

Research Article

Research on the Construction of English Landscape in Kaifeng Scenic Areas from the Perspective of Intercultural Communication

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Abstract

Kaifeng, the eight-dynasty ancient capital, preserves the millennia cultural heritage of Bianjing, the Northern Song Dynasty's imperial metropolis. Welcoming more than 100 million tourists annually, Kaifeng strategically positions its development as an international cultural tourism city, which closely aligns with the global communication needs of contemporary tourism, entrusting critical cultural dissemination missions to the construction of English landscapes within its scenic areas. This study, grounded in the cultural transmission medium attribute of linguistic landscape, adopts a corpus-based linguistic approach to systematically investigate 20 tourist attractions in Kaifeng. Combining quantitative statistics with qualitative analysis, the research reveals three dilemmas impeding cultural communication within Kaifeng's English landscape development. First, the absence of standardized review mechanisms at the managerial level has hindered effective implementation of the Guidelines to English Usage in Public Services, resulting in inconsistent translation formats and compromised outlook of English landscape. Second, at the professional level, frequent grammatical errors and spelling mistakes significantly undermine the accurate conveyance of cultural information. Third, the communicative stratum confronts fractured cultural narratives, missing translations of important historical interpretations, and risks of cultural image loss and misinterpretation during transcoding processes. The findings emphasize that the professional standards of English landscape in scenic areas directly influence international tourists' interest in exploring and the depth of their understanding of Song Dynasty culture. To surmount these challenges, systematic strategies are proposed, including establishing a quality supervision system for English landscape, fortifying professional talent cultivation, introducing foreign tourist feedback mechanisms, and enhancing cultural interpretation within English landscape. These measures collectively aim to elevate both language service standardization and cultural communication efficacy, ensuring Kaifeng's status as a global cultural tourism hub and bringing the rich and profound Chinese culture to the world.

Keywords

English Landscape, Intercultural Communication, Scenic Areas, Kaifeng

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1. Introduction

In the context of international tourism, the value of the linguistic landscape as one of the instruments for creating top-notch tourist destinations transcends the characteristics of simple information service tools and turns into a strategic medium for forming cultural identity and passing down civilizational codes. Therefore, the efficacy of the global dissemination of cultural image is directly correlated with the caliber of its English landscape.

However, the Chinese tourism industry currently faces a significant challenge: the pervasive presence of linguistic errors in the English landscape, particularly in public announcements. This issue has garnered substantial attention in recent years [1-3]. In addition to causing the dissipative communication of cultural information, these errors also have a deeper impact on the international constructive potential of national cultural meta-narratives [4].

Kaifeng, with its 168 - year tenure as the capital of the Northern Song Dynasty, stands as a living repository of the material and spiritual civilization of that era. Its rich historical and cultural heritage presents a unique opportunity to explore the interplay between culture, tourism, and language. By applying the concept of the English landscape to Kaifeng's tourist sites, this study aims to introduce a theoretical perspective on cultural communication into the analysis of English landscape in scenic spots. Furthermore, it seeks to propose higher standards for the construction of English landscape, thereby enhancing the international visibility and allure of Kaifeng's cultural offerings.

To achieve these objectives, this study focuses on 20 typical scenic spots in Kaifeng, selected based on the list of A - class tourist attractions provided by the Kaifeng Culture and Tourism Bureau. Through a rigorous two - phase field research process, a comprehensive corpus of 1,820 valid samples, encompassing scenic guide signs, explanations of cultural relics, and public warnings, is systematically collected and analyzed. The quality of the English landscape is evaluated using both quantitative methods (e.g., frequency of error types) and qualitative approaches (e.g., in - depth analysis of typical mistranslations).

The findings of this study reveal several critical issues. At the managerial level, the lack of standardized review mechanisms has impeded the effective implementation of guidelines for English usage in public services, resulting in inconsistent translation formats and a sub - optimal presentation of the English landscape. At the professional level, frequent grammatical errors and spelling mistakes significantly undermine the accurate transmission of cultural information. In terms of communication, there are disjointed cultural narratives, omissions of important historical interpretations, and a high risk of cultural image distortion and misinterpretation during the translation process. Based on these findings, this study puts forward several specific recommendations to contribute to the sustainable development of the tourism industry and

promote effective cross - cultural communication.

2. The Language Landscape of English in Tourist Attractions and Its Purposes

That "the languages appearing on public road signs, billboards, street names, place names, shop signs, and public signs of government buildings together constitute the linguistic landscape of a certain territory, region, or city cluster" was initially proposed by Landry & Bourhis [5]. To put it briefly, the study of the linguistic landscape focuses on how language is used in the public domain when it is written down. Thus, road signs, street signs, billboards, store signs, posters, notice boards, and the packaging of cultural and creative goods inside the tourist destination can all be considered part of the linguistic landscape of the scenic spot.

The function of the linguistic landscape as the primary medium of spatial practice in tourist locations can be broken down into three successive levels: information interaction, cultural transmission, and image production. These three progressive roles provide a continuum of functions ranging from instrumental to symbolic, all of which contribute to the efficacy of tourists' cognitive schemas and destination cultural communication.

The information interaction function is the basic function of the linguistic landscape. English landscape's main goals are to assist foreign visitors in lowering cognitive load, obtaining useful information fast, maximizing the effectiveness of information transfer and behavioral guidance, and realizing the accuracy and clarity of service information as well as the precision of path guidance.

The cultural interpretation function of linguistic landscape is to convey local cultural connotations. The English landscape not only undertakes the operation of the symbol translation mechanism, but also serves as a bridge between the local culture and the global vision, and an intermediary for the conversion of the local cultural capital to the international discourse system.

The image shaping function of linguistic landscape refers to the construction of scenic cultural brand through the language symbol system. In this process, the English landscape bears the double mission of cultural decoding and image coding. Cultural decoding means that the cultural connotation contained in the scenic spot should be deeply excavated and understood, and at the same time, relying on the cultural background and linguistic habits of the international tourists, the most representative and unique cultural kernel should be accurately expressed. Image coding is based on cultural decoding, using specific language strategies and expressions to connect the various cultural elements of the scenic spot into a complete and coherent brand culture narrative system, giving the scenic spot a distinct recognition and attraction in the

international tourism market.

3. Analysis of Survey Results of English Landscape in Kaifeng Scenic Spots

3.1. Writing Format Irregularities: The Absence of Institutional Compliance in the English Landscape

A Guide to English Usage in Public Services Henan Province (Trial) and the *National Standard Guidelines for the use of English in public service areas-Part 3: Tourism* serve as the standards guiding the English translation and writing of the linguistic landscapes in Kaifeng's scenic areas. Based on the contents of these two documents and the actual survey, this study has refined the dimensions of formatting norms to

four assessment indicators: case, punctuation, space, and line breaks. According to the collection and collation, in the 20 Kaifeng scenic spots surveyed, the number of scenic spots with the problems of capitalization, punctuation, spaces and line breaks are 19, 6, 5 and 5 respectively, accounting for about 95%, 25%, 30% and 25% respectively.

In terms of case, nearly one-fifth of the 1820 corpora collected and collated had such problems. As can be seen from [Table 1](#) below, the scenic capitalization problem mainly focuses on the fact that the initial letters of real words are not capitalized. This may result in information processing delays or misunderstandings in fast reading scenarios (e.g., road sign navigation) for English speakers who are accustomed to quickly identifying proper nouns (e.g., place names, brands) or key real words in titles via initial capitalization, as well as a decrease in the perceived service quality of relevant tourist attractions.

Table 1. Causes and Percentage of Case Problems in English Landscape.

	Initial letters of real words are not capitalized		Other problems	Quantities	Percentage
	Quantities	Percentage			
Millennium City Park	20	84%	Capitalize non-initial common words in the sentence of a paragraph.	4	16%
Kaifeng Fu	105	98%	Imaginary words of less than 4 letters are not lowercase.	2	2%
Lord Bao Temple	6	100%			
Dragon Pavilion	9	100%			
Iron Pagoda Park	4	100%			
Daxiangguo Temple	15	93.75%	The first letter of the word at the beginning of a long sentence is not capitalized.	1	6.25%
China Hanyuan	19	100%			
			The English translation capitalizes all the letters of the passage.	1	12.5%
Qifeng Ancient Park	5	62.5%	Capitalize non-initial common words in the sentence of a paragraph, e.g., The statement About...	2	25%
Wansuishan kungfu village of the Song dynasty	11	100%			
Jiao Yulu Memorial Park			Imaginary words of less than 4 letters are not lowercase.	1	100%
Tianbo Yang's Mansion	17	100%			
			Consisting of a warning message and a warning content, the letters of the warning message are not all capitalized	1	14%
Asj Agricultural Carnival	5	71%	Capitalize non-initial common words in the sentence of a paragraph.	1	14%

	Initial letters of real words are not capitalized		Other problems	Quantities	Percentage
	Quantities	Percentage			
Xiao Song City	15	88%	English translations of Chinese city names have capitalized the rest of the letters in addition to the initials: e.g. Dong Jing	2	12%
Yudian · Guide Map of Rural Tourism Resort	22	100%			
City Wall Scenic Area	1	100%			
Yuwangtai Pavilion			The English translation capitalizes all the letters of the passage.	1	50%
			Consisting of a warning message and a warning content, the warning letters are not all capitalized:	1	50%
Shan-Shaan-Gan Guild Hall	1	100%			
Yanqing Temple	16	100%			
Yue Fei Temple of Zhuxian Town	1	100%			
Total	248	94.7%		14	5.3%

*Note: The “Percentage” column shows the percentage of all case errors in this category. The “Initial letters of real words are not capitalized” in the table refers to the first letters of real words not capitalized in phrases, long sentences, and real words followed by hyphens in Principles 1, 2, and 5 of the two documents.

In terms of punctuation, the Kaifeng scenic area is mainly prone to missing or redundant punctuation, as well as the occurrence of non-English punctuation. For example, in the 35 long English explanatory texts collected by the research team in the Kaifeng Fu scenic area, the frequency of replacing English inverted commas by “i” and “I” is almost 100%. This weak cross-cultural semiotic awareness not only leads to a break in the expression of cultural genes, but also makes Western tourists question professionalism.

With regard to space and line substitution norms, although the absolute frequency of these two aspects of misbehavior is relatively low (7 and 8 times respectively), they show significant typological characteristics. Specifically: in terms of space irregularity, it mainly violates the requirement of “no space between letters within words and one space between words” in the above two normative documents; in terms of line break, it mainly violates the requirement of “words should be kept intact when breaking the line” and the requirement of “when a statement consists of two parts, the warning and the warning content, then they should be written in separate lines”. These line breaks and space errors tend to break the coherence of the discourse, leading to visual distraction, affecting the reading experience of foreign tourists and reducing their attention to the warning content.

Formatting norms are not “minor details”. They play a

fundamental and pivotal role in the language landscape system, serving as vital elements to ensure the precise conveyance of information and the preservation of cultural image. The English signage at tourist attractions in Kaifeng exhibits significant deviations from established formatting norms in numerous respects. To be specific, the overall format fails to meet the required standards, and there are conspicuous errors that transcend the scope of the norms, such as the improper use of non-English symbols. These errors can yield adverse consequences, potentially leading international tourists to form an impression of inadequate management and, consequently, downgrading their overall assessment of the English landscape at tourist attractions.

A Guide to English Usage in Public Services Henan Province (Trial) points out that “standardizing the translation of foreign language signage in the public service sector in our province is not only a critical step in promoting the effective implementation of national standards and enhancing the city’s international image, but also an essential strategic initiative for fostering an international language environment and facilitating cross-cultural communication.” Standardizing the format of the English language landscape can convert what might otherwise be a disorganized and non-compliant language landscape into a credible and professional cultural interface. This can bolster tourists’ approval of the English language landscape and enable

them to engage with cultural content more intently and profoundly, without being hindered by formatting irregularities. Moreover, as international tourists repeatedly encounter well-arranged and standardized English signage during their journeys, their confidence in the authenticity and professionalism of the destination culture will progressively grow. The well-formatted English landscape are not merely linguistic displays; they function as effective channels and bridges in the process of cultural exchange and can assist international tourists in comprehending and appreciating the local cultural connotations and characteristics.

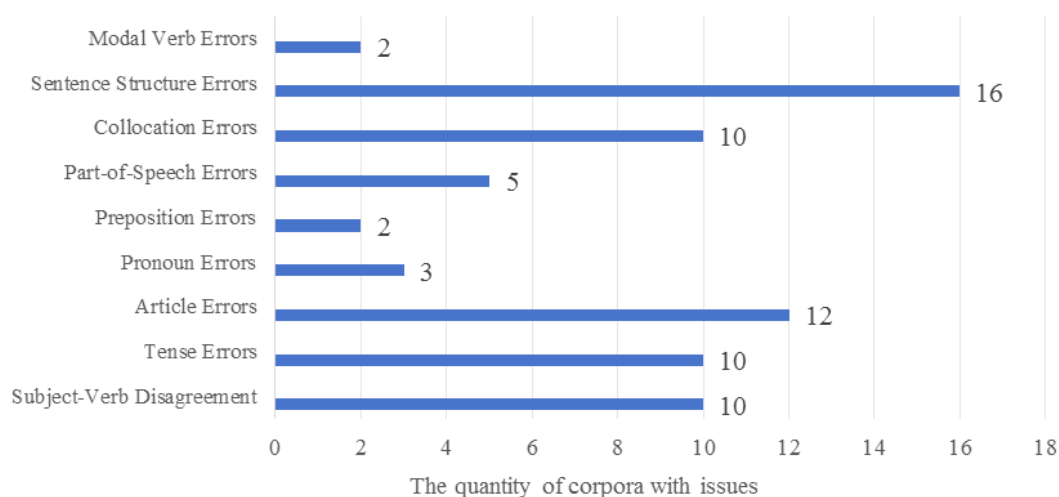
3.2. Grammar and Spelling Errors: Overtly Erroneous Errors on the Surface of the English Landscape

In House's (1997) translation quality assessment model, it

is pointed out that such surface form deviations as grammatical and spelling errors can be categorized as overtly erroneous errors, and defined as unacceptable errors within the target language system [6], which directly affect text credibility. Among the 20 Kaifeng scenic spots surveyed in this study, the number of scenic spots found to have spelling and grammatical problems is 13 and 14 respectively, accounting for 65 % and 70 % respectively.

In terms of spelling problems, although the average percentage of all the corpus collected and collated with this type of error is about 5%, there are more Kaifeng scenic spots involved, and among the 13 scenic spots with spelling errors, about 62% are 4A-level and above scenic spots.

In terms of grammatical errors, as shown in Figure 1 below, subject-verb agreement errors, tense errors, article errors, part-of-speech errors, collocation errors, sentence structure errors are the main types of errors.



(Data source: a corpus compiled from photos taken on-site at 20 scenic spots in Kaifeng)

Figure 1. Statistics on the Types of Grammatical Problems in the English Landscape.

According to the cognitive load theory [7], when the learning tasks are presented in a way that is not favourable to the schema processing and construction of learners, learners will be hindered to a certain extent in processing and constructing knowledge, and feel a high extrinsic cognitive load language.

The frequent spelling and grammatical errors in the English landscape of Kaifeng Scenic Spot do not conform to the conventional information processing mode of the native English-speaking tourists, thus easily increasing their reading load of the English landscape and hindering the effective transmission of information, which on the one hand affects the internationalized services within the tourist attractions and makes it easier to diminish foreign tourists' desire to learn and comprehend the local culture as well as the effectiveness of their knowledge acquisition, thereby reducing foreign tourists' overall cultural perception of the places of interest in Kaifeng.

3.3. Semantic Inequality: The Broken Chain of Linguistic Landscape in Cultural Communication

According to Functional Equivalence Theory [8], translation should aim for "dynamic equivalence," which means that readers of the source language should experience the same impact from the translation in the target language as they would from the original text, rather than merely mechanical correspondence. Besides, translation should aim for a balance between linguistic and cultural variances rather than literal mechanical equivalency. "The adaptive conversion of cultural dimension in tourism translation should concentrate on communicating the meaning of local tourism culture to foreign tourists so that they can enjoy the natural scenery or classical architectural style while deeply appreciating the

local traditions and terroir culture” [9].

The English landscape of the Kaifeng scenic area, home to the Song, Yellow River, and Grand Canal cultures, has many culturally loaded words. “Chinese culture-loaded words are the concentration of traditional Chinese culture, and is the most core external expression of traditional culture.” [10]. As a result, Chinese culture-loaded words are the emphasis and challenge of English landscape translation for intercultural communication.

Based on the field survey, this study discovered that these culturally loaded words are primarily found in the scenic spot interpretation signs and attraction name signs. This is particularly true in the theme scenic spots of Kaifeng, where the display’s main focus is Song Dynasty culture. Using Millennium City Park, a massive Song Dynasty historical and cultural theme park, and Wansuishan Kungfu Village, which combines Song, city wall, and seven dynasty cultures, as typical examples, this study discovers that these tourist destinations are distinguished by the creation of a scenic spot naming system using extremely condensed cultural symbols. Place names like “茗春坊” Mingchun Tea House, “九龙桥” Nine-Dragon Bridge, and

“丹凤门” Red Phoenix Gate are common throughout Millennium City Park. Wansuishan kungfu village of the Song dynasty has many similar place names, including “城寨沙场” The Fort Battlefield, “水浒街” Shuihu Street, and “武侠广场” The Swordsman Square. This naming approach is fundamentally a process of translating cultural images: scenic area operators abstract concrete landscape elements into symbols with cultural symbolic meanings, reconstructing scenic spot names with poetic language to add literary tension. This name strategy not only successfully produces a strong historical and cultural ambiance and improves tourists’ cultural immersion experience, but it also provides a distinct cultural brand effect through the use of symbolic IPs.

However, empirical analyses based on fieldwork show that such culturally rich attraction names suffer significant cultural loss in the process of English translation. The study finds that the current translation strategy shows an obvious path dependence, i.e., over-reliance on the direct translation mode of “Hanyu Pinyin moniker + English common name” (as shown in Figure 2).



(Image Source: Taken on-site at Asj Agricultural Carnival)

Figure 2. (Partial) Scenic Area Guide Map of the Asj Agricultural Carnival.

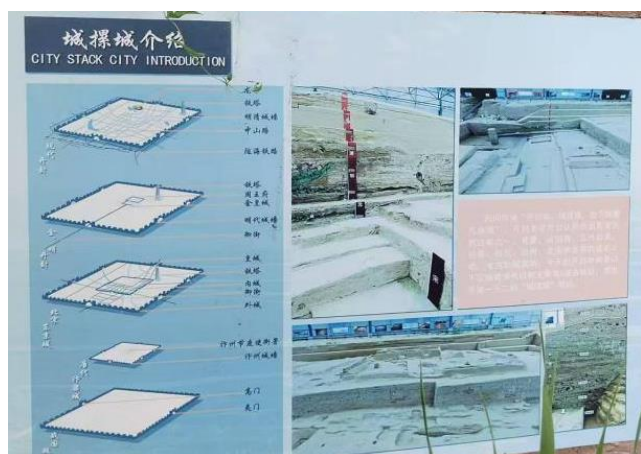
This mode of translation is essentially a cultural information filtering mechanism that simplifies complex historical and cultural semantics into a mere transcription of phonetic symbols. For foreign tourists who lack knowledge of Chinese history, this translation mode directly leads to a twofold cognitive barrier: Firstly, there is a semantic vacuum: Hanyu Pinyin is unable to convey the historical allusions and symbolic meanings of culture-loaded words, such as 水龙吟桥, “Shuilongyin Bridge”, 浣溪沙桥, “Huanxisha Bridge”, and the connotations of Song lyrics contained in these two names are completely missing. Secondly, the contextualized perception is broken: the

names of attractions are often matched with their scenarios to enhance the emotional resonance of visitors to the attractions, while the Chinese pinyin translation does not allow foreign visitors to effectively associate the linguistic symbols with the wooden arch bridges, city life and other cultural elements in the actual scene, resulting in the interruption of the contextualized experience. This translation strategy essentially reflects the “egocentric” tendency in the process of cultural export, i.e., assuming that tourists have the same cultural background as that of the source language, ignoring the necessary information compensation mechanism in cross-cultural communication, and thus easily weakening the cultural communication effec-

tiveness of the cultural themed attractions.

In addition, the English landscapes within the Kaifeng scenic spots also suffers from the phenomenon of one name with multiple translations. After the investigation, the research team found 27 spots with two or more English translations of their names, and this inconsistency not only appeared within the guided interpretive signs, but also involved the interpretive signs of the scenic spots. For example, in the Daxiangguo Temple scenic spot, there are two English translations of “钟楼”, one is Chime-tower, which appears on the guiding signs, and the other translation is Bell Tower, which appears on the introductory signs and the historical introduction of the Daxiangguo Temple. In addition to confusing foreign visitors and impairing the effectiveness of information transfer and behavioral guidance in the linguistic landscape, this referent separation damages the integrity of the linguistic landscape system and reduces the effectiveness of attraction names as cultural symbols for communication.

Although compared with the orientation-oriented language signs, the language signs for scenic area interpretation contain more densely packed culture-loaded words, the research team found that the coverage rate of English interpretations for key historical knowledge points in the majority of scenic areas is woefully inadequate, and a significant portion of written content carrying cultural values only retains the Chinese version. In addition, although some of the scenic spots have English translations of explanatory signage, the availability of English information is limited. For instance, the ASJ Agricultural Carnival Scenic Area has a significant interpretation node built up to highlight the marvel of Kaifeng’s “cities stacked upon cities” (see Figure 3 below). As we can see, the only part of the image with an English translation is the title. The transmission of cultural information is directly disrupted by such a translation omission: foreign tourists can see the landscape’s appearance, but they find it difficult to experience the culture’s essence through written interpretation. This is equivalent to excluding the most profound level of content in cross-cultural dialogue.



(Image Source: Taken on-site at Asj Agricultural Carnival)

Figure 3. Introduction on City Stack City.

After examining the interpretive language signs with full English translations, which are also an important part of the English landscape in scenic areas, the research team discovered that, in addition to the aforementioned issues with format norms and grammar, the more profound problems in the translation quality of these signs are also noticeable. For instance, there are incorrect translations of culturally charged words, informational imbalances (redundancy or omission), misunderstandings and incorrect translations of semantics, ambiguous sentence patterns, and a lack of coherence in the conversation, among other issues. According to data, there are issues with repetitive and missing interpretive translations in 25% of the scenic locations in Kaifeng that were evaluated.

The problem of incorrect translation of culturally charged terms is much more pervasive. Since no interpretive signage featuring culture-loaded words was identified in eight scenic areas during field surveys, this study conducted a quantitative analysis of the translations of culture-loaded words in twelve scenic areas. Drawing on Feng Yu’s (2013) research and integrating field findings, we categorized three translation issues: the use of unannotated Pinyin, misunderstandings arising from cultural differences, and meaning loss due to historical or geographical mismatches [11]. These issues were observed in 2, 4, and 7 scenic spots, respectively. Such mis-translations and meaning losses, stemming from inappropriate terminology selection, highlight translators’ insufficient cross-cultural understanding, thereby undermining the cultural interpretive function of the English language landscape.

In summary, the study’s findings indicate that the English interpretation system of Kaifeng Scenic Spot faces a dual challenge of cultural information loss and distortion when examining the English landscape’s construction from the standpoint of semantic equivalence. In addition to hindering foreign visitors’ cultural cognitive experiences, the loss and distortion of cultural imagery during the translation process effectively breaks the chain of cultural communication, making it challenging for visitors to piece together a comprehensive historical and cultural picture.

4. Recommendations and Responses

Kaifeng City “14th Five-Year Plan” Cultural Tourism Integration Development Plan points out the future development positioning of Kaifeng tourist attractions: “By 2035, the goal of building a vibrant city of culture and tourism will be fully realized, and a general consensus will be formed on the theme image of ‘Song Culture in Kaifeng’ and ‘Yellow River Culture in Kaifeng’. The protection and development mode of the ancient city has become more mature, and ‘Dreaming of Dongjing: A City of Song Rhythm’ theme image is widely recognized at home and abroad [12].”

However, the above problems in the English landscape of the scenic spots show that there are still omissions in the management of English tourism service language by the relevant tourism management departments, and that the con-

struction of the English landscape and the international effectiveness of the scenic spots' cultural dissemination are not sufficiently in place. Based on the research, the following countermeasures and proposals are offered to better improve the English language landscape of scenic sites.

4.1. Building a Quality Monitoring System for the Linguistic Landscape of World-class Tourist Attractions

Although *A Guide to English Usage in Public Services Henan Province* (Trial) indicates in the preface that: "All relevant departments and all sectors of society are hereby required to fully recognize the critical significance of employing correct, standardized and unified Chinese and foreign language signs. It is imperative to widely disseminate the relevant knowledge and regulatory requirements... so as to create an excellent social environment characterized by extensive public engagement, active cooperation among all departments, and everyone's conscious endeavor to safeguard the international image of our province. Furthermore, efforts should be made to vigorously promote the thorough and in - depth implementation of the standardization and rectification work." However, from the 20 Kaifeng scenic spots English landscape of this survey, there is a certain discrepancy between this reference and its implementation effectiveness.

Currently, the construction activities of the English landscape in Kaifeng's tourist scenic areas lack certain attention in practice, and there are also deficiencies in the management mechanism. This will undoubtedly affect, to a certain extent, the process of building Kaifeng's brand as a world-class tourist scenic area.

Therefore, the scenic areas in Kaifeng should first attach importance to the study of language landscape policies, especially the "Guidelines for the use of English in public service" of the national standards and Henan Province standards. At the same time, the scenic areas in Kaifeng should regard the standardization of language landscape texts as a part of their daily supervision and management work, arrange professional personnel for guidance, and through rigorous and standardized construction and maintenance, avoid the continuous emergence of obvious problems such as spelling and grammar mistakes.

4.2. Attaching Importance to the Cultivation of Talents in the Construction of English Landscape

The construction of the language landscape is highly professional. This is especially true when it comes to the establishment of an English landscape within the context of building world - class tourist scenic areas. For this task, relevant translators need to have a comprehensive reserve of Chinese and foreign cultural knowledge. Only with such

knowledge can they comprehensively present elements like the unique historical and cultural origins, religious and ethnic beliefs, and regional landscape features of Kaifeng's scenic areas in the English landscape.

To ensure this high - quality construction of English landscape, the relevant language work departments in Kaifeng must fully recognize the significance of the translation work of language signs and are willing to allocate sufficient financial resources instead of relying on "economical translation" methods. In addition, Kaifeng's tourist scenic areas can collaborate with local universities. This cooperation aims to cultivate a cohort of tourism translation talents and teams which possess ample cross - cultural knowledge, master scientific translation strategies, and have rich translation experience.

4.3. Expanding the Evaluation Supervision of Foreign Tourists

The dissemination of tourism culture is inseparable from communication and interaction with tourists. When it comes to the quality of foreign - language translations at scenic spots, tourists from the corresponding language - speaking regions are the most qualified to judge. Managers of Kaifeng's scenic spots can recruit international student volunteers from local universities who are native speakers of English. Offer them free access to the scenic spots, ask them to fill out satisfaction surveys, and collect relevant data. By listening to the opinions of these international students, Kaifeng's scenic spots can more effectively identify inappropriate aspects of their language landscapes. This approach not only helps improve the accuracy of foreign - language translations in the scenic areas but also demonstrates the significance attached to and care for foreign tourists.

4.4. Enhancing the Cultural Connotation of the Language Landscape of Tourist Attractions

The Outline of the Fourteenth Five - Year Plan for the National Economic and Social Development of Kaifeng City and the Vision for 2035 (Draft) puts forward that Kaifeng should unwaveringly pursue the strategy of invigorating the city through culture and tourism. It needs to thoroughly explore its historical, cultural, and rural tourism resources, endeavor to create unique and top - notch cultural and tourism products and services, establish a new development model for the entire region, and build a national tourism and leisure city with prominent cultural features and an internationally renowned tourist destination.

Nonetheless, as revealed by the foregoing research, in the development of the English landscape in Kaifeng's tourist attractions, a large number of valuable cultural brand elements are either solely presented in Chinese or merely transliterated using pinyin, remaining largely unexploited. Moreover, among the existing English landscapes, many are

plagued by conspicuous formatting, grammar, and spelling mistakes, along with semantic discrepancies. Very few English landscapes truly achieve the dialectical unity of “fidelity” and “beauty” in the translation of Song culture.

As the ancient capital of eight dynasties, Kaifeng has not only cultivated the Song culture, which “inherits from the Han and Tang dynasties and exerts influence on the Ming and Qing dynasties,” but also encompasses the timeless Yellow River culture, the red culture symbolized by Jiao Yulu’s spirit, and rich folk cultures. Therefore, in constructing the English language landscape within Kaifeng’s tourist attractions, efforts should be centered around embodying the principle of “displaying self - advantages.” This entails not just standardizing basic functions like wayfinding services in the language landscape to build a professional, world - class language environment. Rather, it’s crucial to fully leverage the humanistic elements of language resources. A comprehensive and meticulous plan for the English landscape needs to be formulated. Moreover, by applying the art of translation and creating culturally engaging scenarios, efforts should be made to build the brand “A City Resonating with Song Dynasty Rhyme: The Glorious Vistas of Dongjing” into a globally renowned cultural and tourism brand.

5. Conclusion

“Bianjing (ancient Kaifeng) was unparalleled in its opulence and splendor throughout the world,” as the old saying goes. Kaifeng, one of China’s first historical and cultural cities designated by the state, has inherent cultural advantages in building its tourism industry. However, after the field survey and research analysis, this study finds that Kaifeng scenic spot currently has problems such as lack of institutional compliance on language landscape, prominent explicit errors, and cultural dissemination breaks, which indicates that Kaifeng tourist attractions do not pay enough attention to the construction of the English landscape and there are deficiencies in the management and regulatory mechanisms.

Therefore, to build Kaifeng into an international cultural tourism city, create a uniquely charming international cultural tourism destination, and introduce Song culture to the world, it is crucial to attach importance to the standardization and utilization of the English landscape and improve its international service level. Meanwhile, an international perspective should be maintained, the thousand-year historical and cultural context should be continued. Relying on the abundant local cultural resources, the functions of cultural interpretation and brand shaping of the English landscape should be fully exerted, so as to contribute to the construction of an international city image and the dissemination of Chinese culture.

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Conflicts of Interest

The authors declare no conflicts of interest.

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Biography

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