

# Research on the Language Landscape in Red Tourist Attractions Embodying "Zhejiang Spirit"

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**Abstract:** Based on the field investigation in Hangzhou History Museum of in Zhejiang Province, Yongle people' Anti-Japanese Guerrilla Corps Memorial Hall, Lu Xun Memorial Hall in Shaoxing, and the former site of southern Zhejiang (Pingyang) revolutionary base in Pingyang County, Wenzhou City, this paper studies the language landscape in Red Tourist Attractions. It collects data from text mode, verbal mode, interviews, multimodal data, and analyzes the spirit of Zhejiang Province. This paper summarizes the "Zhejiang spirit" embodied in the red tourism language landscape of Zhejiang Province, and its educational significance to college students: language learning and patriotism education, and puts forward some strategies on how to give full play to the influence of the local red language landscape in Zhejiang province.

**Keywords:** Zhejiang spirit; red tourism language landscape; educational significance

## 1. Introduction

"Zhejiang spirit" (literally translated as "Doing what is done, going in the forefront, and standing at the forefront of the tide", paraphrased as "Work in earnest for excellence, even front runners and tackle tough issues head-on"), was born in the unique cultural environment of Zhejiang Province, which is located the southeast coast of China. The red tourist attractions in Zhejiang embody Zhejiang spirit, the connotation of which is manifested in the language landscape in the tourist attractions in Zhejiang. Red tourist attractions are red cultural resources that can be touched and easily perceived, while Zhejiang is a dense area of red tourist attractions. Under the extensive economic, social benefits and far-reaching political influence, the new tourism with red spirit presents a new thematic tourism trend, which is more and more popular among tourists. The red spiritual culture in the red tourist attractions can be transmitted to tourists imperceptibly through the language landscape.

## 2. Literature Review

### 2.1. Language Landscape

Language or Linguistic landscape refers to the visibility and salience of languages on public and commercial signs

in a given territory or region [1]. From the above definition, language landscape is generally endowed with two functions, one is the function of information transmission, and the other is the function of physical symbol. The function of information transmission mainly refers to the observation and analysis of the linguistic scene and the boundary of the language community, including the use of language in a certain area of interactive communication; the function of physical symbol mainly refers to the language landscape loading some meta language ability, mapping the relevant power and status of certain ethnic language groups [2]. Red tourism language landscape refers to verbal mode symbols on the road signs, street signs, slogans, even graffiti and other text signs existing in red tourist attractions. The latest language landscape research has been extended to multimodal language landscape research, including (but not limited to) the verbal introduction of tourist attractions, video introduction, as well as the presentation from the expositors [3,4].

From the perspective of political discourse, Szabo' - Gillinger et al. [3], holds that, from the perspective of public discourse of language landscape, public sign is a kind of tool object or symbol space explicitly, but implicitly it is indicative. In recent years, Gorter and other scholars have successively studied the language landscape from the perspectives of economics, pedagogy, second language acquisition, cross language, language contact and so on. On this basis, they put forward an integrated model of language landscape research, namely the multilingual inequality model of public space [2]. The core elements of the model include: the generation of policies, the generation of signs, the significance of signs, and the perception and application of signs. This model holds that language and practice in the same space are not equal because of the difference in the social status of the language, and the different perspectives and ways of manifestation when people use language led to this phenomenon. This model consists of five parts which are dynamically connected with each other. First of all, it is the language policy-making process that determines what, how, and what language will appear on the signs. Secondly, it is the manufacturing process of the public sign, which depends on the language design, selection,

lettering materials, multimodality and so on. Furthermore, it is the core part of the model, that is, what language is displayed on the signs. Fourth, attention should be paid to the impact of signs on passers-by, that is, what passers-by see and read. The last part is passers-by' perception and feedback of language on the signs, that is, how the language on the signs affects passers-by; as well as their behavior and language practice. This model shows that language policy is influenced by the evaluation and response of individuals and groups to the text signs in public space, and this influence makes clear the future development of language policy.

## 2.2. Zhejiang Spirit

Zhejiang people apply their perseverance in the face of hardships to interpret the Zhejiang spirit, which was born in this unique land with rich culture. Talking about "Zhejiang spirit", we have to mention the Red Boat spirit, which originated in the period of new democratic revolution. Zhejiang is the birthplace of the "Red Boat Spirit". The Red Boat Spirit contains the pioneering spirit of "making the world new and daring to be the first; the spirit of firm ideal and indomitable struggle; the spirit of building the party for the public and loyal to the people". The Red Boat Spirit outlines the blueprint in this land of China. It can be traced back to Dachen island in Jiaojiang, Zhejiang Province. Dachen island spirit comes down in one continuous line with the Red Boat Spirit. The Chairman visited the island once offering a series of important instructions such as building a "well-off and modern Dachen". Behind the success of this island are the footprints of generations of reclaimers. The pioneers left us a red story of "self-improvement, perseverance, innovation, and effectiveness"; In 2016, Zhejiang spirit was better interpreted by the International Economic Cooperation Forum successfully in Hangzhou was, with a more concise saying "doing what is done, going in the forefront, and standing at the forefront of the tide". Zhejiang spirit haunts around every famous red tourism landscape in Zhejiang province.

## 2.3. Red Tourism

Red cultural resources refer to the historical remains of physical, information and spiritual form that can be developed and utilized by the people after the CPC led the people to carry out a series of revolutionary activities during the revolutionary war. It is manifested by the memorial sites and landmark formed by the people made great achievements in the revolutionary era under the leadership of the Chinese revolutionary leaders. It tells the revolutionary history and deeds and conveys the revolutionary spirit [5]. Zhejiang area is a dense area of red tourist attractions. There are 75 important red spirit tourist attractions in Zhejiang Province in total, among which some were listed as 100 classic red tourist attractions in China, and listed in the 13th Five Year Plan of Red Tourism Development in Zhejiang Province (2016-2020) [6].

With the present steady and sustainable development in all aspects of China, red tourism is also flourishing,

tourism industry has become a part of people's leisure life. Therefore, at this stage, in terms of red culture inheritance, red tourism culture and revolutionary traditional practice education, red tourism is an important booster to continuously develop tourism business for all regions and industries. [7] The government of all levels carry out scientific planning and policies, principles and objectives to provide a strong guarantee for red tourism development to make new achievement in the new era.

Based on previous studies, we find that there is no systematic and in-depth study on the embodiment of Zhejiang spirit in the red tourism language landscape. The research objectives in this paper will be : to find out which linguistic signs, signs and propaganda language can reflect the spirit of Zhejiang Province in the red tourist attractions in Zhejiang Province, to find out the way tourists get the information and their perception and feedback, to explore the educational significance for college students in language learning and patriotism spirit education, and how to better exert the influence of local Red language landscape in the tourists attractions [8,9].

## 3. Research Methodology

In this study, based on the list of red tourist attractions in Zhejiang Province listed in the 13th Five Year Plan of Red Tourism Development in Zhejiang Province (2016-2020), researchers went to Hangzhou History Museum of Zhejiang Province, Yongle People's Anti-Japanese Guerrilla Corps Memorial Hall, Shaoxing Luxun Memorial Hall, and the former site of Southern Zhejiang (Pingyang) revolutionary base in Wenzhou City to observe and investigate red language landscape, make recording of the language signs, directories and interviews. After data collection, the linguistic landscape of the red tourists' attractions is analyzed to have a deeper understanding about the perception of the tourists on the linguistic landscape. It summarizes the significance of red language landscape to language learning and patriotism education, and puts forward some strategies to improve the development of Red Language landscape.

### 3.1. Research Methods

#### 3.1.1. Field investigations

Researchers go to the red tourists' attractions to observe and record red language landscape including signs, road signs, directions in the site directly or through video recorder.

#### 3.1.2. Interviews

Researchers interview the staff to understand the history of the red tourist attractions / venues, collect data of the visitors, the language landscape setting of the venues and its reasons, including the language of the signs, and the reasons for choosing these languages.

## 4. Data Collection and Analysis

Through on-the-spot investigation, the researchers investigated the language landscape in red tourist attractions by recording various signs in the venue and scenic spots, the road signs of scenic spots, the explanation

boards of items on display, the explanation on the display boards, and the images and audio materials of other places where texts and symbols appear (such as staff offices, restrooms, etc.). It is found that the red language landscape is presented multilingually and of varied modes:

#### 4.1. Overview of Each Scenic Spot

*During the ten days from 21st of July to 30th of July, 1939, Zhejiang's First Congress of the Communist Party of China was held in Fengwo Village (currently known as Fengwo) and Matougang in Pingyang, Wenzhou. 26 representatives from many places of the provinces attended the conference on behalf of more than 19000 CPC members in provinces. Liu Ying delivered an opening speech at the conference, and made a political newspaper on behalf of the Provincial and a written summary of the work of the past two years in Zhejiang. The Congress held two speeches and adopted a series of documents, such as the resolution on the situation of the prewar and the tasks of the Zhejiang party. By secret ballot, the Zhejiang Congress of the CPC was elected and Zhejiang deputies and deputies to the seven national congresses of the CPC were elected.*

Excerpt from the former site of the revolutionary base in southern Zhejiang (Pingyang) of Wenzhou City with Chinese and English version

*The Zhou family old Tai Men, built in the Qing Dynasty qianlong years, is the ancestral home of Lu Xun. It faces south, blue tile walls, brick and wood structure. Mountain hall, hall, incense hall, building and other components, shaoxing is one of the best-preserved Qing Dynasty taimen buildings.*

Excerpt from Shaoxing Luxun Memorial with Chinese and English version

#### 4.2. Road Signs

*Exhibition Hall of the CPC in Zhejiang Province  
Former Site of the CPC in Zhejiang Province  
Tourist Service Station*

Excerpt from the former site of the revolutionary base in southern Zhejiang (Pingyang) of Wenzhou City with Chinese and English version

*Small Reception Room 작은거실 小客間  
Master's Studio 주인서화실 主人의書畫室  
Master's Bedroom 안방주인 主人의部屋*

Excerpt from Shaoxing Lu Xun Memorial with Chinese, English, Korean and Japanese version

#### 4.3. Audio

*Lu Xun's hometown is located on Lu Xun middle road in Shaoxing City, Zhejiang Province. It is a historical block with unique*

*Jiangnan style. It is a formal place to interpret Lu Xun's works, experience scenery in Lu Xun's works to feel Lu Xun's life scene. It is a narrow slate road with pink walls and tiles on both sides, bamboo platform door as well as Lu Xun's ancestral home. Lu Xun's former residence, BaiCaoYuan, Sanwei bookstore, Shoujiatai gate, is interspersed with the Xianheng tavern in Lu Xun's style garden. A small river flows in front of Lu Xun's former residence, and the awning boat is swaying on the river. This scene reminds people of some scenes in Lu Xun's works.*

Recorded verbally from Lu Xun Memorial in Shaoxing, manually transcribed

#### 4.4. Interviews

In addition, the second stage of this study is to interview the staff to have a deeper investigation of the red tourists' attractions. The two interviewees are the staff from the tourists' attractions (Amy and John), and interviews are recorded by recorders and transcribed manually into text. The interviews are as follows:

**Q:** *What kind of Zhejiang spirit does the language landscape embody from the perspective of social development and local development of Zhejiang Province? How does the linguistic landscape embody Zhejiang spirit?*

**Amy:** *In recent years, Zhejiang Province has vigorously promoted the development of red tourism. According to the local characteristics and the local historical background, it has built a unique red tourism education base. It tells revolutionary stories in Chinese, English, Korean and other languages, describes the exhibits, implements the Zhejiang spirit of "doing what you want, walking in the forefront, standing at the forefront of the tide" and constructs a red tourism education base with Zhejiang characteristics.*

**Q:** *To what degree do the tourists perceive and accept these red language landscapes? What kind of emotional influence and social effect does the red language landscape bring to them?*

**John:** *A large number of tourists go to the red tourist attractions in every public holiday. There are varied groups of tourists, mainly including students of colleges, middle schools and elementary schools. Moreover, parents, the elderly and so on are the main groups too. In recent years, many elementary schools and even kindergartens organize team activities in red tourist attractions. For young children, the video and audio explanation of red tourist attractions can attract their attention. Generally, they will ask for explanation service or even invite parents to explain. Red language landscape plays an important role in reminding of the past revolutionary years, showing thanks*

*to today's peaceful life, learning the revolutionary red history and inheriting the spirit of patriotism. It is of profound significance for people of all sectors of society to understand the past, cherish peace and enhance the sense of social responsibility today. For adult tourists, the red language landscape gives them a historical resonance and conveys to tourists the strong revolutionary spirit and patriotism of historical revolutionaries.*

Researchers went to four classic red scenic spots and collected a total of 80 road signs, explanation boards and road signs. The common feature of language landscapes in different scenic spots is the use of multi-language: Chinese, English, Korean, Japanese and other languages. According to the survey results, except for Lu Xun's former residence, the number of foreign tourists in most of the red tourist attractions surveyed in Zhejiang Province is comparatively small, while the number of Korean and Japanese tourists visiting Lu Xun's former residence is larger. Second, in the collected audio commentary, documentary commentary videos and brochures in the scenic area, Chinese language is mainly used in audio commentary and documentary commentary, and there are no other languages. The explanation in audio explanation is offered with no background music, mostly presented by female voice. The tone is light and clear. It tells the characteristics and history of scenic spots vividly and concretely, and the content can make tourists immerse in this scenery spots. In the short documentary of these scenic spots, there is exciting and melodious music with powerful male voice interpretation, which can arouse tourists' admiration for the scenic spot and the origin of the red history. Most of the brochures have unique and revolutionary elements of the scenic area, which are mainly presented in Chinese with English explanation.

## **5. Significance of "Zhejiang Spirit" in the Red Language Landscape and Development Strategy**

### **5.1. "Zhejiang Spirit" in the Red Language Landscape and its Significance**

Red scenic spots are not only a leisure product in the process of productivity development, but also a profound connotation of patriotism education. Red tourism plays a positive role in meeting the needs of development of patriotism education industry, driving the development of tourism and expanding the broader tourism market. Language landscape is an important part of tourism experience. The language landscape of red scenic spots can promote the spread of Chinese red culture, especially when it comes from the overseas tourists visit red tourist attractions in Zhejiang Province, they can have a deeper understanding of the red spirit. The inheritance and historical changes of revolutionary culture, and the red culture can be imperceptibly transmitted to tourists. Therefore, the significance lies in the following points:

#### *5.1.1. Economic significance*

Mining the Zhejiang spirit embodied in the language landscape of the classic red scenic spots in Zhejiang

Province is conducive to promoting and updating the development process of tourism industry in Zhejiang Province. Red scenic spot tourism is a complementary and innovative combination of revolutionary spirit, traditional education concept and tourism industry concept.

#### *5.1.2. Language policy making significance*

Mining the Zhejiang spirit embodied in the language landscape of the classic red scenic spots in Zhejiang Province is conducive to further standardizing the language policy-making of the language landscape of the red scenic spots in Zhejiang Province. At present, the revolutionary base still needs to use multi-languages to present the "red classic story" and other related signs, directions and other language landscape, to match the needs of college students and other language learners [9,10]. The spirit of Zhejiang visit will be further reflected through the standardization of the language landscape.

## **5.2. Development Strategy**

### *5.2.1. Innovative construction: use of 5G to boost the development of red tourism*

Based on the historical and commemorative nature, it introduces modern advanced science and technology, uses the Internet platform and 5G communication technology to build multilingual road signs, directories, language explanation boards, etc., and focuses on the implementation of 5G + technology. 5G technology is used to monitor and manage the number of people in the scenic area, so as to provide big data for the scenic area, improving the overall service level language landscape and in the scenic area. The new high-tech 5G can transmit the high-definition panorama in front of the visitors, which increases the interaction between tourists and the language landscape, shortens the distance, and promotes the transmission and learning of red culture. In particular, in some hot scenic spots visited more often by young children, the high-tech can increase interaction and interest, and strengthen the effect of education.

### *5.2.2. Route construction: optimizing classic routes and spreading "Zhejiang spirit" in multi languages*

It is of great strategic and practical significance to highlight the learning and educational intention of the red language landscape, to revolutionize traditional education, and to enhance college student's patriotic feelings. In the traditional half-day, one-day and two-day red classic education activities, more attention should be paid to the language landscape in the revolutionary base areas, increasing the international language interpretation of English, Japanese and Korean, and enhancing the level of red spirit learning. Through the unique rich multilingual red tour, college students can have a deeper understanding of the development and embodiment of Zhejiang spirit. The language landscape of red tourist attractions could offer ideological and moral education from the perspective of language, culture and semiotics, broaden the international vision and cultivate foreign language elites with Chinese feelings [11].

5.2.3. *Resource integration: adherence to the red route, insisting on building the party, best economy, the most beautiful ecology and the best rural ethos*

Taking the former site of the revolutionary base in southern Zhejiang (Pingyang) as an example, it highlights the regionality of southern Zhejiang, combines with the excellent Party building culture of Pingyang County, takes the party building demonstration belt as the guide, gives full play to the excellence of the natural environment and human environment. It uses special timing such as public holidays, revolutionary days, winter and summer holidays to organize tourists of different ages, especially college students to visit the spots. The theme activities of exchange and learning, such as cultural creation of relevant language landscapes and monuments, and tourist activities, not only play a role in spreading the revolutionary spirit of red culture, but also promote the prosperity of local production and commerce, creating the red tourism brand of "Zhejiang Yan'an", which comprehensively show the "Zhejiang spirit" [12,13].

## 6. Conclusion

The development of the language landscape of red tourist attractions in Zhejiang Province plays an important role in the ideological and political education of students, and cultivates foreign language professionals with international vision and Chinese feelings, from the perspective of language, culture and semiotics. Building good red language landscape can deepen the revolutionary history education, carry forward the spirit of patriotism and "Zhejiang spirit", build the Socialist core value system, and create an educational atmosphere with red "Zhejiang spirit" outside the campus. Therefore, college students can understand the historical changes of the revolution and enhance cultural confidence and spiritual strength through the creative innovation, and the combination of a variety of resources of the red language landscape.

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