

A Study of Multilingual Tourism Language Landscape in Xi'an under the Perspective of Linguistic Economics—Taking Great Tang All Day Mall, Hui Min Street and Big Wild Goose Pagoda as Examples

Jingze Tian¹, Jianguo Tian²

^{1,2}School of Foreign Studies, Northwestern Polytechnical University, Xi'an 710129, Shaanxi, China

¹tjz990330@163.com, ²tianjian@nwpu.edu.cn

Abstract: *Linguistic landscape research focuses on the presentation of language on signage in urban space, and the choice of language on signage is often constrained by a variety of factors. From the perspective of linguistic economics, this paper explores the economic factors involved in the construction of the linguistic landscapes of Datang Never Night City, Hui Min Street and Big Wild Goose Pagoda. Datang Never Night City, Hui Min Street and Big Wild Goose Pagoda are representative attractions in Xi'an City, in which the official government language landscape and private language landscape are mainly in Chinese, and bilingualism and multilingualism are common. In this paper, the concepts of linguistic economics, such as cost and benefit, efficiency and equity, supply and demand, are used as analytical tools to explain the economic motivations in the construction of the language landscapes of the Great Tang Nocturnal City, Hui Min Street and the Big Wild Goose Pagoda. The analysis points out that the official domain emphasizes the political utility of the signage, while the private owners focus on the economic benefits of the signage, and this difference results in the inconsistency of the language choices on the signage. The analysis in this paper suggests that the economics of language can provide a useful analytical tool for certain language policy and planning studies.*

Keywords: linguistic landscape; linguistic economics; signage.

1. INTRODUCTION

Research on linguistic landscapes began in 1997 and has been going on for more than 20 years. In the past 20 years of research, the study of linguistic landscape has become one of the emerging topics and important areas in the field of sociolinguistics and applied linguistics. At the same time, it has received extensive attention from a variety of disciplines such as semiotics, psychology, economics, sociology, etc. Landry and Bourhis (1997:25) first put forward the concept of linguistic landscape and regard it as "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region, or urban agglomeration." This is the earliest and broadest definition of linguistic landscape in the academic world. However, with the deepening of research, some scholars have questioned the definition of Landry & Bourhis, which is limited to public space, while in reality, linguistic landscapes have a large number of private landscapes. A number of scholars have enriched and developed the definition of linguistic landscape according to their own research situation. Itagi and Singh (2002:VI) regard linguistic landscape as "language use in its written form (visible language) in the public sphere. Thus, any written form in public space can be regarded as research objects of linguistic landscape. Ben-Rafael et al. (2006) propose that linguistic landscape is linguistic objects that mark the public space. Ben-Rafael (2009) further extends the concept to a kind of symbolic construction in public space. Ben-Rafael (2009) further extends the concept to a kind of symbolic construction in public space.

In summary, we can conclude that the core of the linguistic landscape is "public space". Its core concern is the use of language in governmental public signs and private signage in the public sphere. The linguistic landscape is not a static phenomenon of language use, but a dynamic discourse process in which the government, business owners, signage creators, readers and other subjects interact. Through this discourse process, we can explore the linguistic vitality of signage language, language competition and language choice, and thus open a new window for revealing the underlying issues of linguistic status, identity, language policy, and interest relations. We can thus open a new window on the status of language, identity, language policy and interest relations behind it.

The construction of linguistic landscapes is governed by a variety of political, economic, social, cultural, and emotional factors, and is a rationally driven behavior that embodies a variety of construction principles (Ben-Rafael 2009). Economically speaking, language is an asset and a resource that can be produced or reproduced, and like other resources, it has economic attributes such as value, utility, cost, and benefit (Marschak 1965; Grin 1996; Zhang Weiguo 2008). Therefore, linguistic landscapes in scenic spots can be narrowly understood as creating economic benefits through linguistic resources. In the scenic area, both governmental public signs and private signs are driven by economic interests, for example, the scenic spot introduction boards are multilingual, through which they can serve tourists from different countries and bring more economic income to the tourism

industry; the signage of the stores plays the role of advertisement and attracts tourists to come to spend money, which brings economic income to the shopkeepers. Thus, there is a strong relationship between linguistic landscape and economy. According to Cenoz & Gorter (2009), exploring linguistic diversity in urban space from an economic perspective is a new perspective in the study of linguistic landscape.

From the perspective of linguistic economics, this paper selects the linguistic landscapes of three representative attractions in Xi'an: the Great Tang Nocturnal City, Hui Min Street and the Big Wild Goose Pagoda. Through the field research method, we summarize the collected linguistic landscapes, and finally interpret the tourism linguistic landscapes of the three selected attractions in terms of economics, and briefly analyze the motivation behind them.

2. THE STATE OF THE LINGUISTIC LANDSCAPE OF THE GREAT TANG DYNASTY, THE HUI MIN STREET AND THE BIG WILD GOOSE PAGODA

The Great Tang All Day Mall, Hui Min Street and the Big Wild Goose Pagoda are famous tourist attractions in Xi'an, which have high flow of people, complete tourist facilities and rich tourist landscape. Therefore, these three tourist attractions are selected as examples to analyze the economics of linguistic landscape. Linguistic landscapes are categorized according to the nature of the subject: governmental public signs and private signs, and we mainly study according to these two categories.

2.1 Linguistic Landscape of the Great Tang Dynasty's Night City

Great Tang All Day Mall, located in Shaanxi Province Xi'an City Yanta District of the Big Wild Goose Pagoda At the foot of the Big Wild Goose Pagoda, from the South Square of the Big Wild Goose Pagoda in the north to the ruins of the Tang city wall in the south, from Ci'en East Road in the east to Ci'en West Road in the west, the block is 2,100 meters long in the north and south and 500 meters wide in the east and west, with a total construction area of 650,000 square meters. It is the only large-scale pedestrian street imitating the Tang architectural complex with the background of the Tang Dynasty culture as a landmark scenic spot in the country. Great Tang All Day Mall divides the whole scenic spot into five functional areas, and through the portrayal of the five sub-districts, it shows the ecological scenery belt with rich cultural connotation and natural freshness. The five functional areas are: Commercial Walking Street, Zhenguang Square, Cultural Exchange Square, Celebration Square and Tang City Wall Ruins Park.

The five different functional areas have different linguistic landscapes, with more private landscapes than governmental public signs in the Commercial Pedestrian Street, and more governmental public signs than private signs in Zhenguan Square, Cultural Exchange Square, Celebration Square, and Tang City Wall Ruins Park. A total of 636 valid samples were collected through the field survey of linguistic landscapes in the Tang Dynasty City of Nights. After counting, there are five language codes: Chinese, English, Japanese, Korean, and Turkish. There are three kinds of monolingual signs: Chinese, English, and Japanese. There are four bilingual language codes: Chinese+English, Chinese+Japanese, Chinese+Korean, and Chinese+Turkish. There are three kinds of multilingual language codes: Chinese+English+Japanese+Korean, Chinese+English+Japanese+Turkish, Chinese+English+Japanese+Korean+Turkish. Among them, monolingual language landscapes account for 63.61%, bilingual language landscapes account for 29.85%, and multilingual language landscapes account for only 6.54%. Summarizing the above data, it can be seen that the language landscape of the scenic spot is rich in language codes and the combination of language codes is diverse. Among the many forms of expression, the monolingual language landscape is the main form of presentation, and the number of bilingual and multilingual signs exceeds one-third of the total number, which indicates that the language service capacity of the scenic spot is higher, and it can satisfy the needs of the tourists from different countries to draw information.

2.2 Linguistic Landscape of Hui Min Street

Xi'an Hui Min Street is a famous food and culture neighborhood in Xi'an, a snack neighborhood in Xi'an. Hui Min Street is located in Beiyuanmen, formerly an official district of the Qing Dynasty Xi'an Hui Min Street, as one of the representatives of Xi'an style, is the collective name of many streets in the Hui Min neighborhood, which consists of Bei Guang Ji Street, Bei Yuan Men, and Xi Yang Shi, Dapiyuan The street is composed of Hajue Alley The street is located in the center of Xi'an, and it is also known as Shijinqiao and several other streets in the Bell and Drum Tower behind. Walking around the neighborhood, you can see everywhere with traditional Chinese architecture style and Muslim architectural styles and Muslim architectural styles. commercial outlets and Ethnic clothing crafts, halal side dishes, restaurants and Muslim snack bars abound.

As a famous food and culture street, Hui Min Street has many private stores, so private landscapes account for the vast majority. Through the field survey on the linguistic landscape of Hui Min Street, a total of 576 valid samples were collected. After counting, there are four kinds of linguistic codes, namely: Chinese, English, Japanese and Korean. There are three bilingual codes: Chinese + English, Chinese + Japanese, and Chinese + Korean. There is one multilingual language code: Chinese+English+Japanese+Korean. The monolingual language landscape accounts for 57.47%, the bilingual language landscape accounts for 34.87%, and the multilingual landscape only accounts for 7.66%. Summarizing the above data, it can be seen that the scenic area is richer in language landscape, of which monolingual language landscape is the main form. However, the language service capacity is slightly lower than that of Great Tang All Day Mall.

2.3 The Linguistic Landscape of the Big Wild Goose Pagoda

The Big Wild Goose Pagoda is located in Chang'an City of the Tang Dynasty Jinchangfang (south of present-day Xi'an, Shaanxi Province) in the Ci'en Temple. It is also known as "Ci'en Temple Pagoda". Tang Yonghui In the third year of the Tang Dynasty (652) Xuanzang for the preservation of the pagoda built by Tianzhu via the Silk Road brought back to Chang'an The Great Wild Goose Pagoda was built under the auspices of the Buddhist statues and scriptures brought back to Chang'an by Tianzhu via the Silk Road. The Big Wild Goose Pagoda, as the earliest and largest surviving quadrilateral pavilion-type brick pagoda of the Tang Dynasty, is the first and largest Buddhist Pagoda. This ancient Indian Buddhist temple architectural form with the introduction of Buddhism into the Central Plains, and into the Chinese culture of the typical evidence, is cohesion of the ancient Chinese working people's wisdom of the crystallization of the landmark building.

The Big Wild Goose Pagoda is an iconic tourist attraction in Xi'an, so the linguistic landscape is dominated by governmental public signs. Through the field survey of the linguistic landscape of the Big Wild Goose Pagoda, a total of 328 valid samples were collected. After counting, there are four kinds of linguistic codes, which are: Chinese, English, Japanese and Korean. There are three bilingual language codes: Chinese+English, Chinese+Japanese, and Chinese+Korean. There is one multilingual language code: Chinese+English+Japanese+Korean. Among them, monolingual language landscape accounts for 46.77%, bilingual language landscape accounts for 37.81%, and multilingual language landscape accounts for 15.42%. It can be seen that the Big Wild Goose Pagoda has a richer language landscape, and the multilingual language landscape is the most important of the three selected attractions, which can be seen that it has a larger flow of passengers, and there are more foreign classes coming to this place, with a strong language service capacity.

3. THE ECONOMIC INTERPRETATION OF THE LINGUISTIC LANDSCAPE OF DATANG BUYING CITY, HUI MIN STREET AND BIG WILD GOOSE PAGODA

This paper explores the status of the linguistic landscapes of Datang Night City, Hui Min Street and Big Wild Goose Pagoda and analyzes the economic motivations behind them from the perspective of linguistic economics.

3.1 Theory of Linguistic Economics

Language economics refers to an interdisciplinary discipline that uses the theories, methods and tools of economics to study language and related issues, focusing on the economic determinants and consequences of language and speech acts (Chiswick & Miller 2007). Language economics refers to an interdisciplinary discipline that uses the theories, methods and tools of economics to study language and related issues, focusing on the economic determinants and consequences of language and speech acts (Chiswick & Miller 2007). With the advancement of economic globalization, the relationship between language and economy is becoming more and more close. American information economist, first used the concept of "language economics" and talked about the economic attributes of language. Since the 1990s, with the development of human capital theory and the development of the language economy, the relationship between language and economy is becoming more and more close. Since the 1990s, with the development of human capital theory and the economics of education, the interpretation of language phenomena from the perspective of economics has attracted more and more attention, with the result that the concept of "language economics" has become more and more widespread. Since the 1990s, with the development of human capital theory and the economics of education, the interpretation of language phenomena from the perspective of economics has attracted more and more attention, especially the work of the Swiss economist Francois Grin. According to the basic proposition of language economics, language is a kind of human capital, and learning a foreign language is an economic investment in the production of human capital; The economic value of language is different, and its value is not the same as that of human capital. According to the basic proposition of language economics, language is a kind of human capital, and learning a foreign language is an economic investment in the production of human capital; The economic value of language is different, and its role in economic development is different. In addition, economics plays an important role in the design, selection and evaluation of language policies (Grin 1996, 2001, 2003, 2014).

It is generally believed that the economics of language belongs to the category of theoretical economics. From the perspective of research content, the topics concerned by the Institute of Language Economics are relatively loose, but can be roughly classified into six aspects (Grin2001) topics concerned by the Institute of Language Economics are relatively loose, but can be roughly classified into six aspects (Grin2001): first, the impact of language factors on economic processes (such as production, distribution or consumption); the second is the role of language in the economy; and the role of language in the economy. first, the impact of language factors on economic processes (such as production, distribution or consumption); The second is the role of language as a factor of human capital; The third is the net effect of language on economic processes (such as production, distribution or consumption). human capital; The third is the net income generated by language teaching as a social investment, which is related to the market or not; The fourth is the economic consequences (costs and benefits of language teaching). The second is the role of language as a factor of human capital; The third is the net income generated by language teaching as a social investment, which is related to the market or not; The fourth is the economic consequences (costs and benefits) of language policy, that is, the impact of the formulation and application of language policy on economic The fourth is the economic consequences (costs and benefits) of language policy, that is, the impact of the formulation and application of language policy

on economic activities and the relationship between them; Fifth, income inequality based on language, especially wage discrimination between different language groups; Sixth is the language related work (such as translation, interpretation, teaching, etc.) as economic industry, language economic strategy and its relationship with economic growth, etc. In terms of methodology, the current research on language economics focuses on mathematical modeling of language-related economic phenomena, and uses mathematical operations and models to describe and explain the economic consequences brought by the variable language.

In China, many scholars have reviewed and introduced the research situation of language economics, such as Xu Qichao (1999), Cai Hui (2009), Zhang Weiguo (2011), among which Wang Tongjun (2008) discussed the cost and benefit problems caused by the quality of public sign translation from the perspective of language economics. It is suggested that an effective mechanism should be established to control the visual pollution caused by inferior translation and show the economic utility of public sign translation. This study focuses on the language translation quality of signs and does not analyze the economic factors of language choice in the language landscape. In the following, we mainly use the core concepts of language economics, such as cost and benefit, efficiency and equity, supply and demand, utilization, and so on. In the following, we mainly use the core concepts of language economics, such as cost and benefit, efficiency and equity, supply and demand, utilization value, and instrumental rationality, as theoretical tools to explain the economic factors in the construction of the Singapore, Malaysia and Thailand language landscape.

3.2 Costs and benefits of scenic linguistic landscapes

Many scholars have argued that the formulation and implementation of a country's language policy is indirectly or directly related to economic factors, and Grin (2003) argues that the optimal language policy is one that maximizes the total value of language to society and minimizes the cost of language policy.

For any investor, minimizing costs and maximizing benefits is its eternal pursuit. The linguistic landscapes of Great Tang All Day Mall, Hui Min Street, and the Big Wild Goose Pagoda, where both governmental and private signs are dominated by the Chinese language, highlight the strong position of the dominant language of the country. From the perspective of costs and benefits, the main benefits of the way of allocating language resources in the whole society lie in the dominant language gaining more national identity, consolidating its position and function in social life, and accumulating more economic and social capital, while the costs or costs lie in the weakening of the social status of domestic non-dominant languages. Minority language rights are compressed or ignored (Grin 2003). Due to the significant superiority of the language presented by official signs, minority groups have to invest money, time and energy to learn the subject language in order to obtain information and participate in the community. Due to the significant superiority of the language presented by official signs, minority groups have to invest money, time and energy to learn the subject language in order to obtain information and participate in communication in urban space, resulting in an increase in learning costs. According to the principle of language convergence, that is, the minority language group has the tendency to actively learn the language of the majority language group (Lazile 1999). In addition, according to the principle of language convergence, that is, the minority language group has the tendency to actively learn the language of the majority language group (Lazile 1999), the minority group turns to the main language due to the low economic value of their own language, and the long-term consequence is the gradual loss of the ability to use the ethnic language, and then the death of the language. Resulting in the loss of language resources. Privately-created logos also use Chinese as the dominant language, followed by English, Japanese and Korean. This represents the investor's use of one or more languages to communicate a product or service message in order to attract customers to the business and thereby gain economic benefits.

3.3 Supply and Demand of Scenic Linguistic Landscapes

As opposed to private goods, public goods refer to the products with non-other-involved and non-excludable characteristics in the process of consumption. goods production, which includes the cost of various production materials (such as production materials, color and graphic design, text use, etc.) It also includes the cost of various production materials (such as production materials, color and graphic design, text use, etc.) invested by public departments or private

individuals in the process of making signs. It also includes the time, energy and other labor spent by producers and translators in the production process (Wang, 2008). There is also a trade-off between the supply and demand of language on signs. In the face of a large number of language consumers with complex language background, the use of multi-language is a key factor in the production of signs. In the face of a large number of language consumers with complex language background, the use of multi-language signs can certainly meet the needs of more people. However, the cost of multilingual provision is also very expensive, such as production, translation, and translators in the production process (Wang, 2008). However, the cost of multilingual provision is also very expensive, such as production, translation, maintenance and so on all require a lot of manpower and material resources (Fidrmuc 2011).

3.4 Efficiency and equity in scenic linguistic landscapes

Policies are often designed to increase efficiency, but the redistribution of resources induced by policies tends to make some people better off and others worse off, resulting in inequality of distribution (van Parijs 2002). Language choice in the linguistic landscape also involves issues of efficiency and equity, but efficiency is often prioritized, while equity is often neglected as a secondary option. In order to be fair, the main community languages of a city or region should appear simultaneously, for example, every street sign, street name, and name of a government building in three or four or more languages. This may seem reasonable, but it is an inefficient way of dealing with the problem, as it greatly increases production costs. The use of the national dominant language or the combination of "national language/official language + group's main language" in Datang Night City, Hui Min Street and Big Wild Goose Pagoda can satisfy the needs of the majority of the people, which is a labor-saving and highly efficient choice, although it is unfair to the minority language speakers.

4. CONCLUSION

Language is not only a communication tool, but also a special social resource and public good. In a multilingual society, different languages have different market values and utility, and language use in socialized life will produce direct or indirect, tangible or intangible social and economic benefits. In a multilingual society, different languages have different market values and utility, and language use in socialized life will produce direct or indirect, tangible or intangible social and economic benefits. Therefore, language behavior is also an economic phenomenon in many cases, which can be analyzed by using theories and tools in economics. Famous French sociologist Bourdieu, famous for his "cultural capital theory," discussed the economics of language communication very early, pointing out that discourse is a kind of "Cultural capital". Famous French sociologist Bourdieu, famous for his "Cultural capital theory," discussed the economics of language communication very early, pointing out that discourse is a kind of symbolic asset, which obtains different values in different language markets, and unique language ability can bring unique profits to language users (Bourdieu 1977). Exploring linguistic phenomena under the background of globalization from the perspective of linguistic economics can provide more theoretical and methodological support for sociolinguistic phenomena. Exploring linguistic phenomena under the background of globalization from the perspective of linguistic economics can provide more theoretical and methodological support for sociolinguistic analysis. Economic motivation is only one dimension of language diversity in urban areas. With the deepening of globalization and the spread of economic imperialism, the function of economic factors in different language fields is likely to be reduced. With the deepening of globalization and the spread of economic imperialism, the function of economic factors in different language fields is likely to be more and more large.

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