

## **Cultural Identity and Differentiation: Linguistic Landscape in Multilingual Tourist Community of Hangzhou**

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**Abstract :** The article intends to design a new research perspective on a linguistic landscape with the research background on multilingual urban tourism by analyzing the collected data, including a number of surveys on current urban tourism and the possibility of internationalization. The language usage analysis focuses on terms of English, Japanese and Spanish, which is based on the previous investigations. The analysis highlights the fact that contemporary tourism management and planning emphasizes cultural memories and heritage, and the combination between culture and tourism recalls the importance of "re-humanity" inhuman activities.

**Keywords :** multilingualism, culture, linguistic landscape, Hangzhou

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