

From Cultural Resource to Cultural Capital The Research on Huxiang Red Tourism Linguistic Landscape

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ABSTRACT

Linguistic landscape research focuses on the use of language in public spaces. Based on Cultural Capital Theory, the research takes three red tourism spots as representatives. By investigating characteristics and attitudes towards the linguistic landscape, the study explores the path of transformation of red tourism cultural resources into cultural capitals, with the aim of exploring the contemporary value of the red tourism linguistic landscape. In view of the problems found during the investigation, the research suggests strengthening the study on the red tourism linguistic landscape, the normalization and standardization of the English translation of linguistic landscape, fully exploring its function as a culture carrier, and deepening the influence of the red tourism culture in Hunan.

Keywords: *Huxiang, Red tourism, Linguistic landscape, Cultural resources, Cultural capitals.*

1. INTRODUCTION

The Report to the 20th National Congress of the Communist Party of China proposed “promote revolutionary culture, and carry forward fine traditional Chinese culture”. The revolutionary culture in Huxiang region carries the perseverance and resolute spirit of the Chinese nation, which should be inherited and carried forward by contemporary people, and should be learned and remembered by future generation. [1]

As the main way to learn about the red culture, the linguistic landscape in the red tourism scenic spots has the function of value orientation and cultural publicity. Also, its innovative transformation from cultural symbol to cultural capital will promote the integration and development of general tourism resources, the publicity and creation of tourism highlights and the transformation and upgrading of tourism products.[2]

Exploring the cultural capital transformation path of linguistic landscape in red tourism sites is not only conducive to improving the status quo of linguistic landscape and strengthening the awareness of external publicity, but also beneficial to promoting the realization of the function of

linguistic landscape as a culture carrier and the inheritance of “red gene”, thus driving the growth of regional economic value. Therefore, on the basis of previous studies and the theory of cultural capital, this paper will study the current situation and characteristics of Huxiang red linguistic landscape, and propose corresponding solutions to existing problems, so as to promote the effective publicity of Huxiang red culture and its transformation into cultural capital.

2. THE CULTURAL CAPITAL THEORY

“Cultural Capital” is a sociological concept proposed by Pierre Bourdieu after expanding the concept of capital in Marxist economics, which was first put forward in the “Forms of Capital” section of his Handbook of Research and Theory in the Sociology of Education (1989). He claimed that cultural capital, a form of capital that expresses an actor’s cultural strengths or weaknesses, can be converted into economic capital under certain conditions, and that the process of conversion is institutionalized in the form of educational qualifications. As “Cultural Capital” is a relatively broad concept of functional analysis, Bourdieu divided it into three basic forms: embodied-state cultural capital, objectified-state cultural capital,

and institutionalized-state cultural capital. This sociological concept was introduced into the field of economics by David Throsby, who argued that the accumulation of values of cultural resources would facilitate the circulation of goods and services in society, displaying certain economic values, and then forming goods with the dual attributes of cultural values and economic values.

2.1 The Embodied-State Cultural Capital

The embodied-state cultural capital refers to the cultural products such as knowledge, upbringing, skills, tastes and sensibility that are acquired through family environment and school education and become part of the spirit and body, i.e., the embodiment of people's culture and quality level.

In red tourism sites, the embodied-state cultural capital of linguistic landscape can reflect the user's comprehensive cultural awareness from the commentaries and public signs at the site. For example, by learning about Mao Zedong's stories, the people involved form design ideas based on their cultural knowledge, and then design cultural and creative products such as badges, commemorative coins and so on. Also, the residents living near the red tourism sites will also be influenced by the red culture, creating a cultural atmosphere in the surrounding area through interpersonal communication and thus forming a trend of red culture learning.

2.2 The Objectified-State Cultural Capital

The objectified-state cultural capital specifically refers to the material cultural wealth such as books, paintings, antiques, props, tools and machinery, which transforms cultural capital from an embodied state to an objectified state. In general, the three memorials all have realized the materialization of cultural capital, such as the combination of commentary texts and corresponding images.

2.3 The Institutionalized-State Cultural Capital

The institutionalized-state cultural capital refers to the recognition of the knowledge and skills possessed by actors through examinations and other forms, which institutionalize them through socially recognized means such as the awarding of diplomas and qualifications. In terms of linguistic landscape, the architecture, plaque design and calligraphy fonts in the tourism sites are more or less influenced by the government. And in terms of

social recognition, the three memorial halls were included in the "National Red Tourism Classic Scenic Spot List" jointly issued by 14 units such as the National Development and Reform Commission and the Publicity Department of the Communist Party of China in 2016, and then have attracted lots of attention. Through the discovery of cultural resources with regional characteristics recognized by the government, such as natural scenery, historical sites and intangible cultural heritage, the dissemination and popularization of regional characteristic culture can be achieved, thus driving regional economic development.

3. RESEARCH DESIGN

3.1 Investigating Background and Problems

With China's rapid economic development and the continuous improvement of people's living standards, red tourism has become a major trend in the new era of social and economic development.

Linguistic landscape research is usually divided into official signs and private signs. The top-down signs are mainly established by the government, including public street signs, street names, place names and public signs of government buildings. While the bottom-up signs are mainly set up by private individuals, including billboards, shop signs, etc. [4]. The study of linguistic landscape in China is still in its infancy, although there has been a warming phenomenon in recent years, the study of linguistic landscape is still insufficient.

Therefore, based on the current research status, this paper mainly investigates and analyzes the language norms and expression forms of Huxiang red tourism linguistic landscape. First of all, the research object of this paper is mainly the text language on public signs, but with the development of technology and new media, images and sounds in public space also have textual functions. Secondly, there are some problems in the research method, such as weak theoretical foundation, non-standard code and unclear analysis framework. Therefore, it is necessary to develop a unified coding system of quantitative research based on large-scale and an analytical framework suitable for each field, and to develop a symbol coding scheme for each method[5]. Finally, the existing studies on linguistic landscape still lack analytical depth, mainly staying in translation comparison and wrong induction, and lacking interpretation based on

ideology, cultural background, specific field situation and cultural value form.

3.2 Respondents

With the aim of studying and analyzing the status quo of Huxiang red tourism linguistic landscape, the author chose three representative red tourism spots as respondents: Shaoshan Mao Zedong Memorial Museum, Hunan Lei Feng Memorial Hall and He Long Memorial Hall.

3.3 Questionnaire Preparation

Referring to the questionnaire “Survey on the Satisfaction of Tourist Attractions in China on Linguistic Landscape” produced by the Tourism College of Shanghai Normal University, the author modified questions based on the characteristics of the research sites. Based on the two perspectives of linguistic landscape as cultural resource and cultural capital, the questionnaire “Linguistic Landscape Perception of Red Tourism Sites” was prepared and distributed to the public in the form of paper questionnaires and online questionnaires.

3.4 Investigation Process

This study mainly adopts questionnaire survey and interview method. Linguistic landscape analysis is usually based on pictures that document the explicit use of language in the context of a particular topic at a particular time[6]. Therefore, the author made field visits to the three memorial halls in July 2022, and made observations, photographs and written records of its linguistic landscapes. At the same time, tourists and some staff were randomly interviewed in the scenic spot and paper questionnaires were distributed. A total of 366 questionnaires were collected, including 66 online questionnaires and 300 valid paper questionnaires, with a recovery rate of 100%.

3.5 Questionnaire Data Analysis

A total of 366 questionnaires were collected in this survey, and the sample information for this questionnaire survey is relatively uniform and accurate.

First, the questionnaire establishes five questions from a cultural resource perspective, related to the number and function of signs at the site, errors in language expression, and effective communication of information. On the site,

information boards have become the most important information for visitors, indicating that the hall should focus on simplifying and clarifying the linguistic landscape when improving it, and providing basic guidance services for both domestic and foreign visitors. In addition, questionnaire data show that some visitors would look at bilingual signs, while a small number would even focus on the vocabulary and grammar of English signs, meaning that the tourism site could not ignore the translation and standardization of English signs. The data analysis shows that tourists of different memorial halls have different emphases on the linguistic landscape of scenic spots. In terms of the most important features of signs, there are 61 tourists of Shaoshan Mao Zedong Memorial Museum pay more attention to the point that whether there are novel regional characteristics in the slogans of scenic spots. So, how to creatively integrate it with regional characteristics is a major difficulty.

In terms of the inadequacy of linguistic landscape as a cultural resource, table 1 provides a relatively complete illustration of the situation. About 45.63% tourists think that there are too much or too little content of signs in the spots, about 40.98% visitors found the phenomenon of non-standard use of sign language. There are approximately 28.96% tourists think that bilingual signs are quite few, about 30.33% tourists view that some placement of spot signs are unreasonable, and about 49.45% tourists consider that some places of the spot are lack of signs.

The above data suggests that red tourism spots should pay attention to the standardization of sign language and the lack of sign content, and strive to provide a good visitor experience. Therefore, in view of the shortcomings, tourists hope that the scenic spots will continue to improve the construction of linguistic landscape in the aspects of language application, language specification, font use, information instruction and innovative forms of signs.

Table 1. Statistical table of three memorial hall and online questionnaire data (1)

| Statistical table of questionnaires | | |
|---|---|------------------|
| Questions | Options | Total Proportion |
| 6. What do you think are the shortcomings of the signage in this scenic spot? | Signs with too much or too little content | 45.63% |
| | Not standard language use of signs | 40.98% |
| | Fewer bilingual signs | 28.96% |
| | Unreasonable placement of signs | 30.33% |
| | Lack of signs | 49.45% |
| | Others | 15.30% |
| 7. Which of the following aspects should be paid attention to when using signs in scenic spots? | More simple and understandable language | 61.48% |
| | More normative written language | 46.72% |
| | Larger fonts | 31.42% |
| | More specific instructional signs | 42.08% |
| | Innovative expression forms of signs | 45.08% |
| | Others | 11.20% |

As showed in “Table 1”, the questionnaire establishes two questions from a cultural capital perspective, in which 92.35% visitors agreed on the cultural value of unifying the linguistic landscape. Of the four cultural values of the linguistic landscape provided by the questionnaire, 34.71% visitors believed that it could spread the cultural spirit of the Red Revolution, and other visitors believed that linguistic landscape can play an

important role in promoting red culture and social fashion, expressing local characteristic culture, and boosting the development of local tourism. Therefore, the above points should be considered in the design of linguistic landscapes in red tourism sites, and the signs of the sites should be continuously optimized to give full play to the cultural value of linguistic landscapes as cultural resource and cultural capital.

Table 2. Statistical table of three memorial hall and online questionnaire data (2)

| Statistical table of questionnaires | | |
|---|--|------------------|
| Questions | Options | Total Proportion |
| 8. Do you think the unification of linguistic landscape has cultural value? | Yes | 92.35% |
| | No | 7.65% |
| 9. What do you think is the main cultural value of linguistic landscape? | Express local characteristic culture | 23.22% |
| | Spread red revolutionary spirit | 34.71% |
| | Boost the development of local tourism | 17.21% |
| | Promote red culture and social fashion | 24.86% |

a Notice: Total proportion=The number of people who selected the option / Total number of people surveyed (Round up to the second decimal point)

4. ANALYSIS AND DISCUSSION OF INVESTIGATION RESULTS

According to the field investigation and the questionnaire survey, the Huxiang red tourism linguistic landscape, as a cultural resource, suffers

from inappropriate language use and incorrect grammar of signs, unreasonable placement of signs and lack of bilingual warning signs. In its transformation from a cultural resource to a cultural capital, the red tourism linguistic landscape has had

some problems in innovating its forms of embodied state, objectified state and institutionalized state.

4.1 Problems of Huxiang Red Tourism Linguistic Landscape from Cultural Resource Dimension

4.1.1 Inappropriate Language Use and Incorrect Grammar of Signs

In recent years, the popularization, individualization, diversification, and stratification of the image of the red idol have satisfied the psychological needs of the audience and permeated the instruction of reason while carrying out the emotional intuition of the audience[7]. The normalization of the linguistic landscape translation in the red tourism sites will directly reflect the internationalization of the sites and local areas, and the concise language and the standardization of the English translation can provide great convenience and a good tour experience for foreign visitors. However, during the investigation, it was found that in the fifth part of Shaoshan Mao Zedong Thematic Memorial Hall, there are some incomplete words and letter leakage phenomenon. For instance, in “Figure 1”, the last line of the English commentary, it can be speculated from the context that the word “re ect” should be “reflect”, which lacks of 2 letters. Meanwhile, there are also cases where titles of books are printed incorrectly. In the third part of Shaoshan Mao Zedong Memorial Hall of Life, the translation of the book *Days by Mao Zedong’s Side* in “Figure 2” is wrong, as the word “Side” which is part of the title is not italicized. These non-standard phenomena will make foreign tourists confused, unable to accurately identify its true meaning, and thus unable to achieve the ideal red tourism cultural publicity effect.

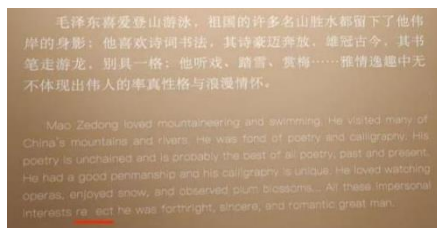


Figure 1 Drop-out printing of commentary in Shaoshan Mao Zedong Memorial Museum.

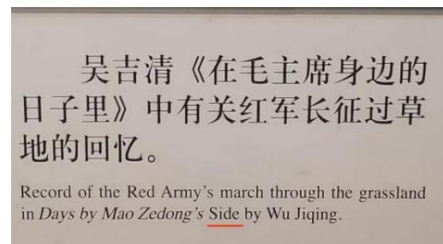


Figure 2 Incorrect font format of commentary in Shaoshan Mao Zedong Memorial Museum.

4.1.2 Unreasonable Placement of Signs

The placement of signs will directly affect the attention of visitors to the site. Through field investigation, it was found that some commentaries (“Figure 3”) were placed too high in the Shaoshan Mao Zedong Memorial Museum, and there was no special enlargement for font sizes, so that the commentary was integrated with the background of pictures, affecting the perception of tourists, and it was likely to be ignored by tourists.



Figure 3 Over-positioned commentary in Shaoshan Mao Zedong Memorial Museum.

4.1.3 A Lack of Bilingual Warning Signs

The location of warning signs can pose a security risk if placed in an unreasonable position or even if the signs are missing. In the Hunan Lei Feng Memorial Hall, the warning sign “办公区域 游客止步” (“Figure 4”) lacks English translations, thus losing its warning function for foreign tourists.



Figure 4 A lack of bilingual warning signs in Hunan Lei Feng Memorial Hall.

4.2 Problems of Huxiang Red Tourism Linguistic Landscape from Cultural Capital Dimension

4.2.1 A Lack of Innovation of Red Tourism Linguistic Landscape in Embodied State

Based on Bourdieu's Cultural Capital Theory, the linguistic landscape of embodied-state can be reflected in texts such as commentaries in red tourism sites. For the transformation of the linguistic landscape from a cultural resource to a cultural capital, the majority of red tourism sites take the form of developing cultural and creative products. But at the moment, cultural and creative products are still presented in simple forms such as badges and commemorative coins, lacking innovation in cultural content and presentation forms.

4.2.2 A Lack of Innovation of Red Tourism Linguistic Landscape in Objectified State

The objectified-state cultural capital refers to the cultural materialization of existing objects. According to the questionnaire data, the main purpose of visitors to red tourism sites is to understand the local red culture, and the cultural materialization medium in the sites is mainly the linguistic landscape in the form of various signs and commentaries. No matter where the linguistic landscape is located, it is necessary to connect the linguistic landscape with the cultural characteristics of the local region in order to achieve better publicity results[8]. The questionnaire survey shows that about 50% of the tourists believe that the linguistic landscape of the Hunan LeiFeng Memorial Hall still lacks innovation in its presenting forms and a good interactive environment and platform for red culture communication.

4.2.3 A Lack of Innovation of Red Tourism Linguistic Landscape in Institutionalized State

As a cultural capital, at the official level, parts of its institutionalized form are associated with the government, such as the calligraphy of plaques and the exhibits at sites. While at the unofficial level, to gain social recognition, a tourism site can enhance its visibility by applying for government programs such as the Red Scenic Spot List. Also, red tourism

sites can make innovative use of social media and other channels to gain social recognition, attract large numbers of tourists, and boost economic development through the integration of culture and tourism.

5. SUGGESTIONS ON IMPROVING THE STATUS QUO OF HUXIANG RED TOURISM LINGUISTIC LANDSCAPE

Combined with the above-mentioned status quo of linguistic landscape of Huxiang red tourism, this paper believes that existing problems can be improved from two aspects, the enhancement of the construction of Huxiang red tourism linguistic landscape in cultural resource, and the reinforcement of research on the transformation of Huxiang red tourism linguistic landscape into cultural capital.

5.1 The Enhancement of the Construction of Huxiang Red Tourism Linguistic Landscape in Cultural Resource

5.1.1 The Enhancement of Language Standardization of Linguistic Landscape

The linguistic landscape of red tourism sites has both informational and symbolic functions, which is the embodiment of a local cultural image. The phenomenon of non-standard use of landscape language in red tourism sites will directly affect tourists' correct understanding of the cultural connotations of the whole site. Therefore, relevant departments should raise the awareness and pay greater attention to the research, construction and application of language standards in tourism sites. At the same time, red tourism sites should be classified and standardized according to their linguistic characteristics. For the use of the English language in translation, it is necessary to choose words accurately, standardize grammar, pay attention to cultural differences, and avoid mistranslations and unclear audience positioning.

5.1.2 The Improvement of the English Translation Strategy of Linguistic Landscape

The introduction of the character's lives and historical stories is the main content of red tourism sites, which are covered with rich Chinese professional texts. In addition to the widely

recognized words, care should be taken to use English translation methods when some special words such as names of specific events, Chinese idioms, political authorities, and literary descriptions of historical events are involved. It is necessary to link the communicative intention behind cultural symbols with the knowledge of the use of linguistic landscape resources[9], and improve the tourist-oriented translation methods of linguistic landscape in red tourism sites to avoid misunderstanding and spreading wrong culture.

5.1.3 The Perfection of the Top-level Design of Linguistic Landscape

Domestic linguistic landscape governance has focused on the traditional area of standardizing English translation of public signs, and there is a lack of effective regulation of unofficial signs. As for unofficial signs, there are still widespread problems, such as reversing the order of Chinese and foreign languages, pure foreign languages, pure pinyin, mixed languages, fabricated words, traditional and different characters abuse. Although the production of official signs is relatively standardized, public signs in different regions lack an overall layout and coordination, some are more instrumental rather than humanistic, and regional historical and cultural elements have not been fully explored.

Therefore, the government should improve the position, overall layout of the service network of the linguistic landscape, conduct extensive and in-depth research on the language use and management service levels of the linguistic landscape, incorporate the demographic structure of different regions, and plan the language and distribution of official public signs.

5.2 The Reinforcement of Research on the Transformation of Huxiang Red Tourism Linguistic Landscape into Cultural Capital

The linguistic landscape in Huxiang red tourism sites can not only show the historical and cultural characteristics of the region, but also help the development of red education and tourism. Therefore, the Huxiang red linguistic landscape needs to create value while reflecting the cultural carrying functions, and promote its transformation from a cultural symbolic resource to a cultural symbolic capital by innovating forms in cultural

communication, linguistic landscape expression and red education.

5.2.1 Innovating the Dissemination Forms of Cultural Resource to Promote the Embodiment of Red Culture Values

As an important cultural symbolic resource, the diversity of dissemination forms of linguistic landscape is a major focus in promoting its transformation into cultural capital. As material carriers of the inherited red spirit, cultural and creative products embody the connotations of cultural symbols carried by the red linguistic landscape. Therefore, red tourism spots should explore cultural elements, innovate cultural and creative forms, and use market mechanisms to develop more cultural and creative products, so as to form an industrial chain centered on scenic spots. In addition, local governments and relevant departments should implement the promotion method of combining economy and culture, accelerate the high-quality development of cultural resources with market operations, and turn the potential economic advantages of cultural resources into real economic advantages.

5.2.2 Innovating the Expression Forms of Linguistic Landscape to Promote the Industrialization Development of Cultural Capital

In order to provide effective resources for the construction of modern civilization, the study of traditional culture needs to reveal and design the links and ways in which it can be transformed from a resource to a capital, and the key is creativity[10]. In terms of linguistic landscape innovation, the government should focus on building red tourism brands and innovating the expression forms of the linguistic landscape, so as to achieve optimal allocation and reproduction of cultural symbolic resources. Based on the background of the epidemic, red tourism sites can integrate multi-modal and multi-media resources, promote the development of red tourism language landscape in the Internet era, develop its revolutionary cultural value by using science and technology such as virtual reality exhibition, audio guide service, digital platform, and increase external publicity efforts to help the rural revitalization of the old revolutionary area and promote urban economic and social development.

5.2.3 Promoting the Institutionalized Development of Linguistic Landscape to Help Huxiang Red Gene Inheritance

The communication platform of Huxiang red culture is mainly revolutionary memorial hall, so it is necessary to promote the development of institutionalized form of red culture, promote revolutionary tradition into schools, textbooks and classrooms in the form of linguistic landscape, and encourage schools to carry out pedagogical practices at revolutionary sites, which highlights the cultural carrier function of red tourism linguistic landscape in Party history education, cultivating Core Socialist Values and educating people through administration.

Red tourism sites can increase their recognition and popularity by applying for officially certified listings and titles. The government should integrate red cultural resources with the tourism economy, provide directions for the utilization of cultural resources for the livelihood of local people, increase attention to the red linguistic landscape, and then promote local tourism.

6. CONCLUSION

As a revolutionary base, Huxiang area is known as the red cradle. In this paper, field investigation and questionnaire interviews are used to study the current situation of Huxiang red tourism linguistic landscape. The research found that in the development of Huxiang red tourism linguistic landscape, there are some problems such as inappropriate language use and incorrect grammar of signs, unreasonable placement of signs, and a lack of bilingual warning signs. In its transformation process from cultural resource into cultural capital, there are some innovation-related problems in embodied state, objectified state and institutionalized state. Therefore, this paper put forward two suggestions: enhancing the construction of Huxiang red tourism linguistic landscape in cultural resource, and reinforcing research on the transformation of Huxiang red tourism linguistic landscape into cultural capital, aiming at improving the status quo of linguistic landscape and strengthening the awareness of external publicity. Thus, it can promote the realization of the culture carrier function of linguistic landscape, promote the inheritance of red gene, and boost the growth of regional tourism economic value.

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