging of Japanese and Korean tourists. At this stage, most language signs are not standardized. There are large differences in language policies between regions and between enterprises. In order to eliminate language ambiguity, government departments should strengthen their cooperation, issue standard language norms, clarify the usage scenarios and usage methods of languages, etc., so as to ensure the standardized use of tourism languages. For example, in the process of standardization construction of public transport signs, they should mark the routes and stops of planes and buses in strict accordance with internationally common methods, so that tourists speaking different languages can obtain information in a timely manner. Especially in the process of making signs for tourist landscapes that reflect local characteristics, it is necessary to not only follow international conventions but also highlight local characteristics so as to ensure the complete transmission of information. In this process, the role of industry associations should be gradually brought into play. As cooperation platforms, relevant associations should actively contact with government departments and related enterprises to share information, promote the formation of tourism language standards, and ensure the feasibility of language policies [5]. At this stage, in the development and promotion of tourism language landscape, we should seriously do a series of marketing work, strengthen the depth of cooperation with professional marketing companies, straighten out the development ideas and refine the market positioning with the assistance of professional marketing companies. On this basis, with the help of systematic marketing measures, we should gradually expand the market channels, accelerate the brand creation of tourism products, and enhance the social attraction and influence of tourism language. At the same time, market research should be carefully carried out. Through questionnaire survey, big data analysis and other methods, the consumption demand of tourism language landscape should be quickly grasped, and the development of tourism language landscape should be oriented to the demand, so as to form a more distinctive, attractive and competitive tourism language landscape.

4.3 Strengthening Policy Implementation

In the process of implementing language policies, in order to ensure the implementation and exploit the soft power of language services, governments and tourism enterprises in tourist cities should start from different dimensions and effectively play their roles. For example, as the policy maker, according to the division of labor, the government should set up a policy supervision system, assign special supervision departments to be responsible, combine regular supervision and irregular supervision, strengthen the supervision of the implementation of language policies, and use the coercive force of the government to promote the effective implementation of language policies. At the same time, tourism enterprises should continuously improve their consciousness, and regard the use of language policies and the construction of language landscapes as the content of their own services. According to relevant standards, they should formulate practical enterprise-level language policies and sort out the language resources of the enterprises, effectively implement the language policies to enhance the service capabilities of tourism enterprises, and to solidly cultivate the competitive advantages of the industry.

4.4 Cultivating Highly Qualified Talents

The realization of language policies requires the comprehensive participation of highly qualified talents. Based on this inherent logical connection, relevant government departments need to set long-term educational goals and combine language policies with the cultivation of language talents. Specifically, the government should guide relevant colleges and universities to formulate training

plans of language talent and set up relevant subjects and courses, so as to continuously improve the level of language talent reserves in the tourism industry in this way and ensure that the number of talent reserves and professional levels reach the expectation. At the same time, tourism enterprises should gradually improve the remuneration of language talents and establish promotion channels, so as to enhance the attraction of the tourism industry to highly qualified language talents, attract more language talents to the tourism industry, thus laying a human resource foundation for the implementation of language policies. Enterprises should strengthen the exploitation of existing internal human resources, improve the language skills of existing employees through such methods as professional training, so as to improve the ability of tourist cities to implement language policies, and steadily improve language service capabilities. In the actual operation process, on the one hand, tourism enterprises use the way of vision management. As the concept of enterprise management, vision management focuses on the personalized development needs. Through the promotion and improvement of management strategies, it can stimulate the work initiative of personnel, enhance the cohesion of personnel team, and continuously tap the potential. In the training phase, with the help of the concept of vision management, we will do a good job in the ideological work of the employees participating in the training, guide the relevant employees to truly understand the importance and necessity of the implementation of the language policy, quickly realize the transformation of their ideological cognition, clarify the important value of the implementation of the language policy for their own work, and ensure that the employees participating in the training can quickly integrate into the relevant training management activities, Stimulate the initiative of training and teaching management of the employees participating in the training. On the other hand, the organization and development of competition activities, such as Putonghua speech competition, foreign language song competition and standardized word writing competition, not only help the employees participating in the training to quickly integrate into the training and teaching activities, but also, to a large extent, increase the employees' sense of achievement and achievement through material rewards, so that the employees' understanding of the implementation of language policies and teaching management is gradually deepened, At the same time, it also realized the continuous improvement of the comprehensive language and writing ability of the employees participating in the training.

5. Conclusion

Relying on language policies, tourist cities build a closed loop of the formulation, implementation and feedback of policies, mobilize service resources, better meet the needs of the development of the tourism industry, scientifically respond to the constraints of industrial development, promote the healthy development of the tourism industry, and enhance the regional competitiveness of tourist cities. This paper analyzes the current status of language policy application in multiple dimensions. On this basis, this paper is problem-oriented, absorbs and learns from past experience, formulates a practical language policy system, explores the advantages of language elements, and solidly cultivates language service capabilities, so as to lay a solid foundation for the healthy and long-term development of the tourism industry.

Acknowledgements

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