

**TOURISTS' PERCEPTIONS ON LINGUISTIC
LANDSCAPE IN KATHMANDU VALLEY**

**A Thesis Submitted to the Department of English Education
In Partial Fulfillment for the Master of Education in English**

**Submitted by
Ramkrishna Aryal**

**Faculty of Education
Tribhuvan University, Kirtipur
Kathmandu, Nepal
2019**

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2019**

**T.U Regd. No.:9-2-0375-0137-2011
Fourth Semester Examination
Roll No.: 7228597/073**

**Date of Approval of Thesis
Proposal: 21/03/2019
Date of Submission: 10/11/2019**

RECOMMENDATION FOR ACCEPTANCE

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DEDICATION

Dedicated

To

My Parents who taught me to trust on myself and belief in hard work.

DECLARATION

I hereby declare to the best of my knowledge that this thesis is original; no part of it was earlier submitted for the candidature of research degree to any university.

Date: 09/11/2019

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Ram Krishna Aryal

ACKNOWLEDGEMENTS

Firstly and most importantly, I would like to express my gratefulness to my thesis supervisor **Mr. Khemraj Joshi**, Teaching Assistant, Department of English Education, T.U., Kirtipur for his expert advice, supervision and guidance from the initial stage of my research and with regular inspirations, genuine encouragements, facilitation and invaluable suggestions. It would not have been carried out without his kind help, support and feedback which play the crucial or vital role to rest at the destination of my study.

I would like to express my sincere gratitude to Guru **Dr. Gopal Prasad Pandey**, Reader and Head, Department of Education, T.U., Kirtipur for his invaluable inspiration and kind suggestions. Similarly, I am highly indebted to **Mr. Reshem Acharya**, Teaching Assistant, Department of Education, T.U., Kirtipur for his invaluable comments and constructive suggestions.

I want to express my gratitude to all Professors, Readers and Lectures of the Department of English, Faculty of Education, Tribhuvan University, Kirtipur, Kathmandu to accomplish this thesis and in my academic life.

I would like to thank the administrative staff **Mrs. Madhavi Khanal** and **Mrs. Nabeena Maharjan**, the Librarian, Department of English Education for their co-operation for providing books and other valuable information. I cannot remain without thanking my Gurus and Gurumas who taught me in different level.

I am indebted to my well wisher and friend **Mr. Aashish Rai** for his invaluable feedback and support during data collection.

Likewise, I am thankful to my dear friend **Mrs. Chandra Sharma, Raksha Sapkota, Saraswoti Bisural, Pabitra Dangal** for their valuable suggestions. I am thankful to all people who supported me during my research. Eventually, I must remember five tourists and some hotel owners of Kathmandu Valley for their help without whom my research work would not have been completed and I must express the words of thankfulness to them.

Ram Krishna Aryal

ABSTRACT

The study entitled **Tourists' Perceptions on Linguistic Landscape in Kathmandu Valley** was conducted to explore tourist's perceptions of LL in Kathmandu valley and to explore about the types of language used in LL. This study was based on an interpretative research design. Interview guidelines and observation checklist were the main tools for data collection. The population of this study consisted of five tourists of Kathmandu valley. They were selected as sample for the study through purposive non-random sampling strategy. Likewise, I observed thirty photos of government and non-government linguistic landscapes from three areas of Kathmandu valley; they were from Thamel, Bagbazar and Durburmarga. The study found that there were altogether seven languages used on the linguistic landscapes of three different areas of Kathmandu districts. Among them English language was given most priority. Likewise, the cases of transliteration, translation and code- mixing were found on linguistic landscape. Furthermore, the study found that tourists had positive views towards linguistic landscape. All the tourists said linguistic landscape helps to get information. LLs can be used to reach their destination and it made them aware about different signs and symbols.

This thesis consists of five different chapters. The first chapter consists of background of the study, statement of the problem, objectives of the study research questions, significance of the study, delimitation of the study and operational definition of key terms. Similarly, the second chapter deals with the review of theoretical as well as empirical literature and its implication for the study moreover, it includes the conceptual framework. Likewise, the third chapter deals with methods and procedures of the study including research design and method of the study population, sample and sampling strategy, research tools, sources of data, data collection procedures, data analysis and interpretation of the results. Finally, the fifth chapter incorporates the findings and conclusion of the study followed by some policy related, practice related

and further research related recommendations based of the study. The references and appendices have been included in the last part of the thesis.

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LIST OF SYMBOLS AND ABBREVIATIONS

ads : Advertisements

LLs : Linguistic Language

CHAPTER ONE

INTRODUCTION

This study is on **Tourists' Perceptions on Linguistic Landscape in Kathmandu Valley**. This introductory part incorporates the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitation of the study and operational definition of the key terms.

1.1 Background of the Study

Various research studies show that linguistic landscape (LL) has received an increased attention in sociolinguistic world Englishes, geosemiotics and English language teaching. Landry and Bourhis (1997) found the relationship between LL to vitality beliefs, ethno linguistic identity and language behavior. They supposed LL as the most important indicator, capable of providing relevant information about societies, vitality and the inter relationship of groups especially in a linguistic contested regions.

Linguistic landscape is one of the disciplines or areas of the study in applied linguistics. This is the growing phenomenon in the modern world. The study of linguistic landscape has attracted the attention of many scholars from different parts of the world. Many Asian, Europeans and Western countries researchers (Laundry & Baurhis, 1997, Gorter & Cenoz, 2008, Backhaus, 2005, Botterman, 2011 and many more) have carried out research on linguistic landscape from different perspectives such as pedagogical, sociolinguistics and applied linguistics. Linguistic landscape (LL) focuses on the represent of languages in public space. Its objects of research can be any visible display of written language (as sign) as well as people's interaction with these signs. Laundry and Bourhis (1997) were the first to provide a clear definition of "linguistic landscape" which is often built on in LL studies.

“The language of public road signs, advertising bill roads, street names, place names, commercial shop signs and public signs or government buildings combines to form the linguistic landscapes of a given territory region or urban agglomeration” (Landry & Bourhis ,1997).

In the context of Nepal, this is the new area or discipline for conducting research. Therefore, I am very much interested to conduct research under this area or topic. Interest in the study of linguistic landscape has particularly grown in the field of applied linguistics and sociolinguistics. The notion of "Linguistic Landscape" refers to linguistic objects that mark the public space (Ben- Rfaul, 2009, p.40) it means that the languages that are displayed in the open space are referring to linguistic landscape.

Linguistic landscape suggests that the language of public and private signs of various geographical regions denote the linguistic landscapes. To support this definition (Shohamy &Gorter , 2009) explained that the 'Linguistic Landscape' incorporates the language that are visible in a specified area, more precisely, the language that can be found in cities, indoor markets, shops, schools, offices of government and big corporations, moving buses, campuses and beaches.

Similarly, Landry and Bourhis (1997) are summarized the interaction of official, government related signs and non- official, private signs with in the linguistic landscape. Linguistic Landscape is in our surrounding any time and we can observe the various languages and choices of languages of people in their organizations' signs in different parts of the nation.

The study on LL has recently become a very popular topic of interest of research world widely. But in the context of Nepal, this is new area and it has not been explored extensively. Some of research studies have been carried out focusing on the space of LL in city areas of Nepal. Although some research works are concerned to this study world widely, but not a single research work has been carried out in the context of Nepal.

In this regard, Nepal is a beautiful country which is suitable place to promote tourism. The nature has given us many things which are liked by tourist. Definitely in city areas different kinds of signs and symbols helps tourist. Different kind of billboards, hording boards and road signage helps tourists to reach their destination. In this region, I am here trying to collect the perception of linguistic landscape in Kathmandu valley by tourists perceptive. Definitely, it is very much important for tourists to get information or to get appropriate symbols about different places and signs. Tourists want to observe natural beauties, gifts, resources and wonders. They observe snowcapped mountain peaks, beautiful water resources, the green forest of hypnotic beauty; flora and fauna lure the tourists. If there is proper linguistic landscape, it will be easier for them to observe that places.

1.2 Statement of the Problem

Due to globalization of the world, different languages used with signs on LL have proliferated in city spaces around the world. We can observe variety of textual signs and symbols everywhere in public spaces. Every sector has been influence by English signage, texts and education cannot be an exception of this reality. Linguistic landscape is a cover term surrounds our environment with full of language postures which has been highly used for different purposes like advertising, informational transaction, business transaction, health, communication and public spaces (Gorter & Cenoz, 2008).

This study mainly concentrates on the analysis of linguistic landscape and how it influences tourism and tourists views of linguistic landscape. It helps to find out what types of languages are use as linguistic landscape and find out feature of linguistic landscape. The study on LL has recently become a popular topic of interest of research world widely. But in the context of Nepal, this area has not been explored extensively. Although some research works are concerned to this study world widely, but not a single research work has been carried out in context of Nepal.

This study mainly concentrates on the analysis of linguistic landscape and how it influence tourism and tourist perception of LL. My study has explored that why linguistic landscape is fruitful for tourists and how it helps them. Therefore, considering this fact, it is necessary to raise this scenario as a research problem.

1.3 Objectives of the Study

The objectives of the study were as follows:

- i. To explore tourists' perceptions of LL in Kathmandu.
- ii. To explore about the types of language used in LL.
- iii. To suggest some pedagogical implications.

1.4 Research Questions

The study investigated the following research questions to fulfill its objectives:

- i. What is tourists' perception about LL?
- ii. What is the significance of Linguistic Landscape?
- iii. How many types of languages used in Linguistics Landscape?

1.5 Significance of the Study

The study of LL has become basic concern of many scholars in different parts of the world. Interests in the study of LL have particularly grown in the field of ELT throughout the world. This study is a new innovation in the field of research in Nepalese context.

This study may be beneficial for the students to understand more about using linguistic landscape. It can also enrich students knowledge about language used in public spaces. This study may be also help the tourist study about different linguistic landscapes and by these linguistic landscape tourists reach their destination. It also enriches their views about linguistic landscapes and their

effectiveness in public places. Similarly, this study is an attempt to analyze language used in public places from interpretative design. So, this study can be helpful for the researcher who wants to conduct research on this area.

In the same way, this study will be helpful for the common people to be more aware about the language used in public places, hording boards, road signage etc.

1.6 Delimitations of the Study

A researcher cannot cover the entire study population. No research can use all the tools and the aspect of research related to the area of study. They are limited by time, human resource and financial factors. Therefore, the researcher has to limit his/ her study to a certain boundary. So, my study is also limited in terms of study area, population, sample population and research tools.

This study was limited to Kathmandu valley. It was confined to five respondents only. Likewise, only thirty signboards and in depth interview guideline was analyzed in this study. They were only on the thematic analysis of tourist perception, were the tools for data collection. The unit of analysis of this research was limited to the visual linguistic objects displayed in open and public spaces such as commercials sign boards/ bill boards on shops, restaurant, street and name of the places. Thus, my study was delimited in terms of the above mentioned criteria.

1.7 Operational Definition of Key Terms

Linguistic Features: The term linguistic features in this study includes an intro- sentential language mixing, transliteration, switching, styles, translation and scripts of English usage in public places.

Linguistic Landscape: Here, it means languages that are used on signboards in public area or environment.

Road Signage: The term concerned to symbols, instruct, warn and give direction used in road. It helps all the road uses, such as motorist, commutes and pedestrians.

Tourist: In here, tourist is a person who is supposed to leave his/her hometown in order to visit a different area for the purposes of living an experience of shopping, entertaining, shopping, visiting cultural and historical places.

In general, the term linguistic features are used to refer to the use of code-mixing/code-switching, transliteration, styles, scripts and translation on commercial billboards.

CHAPTER TWO

REVIEW OF RELATED LITERATURE AND CONCEPTUAL FRAMEWORK

This section includes review of related theoretical literature, review of empirical literature, implication of the review for the study and conceptual framework.

2.1 Review of Theoretical Literature

The review of theoretical literature provides a researcher with adequate knowledge base to find out the area of problem and need of investigation on it. Theoretical knowledge is very essential for the researchers to have enough understanding about the selected study. Similarly, literature review plays crucial role for setting the objectives of the study, suitable methodology to conduct the study and accomplishing the study with findings.

2.1.1 Linguistic Landscape

Researching the linguistic landscape (LL) is a recently developing field of sociolinguistics and applied linguistics which concerns the "written form of languages in public space (Gorter, 2006, p.2), and specially focuses on "multilingual settings" (Coulmas, 2009, p.14). Landry and Bourhis define linguistic landscape as “ the language of public road signs , advertising bill boards , street names , place names , commercial shop signs and public signs on governmental buildings”(1997). Ben-Rafael adds that linguistic landscape refers to any item that marks the public item from road signs to private names of streets, shops or schools and there items are an important factors in helping visitors and residents to develop a picture of a certain place, and distinguish it from other places.

As an emerging field of studying the social meaning of language, LL helps to understand the messages, purposes and context through signs, posters, advertisements, instructions, inscriptions, graffiti and websites. Thus, LLs are also used in order to disseminate messages of general public interest like information, directions, warnings, marketing, advertising etc.

Two pioneers, Landry and Bourhis (1997), who did research on the linguistic landscape, defined the term in a specific way in their paper linguistic landscape and ethno-linguistic vitality

2.1.2 Areas and Features of Linguistic Landscape

Language is all around us in textual form as it is displayed on shop windows, commercial signs, posters, official notices, traffic signs etc that refers to public space or areas of LL.

Ben - Rafael et al. (2006) agree that language use in the LL falls into one of two categories, top - down (public signs created by the state and local government bodies) and bottom up language use (created by shop owners, private business, etc). There are both bottom- up and top- down items is sub-divided according to the areas of LLs. As bottom up item incorporates with private business, shop owners, companies related to clothing, leisure, food, house ware and private offices. Top- down item incorporates public institutions with religious, government, municipal, cultural, education and public health.

LL are the spaces and areas where linguistic objects, the verbal and non- verbal use of language items like inscriptions, written signs, inscriptions, scripts, symbols, posters, and images can be seen where verbal use serves as 'the expressions of message by using language and non- verbal use involves ' paralinguistic and non- linguistic devices in order to convey the message' (Esposito, 2007, p.85). The verbal expression of language is used as communication through speaking act where non- verbal expression uses gestures, signs and symbols for communicating with the audience.

Most of the researchers have categorized the LL as government and non-government signs. The government signs always use formal languages whereas the non-formal language can be seen on private LLs. So, such forms of language can be considered as features of LLs. According to (Shohamy & Gorter 2009) as cited in Bogatto and Helot (2010), LL covers the aspects such as the messages it delivers or could deliver, about societies, people, the economy, policy, class, identities, multilingualism, multimodalities, forms of representation and additional phenomena. (Pujara, 2018). So multilingualism, translation, transliteration, code-mixing and use of non-standard forms are regarded as the features which can be found in LLs. Such features of LL are introduced as follows.

a. Multilingualism

Multilingualism is the act of using or promoting the use of multiple languages, either by an individual speaker or by a community of speakers. In the field of LL application of more than two languages on LLs in written form can be regarded as multilingualism. It covers both societal and individual multilingualism.

Gorter (2006) says, "linguistic landscape refers to the social context in which more than one language is present". LLs users may use multiple languages LLs signs belong to multilingualism which tend to involve the English language as one of the languages in both capital and provincial towns all over the world.

b. Translation

Translation is one of the most demanding and intellectually difficult tasks. It is an action of transferring meaning from one language to another taking into account a number of constraints. It can be considered as bilingual activity in which a piece of language is rendered meaningfully into another language. On the view of Richards and Schmitt (2012) view, translation needs two languages - source language (SL) and target language (TL) - where written language

version of SL can be translated into TL. It is a means of interlingual communication. Such types of translation system make people easier in public places. There are two types of translation, free translation and literal translation. People use such type of translation on LLs.

c. Code Mixing

Code - mixing is the embedding of various linguistic units such as affixes words, phrases and clauses from a co-operative activity where the participants, in order to infer what is intended. It is common in bilingual or multilingual communities. Richards and Schmitt (2002) argue code- mixing as "a mixing of two codes or languages, usually without a change of topic" (p. 51). So, code-mixing is found as feature of LL because of multiple use of languages don different LLs.

d. Transliteration

Transliteration refers to the representation of one language with the script of another language. It is the spelling of words from one language with the script of another language. So, it is a one - for- one and character- by- character replacement. It is a type of conversion of a text from one script another Wasser and Roth (2008) define transliteration as "the process of transcribing or Named Entity (NE) from a source language to some target language based on phonetic similarity between the entities."(p.1) such transliteration system can be seen on LLs where the words of one language can be written in the script of next language.

e. Non- Standard Structures

Mainly uses of LLs pay more attention to own style of using language rather than the correct forms of language. According to Richards and Schmidt, (2002), "Stylistics is the study of that variation in language which is dependent

on the situation in which the language is used and also on the effects the writer or speaker wishes to create on the reader to hearer".

It mainly deals with the use of different styles of signs, symbols, texts, paintings and inscriptions with prior to the given contexts and creation of the users to the audience. It includes the meaningful use of written language and literacy texts in style form. It incorporates or way of showing the function of language that registers language, analysis of grammar and stylistics devices.

2.1.3 Functions of LL

The function of LL has been discovered by different researcher and language practitioners. Ben-Rafael et al. (2006) argue that linguistic landscape analysis has been emerged as a collection of approaches to understanding how the material word is symbolically constructed though virtual language use. Gorter (2013, p.190) opines, "Publications on the use linguistic landscape pave a wider range of innovative theoretical and empirical studies that deal with issues related to multilingualism, literacy, multimodality, language policy, linguistics diversity and minority language among other". So linguistic landscape of an area can be a powerful display of existing language ideologies, literacy and in some case, language policies LL covers larger varieties of studies which help to analyze the language varieties of studies which help to analyze the language use, its policy, diversities multilingualism, language power and so on to support the theoretical and empirical study of research.

LL of a particular territory has served with two basic functions (Landry and Bourhis, 1997). LL functions as an informational marker on one hand and as a symbolic marker communicating the relative power and status of linguistic communities in a given territory on other places. Spolsky (2009) highlights that several participants are involved in the process of making a sign and suggest more research be done to incorporate there participants into research on public signs. Ben- Rafael (2009) notes that the linguistic landscape

is a complex system in which many actors are involved in creating and interpreting messages and meanings. Due to the fact that the linguistic landscape interacts with so many people, not only the sign maker and (or shop owner) but the passer by consumer on the street. Cenoz and Gorter (2008) point out that the linguistic landscape has economic value as well.

Signs within the linguistic landscape serve both informational and symbolic functions and include both government and private signs (Landry & Bourhis, 1997). The linguistic landscape of an area reveals much about the people who live there, the languages spoken what languages are valued and what official or defacto language policies are in place in the neighborhood, city or even country (Dixon, 2015). Through studying the linguistic landscape of an area, researchers see the obvious dominant language, but can also find minority language presence in an area (Edelman, 2014). Even graffiti or bilingual world pays when language policy outlaws minority language signs. (Lamarre, 2014) LL of a particular territory can serve two basic functions (Landry & Bourhis, 1997) they are:

a. An Informational Function

Landry and Bourhis (1997) divide signs in the linguistic landscape into government signs and private signs, public signs reflect the economic, political and cultural capital of the language group. The most basic informational function of the LL is that it serve as a distinctive markers of the geographical territory inhabited by a given language community.

All of these signs communicate a basic informational function, whether it is what good service are being offered inside a business, or the name of a store, street or body of water. The informational function of the sign is the basic message the sign conveys includes in Landry and Bourhis (1997) discussion of the in formational function is the language in which there signs are written.

Moreover, LL serves to inform the linguistic characteristics, territorial limits, and language boundaries of the regions they have entered.

b. Symbolic Functions

Language found in public spaces functions in more ways than to simply communicate information; linguistic landscapes reveal deeper symbolic meaning which can point to language policy, language imperialism, marginalization, discrimination and larger societal factors (Cenoz & Gorter, 2008, Leeman & Modan, 2009, paper 2012, Yanguas, 2009). The linguistic landscape is a "contributing factor in describing the presence of languages and the linguistic uses, characteristics of a given territory and explaining the reasons why such languages are used" (Barni & Bagna, 2009, p, 129).

Similarly the taxonomy of LL comes with the classification of signs in accordance to the linguistic contexts of a particular space. In, this concern Spolsky and Cooper (1991) as cited in (Spolsky, 2009, p. 34) have set out a 'tentative taxonomy of signs' in LL which is presented as:

1. Street Signs: Signage texts of streets

2. Advertising Signs: Textual signs or symbols used for the purposes of marketing or a kind of advocacy.

3. Warning Notices and Prohibitions: Language used for notifying warning as well as for alerting or suggesting.

4. Building Names: The written texts of building's name.

5. Informative Signs: The languages used as to inform for directions, hours of opening etc.

6. Commemorative Plaques: Texts used in plate of metal, ceramic stone, wood or other material as a historical marker.

7. Objects: specified material used as postbox, polices call box in which, signs and texts serves as a specific LL items.

8. Graffiti: Writing or drawing scribbled scratched or sprayed illicitly on a wall or other surface in a public place.

2.1.4 Language Used in LL

Language used n LL means languages that are used in a sign or sign boards, hording board, road signage; public spaces etc. language used in LL is concerned with the number of languages used in a linguistic landscape.

2.1.4.1 Monolingual Linguistic Landscape

Monolingual refers to someone who speaks only one language. It is haring knowledge of only one language. To support this, pride (1981) asserts that the term monolingual is referred to be as synonymous with native speaker that is highly being fluent in one language. Similarly, Mock (1997) defines a monolingual as “ referring to an individual who has been expose to a specific language from infancy and who can function effectively in only one language.” It means a person who has perfect in only one language is known as monolingual.

In this way, public signage texts, symbols, and signs having meaning with only one textual language are called monolingual linguistic landscape.

2.1.4.2 Bilingual Linguistic Landscape

Bilingualism refers to a person who has proficiency in two languages regardless of how and which they were acquired.

Bilingualism is defined as "knowing two languages"(Valdez & Figueroa, 1994). Thus the term bilingual refers to the use of two or more languages by an individual or community simultaneous bilinguals are individual who learn

more than two languages at a time starting at birth. In bilingual first learned are proficient in their first language and than other are considered as sequential bilinguals as starting learning a second. Some here bilingual linguistic landscape is concerned with the use of two languages on the sign boards, hording boards as a linguistic landscape.

2.1.4.3 Multilingual Linguistic Landscape

Multilingualism refers to the knowledge of more than two languages. A person who has knowledge of more than two languages is known as multilingualism. Mc Arthur (1992) mentions that multilingualism is a person who has the ability to use three or more language either or in various degrees of code separately mixing.

Different language are used for different purposes in which competence vary accordance to factors like register, occupation and education. In this way, multilingualism means having the use of more than two languages as a linguistic landscape. They are frequently used in different contexts.

2.1.5 Road Signage

'Sign' refers to an observable substance the mental image of which is associated in our minds with another image or concept. It is a form that is marked by an intention to communicate something meaningful (Guiraud, 1975, Gordon, 2005, and Pennycook, 2017). If language is a means of communication, then signs as various forms of symbolic language are, indeed, communicative. According to her extra linguistic element of communication process from part of the receiver uses to interpret as a sign" Road signs are common place graphic items that easily lend themselves to photographic, reproduction. As signs in the wider sense as they are understood in the field of semiotics, they are also intended to indicate or refer to another objects or concepts (Scollon & Scollon, 2003, p.3).

Their popular symbolic use for purposes not connected to road travel is an indication of their effectiveness as sign. The main function of road sign is to direct travelers. However they can also act as markers of boundaries, including linguistic boundaries. In addition, signs provide visual evidence of place name in the landscape.

Road signs are nonlinguistic forms of communication that give road users specific information, instruction and precautions on the use of the roads. Every sign is used in the representation and conveyance of information. It refers to traffic signs and signals, road markings, symbols etc. that form part of road architecture and serve as linguistic landscape that communicate the conditions of road, e.g., bends, corners, bumps, T. Junctions and intercessions. The other are: directions on road routes, caution on speed limits and precautionary measures with the road users in order to make the use of the road so easy (Thongtong, 2016).

Road signs typically have a vast scope but sometimes have restrictions in spatial and semiotic scope the meaning of linguistic landscape therefore, is embedded in the space where they occur and such social space give them typeface linguistic symbol, which can be interpreted by the road users.

2.1.6 Multilingual Landscape

Public space in urban commercial areas contains many different types of signs: street names, shop signs, outdoor ads, graphics, digital prints, promotional materials, specialty displays etc. Regarding the location where the study of linguistic landscape is conducted, a multilingual urban environment is presupposed. Therefore, the linguistic landscape is also called the linguistic cityscape (Gorter, 2006, p.2).

As Backhaus point out to the city is "a place of language contact" and "city walls throughout history have attracted people of various origins with differing linguistic backgrounds (Backhaus, 2007, p. 1). Tourists may be expected to

pay more attention to signs such as street names or direction signs which provide them with relevant information. The public space will be experienced differently by different groups and individuals whose history or social positions differ. The knowledge of languages and attitudes towards different languages may mediate in the way different groups perceive the linguistic landscape (Landry & Bourhis, 1997, p.25).

2.2 Empirical Review of Literature

Many research works have been conducted in different aspects of LL around the world and it is relatively new area for research in Nepalese context. Some of the studies related to LL are reviewed here:

The empirical study on Linguistic Landscape and ethno-linguistic vitality an empirical study by Landry and Bourhis (1997) observed the perceptions of francophone high school students of public signs in Canadian provinces. The study actually did not analyze the actual signs. Their goals were to establish the significance of language belief. Students of grade 11 to 12 of Quebec and Canada were the sampling population. The conclusion shows that the informational and symbolic function of linguistic landscape many constitute and important factors in the processes of language maintenance and language shift for ethno linguistic groups regardless of the strength of their vitality.

Cenoz and Gorter (2006) studies on linguistic landscape and minority languages focused on the linguistics landscape of two streets in two multilingual cities in Friesland (Nether Lands) and the Basque country (Spain), where minority language in spoken. They compared the LL of main street in Friesland (the Netherlands) to a main street in the Basque country (Spain), and investigate the role of minority language (Frisian or Basque) respectively, national language (Dutch or Spanish) and English or Signs. The major objectives were to analyze and compare between the use of minority

languages, the state language and English as an international language on language signs. 97 pictures of language signs were analyzed for sampling population. Findings show that linguistics landscape is related to official language policy regarding minority language and that are important difference between the two settings.

Likewise, Dixon (2015) conducted a research on "Analyzing the Multilingual Linguistic Landscape of Buffalo, New York". This qualitative study aimed to examine how linguistic communities are represented in the LLs of Buffalo, New York and to find out the deeper symbolic meanings of LLs of Buffalo, New York, and to find out the deeper symbolic meanings of LLs. This study took place in Buffalo, New York over the course of three months from February to April 2015. In his research, data was collected primarily through taking picture of signs in the linguistic landscape using a canon power shot 16.1 mega pixel digital camera. Additional data was intended to be collected in the form of interviews with shop owners and / or sign - markers. The researcher found the use of multiple languages on LLs. The number of English signs found was drastically larger than the number of non-English signs. Non-English signs seemed barely significant in the overall linguistic landscape. English are dominant language. Non-English signs also surfaced in the form of prestige language, heritage language and historical relics. The questions were semi structured with the neighborhood and this study took place in six streets.

In addition, Wang (2015) carried out a study entitled "Linguistic Landscape on Campus in Japan a case study of signs in Kyushu University". Main objectives of this research were to explore how language used in signs are regulated or planned in Japan and to find out the campus LL, and how the sign readers view the multilingual campus they are living in. The main research tool for data collection was questionnaire to collect the attitudes of the sign readers towards the multilingual LL of campus. The researcher followed the qualitative study and used the questionnaire as the research tool to collect the attitudes of the sign readers towards the multilingual LLs of Its campus. The findings of the

study showed that for the academic life, students value bilingual ability a lot, in their daily life, students, maintain multilingual contact to a certain degree. However the campus signs do not show so rich a construction of LL as the urban area instead, the study presents some features of signs on campus and at the same time it also shows that the campus has its own traits, as indicated in the large amount of bilingual Japanese- English signs. A trend towards internationalization is also shown in these signs.

Pujara (2018) conducted a research entitled "Language formation in Linguistic Landscape and Teacher' view on its use for ELT pedagogy'. the main objectives of this study was to find out the language formation system of language used and priority given in the section of language, transliteration translation and code - mixing etc. and next objective is to explore the views of English teachers on LLs in relation to ELT classroom. He adopted mixed method design in which the qualitative and quantitative data bases are analyzed separately He used both primary and secondary sources for data collection. In the process of data collection, he used both checklist and semi-structure interview 'for quantitative part is study 100 non-governmental LLs from three different areas of Kathmandu were as population. They were collected from Kirtipur, Bagbajar and Thamel. For qualitative parts of his study he selected five secondary level teachers from Kathmandu district by purposive non-random sampling. His research shown that there were used altogether seven languages of three different areas of Kathmandu district as LLs. They are: English, Nepali, Newari, Urdu, Chinese, Japanese and Korean. Among all sample of three areas, seventeen LLs were unilingual, twenty three bilingual and four multilingual. The English language has been given most priority on LLs in Kathmandu district. It was found that none of the teachers were familiar with the concept of LL and all the teacher were found to be positive regarding the use of different LLs as teaching materials in the classroom.

Saud (2018) conducted a research entitled "Discourse Analyzing of language used on Billboards". The main objective of this study was to critically analyze

the language used on billboard advertisement and to explore discourse strategies used on billboard advertisement. He adopted survey research design to find out the necessary facts, opinions and practices. He used both primary and secondary sources for data. And observation used as a tool for data collection. For this study 100 photographs from Kathmandu city and analyzed data through Fairclough CDA model. In addition to that, he analyzed the language used in Bill boards by Discourse Analysis.

Furthermore, Thapa (2018) conducted a research entitled “Linguistic Landscapes in the Signboard of Governmental and Nongovernmental Organizations”. The main objectives of this study to explore the choices of the languages used on the signboards of governmental and nongovernmental organizations .He adopted descriptive research design to find out the necessary facts, opinions and practices. He used both primary and secondary sources of data to find out the necessary data. Semi-structured interview is used as a tool for data collection. He collected 100 photographs from different places of Kathmandu valley and six people from different governmental and nongovernmental organizations. He used non-random purposive sampling to select sample for the study. At last he found choices of languages used and the purposes of using those languages on the sign boards of governmental and nongovernmental organizations.

2.3 Implication of the Review for the Study

After reviewing all above research works either theoretical or empirical which are related to my study area in some extent, I got information about the various procedures needed to conduct research study. So, all these studies will be helpful to carry out my research study. It helps the research to bring the clarity and focus on research problem, reform methodology and contextualize finding.

The above given research works were highly beneficial for my study in order to bring clarity and focus on research problem, to improve my methodologies to

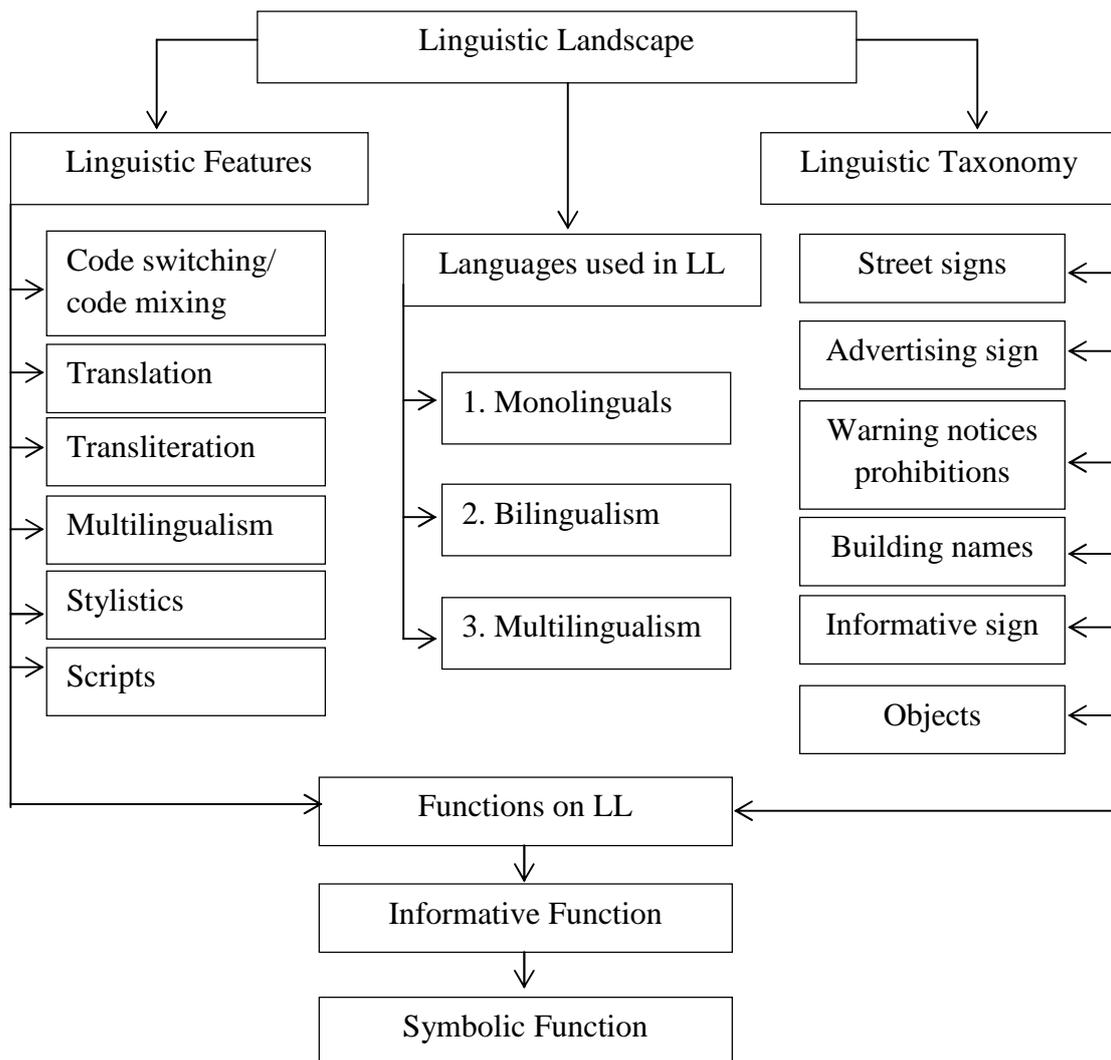
expand the horizon of knowledge related to my research area and I will be able to contextualize the findings after analyzing the collected data. To be specific, it will make me inform about LL and different integral aspects of it. Similarly, the review of empirical literature will help me to develop the appropriate methodology. From the work of Landry and Bourhis (1997), Wang (2015), Gorter and Cenoz (2008), Sayer (2009), I also got insights about the framework of research design in linguistic landscape. Likewise, it will facilitate me to select appropriate research tools, and sampling procedures.

The given research work was highly beneficial for my study in order to bring clarity and focus on research problem and to improve my methodologies. My study was different from them because I am going to take perception of tourist's about linguistic landscape but no one other researcher went through this topic.

The books, journals and articles related to linguistic landscape helped me to select city areas or streets which represent different ethno cultural communities. Similarly, these works have guided to conduct my thesis in linguistic landscape that people have been doing and LL is seen as the rapidly growing research area that gives credit to increasing importance of language studies.

2.4 Conceptual Framework

The conceptual framework grows out of the theoretical framework which relates to the specific research problem. The main purpose of conceptual framework is to show the relationship among the various concepts and variables of the study. The conceptual framework of the study is presented diagrammatically as follows:



CHAPTER THREE

METHODS AND PROCEDURES OF THE STUDY

This chapter deals with the main methods and procedure that used for conducting research. This study will follow the following methodology to fulfill the objective of the research.

3.1 Design of the Study

A research design is the framework that is created to find answers to research questions. Similarly, it is defined as the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. It also includes from beginning as writing the hypothesis to the final finding of the research study. In this concern, Kerlinger (1996) mentions, “A research design is a plan for structure and strategy and investigation so conceived as to obtain answer to the research question or problem. The plan is the complete scheme or programme of research. It includes an outline of what the investigator will do from writing the hypothesis and their operational implications to the final analysis of data”.

In this research, I used an interpretative research design. Interpretative research is a kind of framework and practice in with social science research that is invested in philosophical and methodological ways of understanding.

In this research, I adopted qualitative research on interpretative research design. Qualitative research is qualitative one which usually involves recorded spoken data that is transcribed to textual form as well as written (field) notes and documents of various sorts. Therefore, qualitative research is thematic in nature. The goal of qualitative research is to develop and understanding of social or human problem from multiple perspective. In interpretative research design, data is collected by using variety of techniques in natural process.

Among them most frequently used technique is interview and second one is observation.

3.2 Population Sample and Sampling Strategy

The samples of the study were consisting of five tourists from Thamel, Durbarmarga and Bag Bajar. Tourists were selected by using purposive non-random sampling procedure. The sampling strategy was used to select the tourists and information as the sample for this study.

3.3 Research Tools

I used different tools for data collection. So, I used observation checklist and interview guidelines as main tools for data collection. This helped in natural setting for this study. So, I captured thirty photographs (advertisements) for obtaining the required data for this study. I conducted semi-structured interview with five tourists and transcribe them.

3.4 Sources of Data

I was adopted both primary and secondary source of data to complete this study.

3.4.1 Primary Sources

Primary data is referred to be direct observed data. This means the interviewer gets the data directly in the research field/ area. The data is originated for the first time by the researcher through direct efforts and experience.

The study was primarily based on primary source of data. The primary source of data of this study were altogether thirty photographs from different places of Kathmandu and five tourists of Kathmandu valley.

3.4.2 Secondary Source

I consulted many books, journals, and articles and related previous study available in printed form or online sources as the secondary sources for this study. It is reading available form of data collected from various source like reports, books, journal, articles and websites and so on. In order to complete this study I consulted the books, journals, articles, dissertations and other published and unpublished materials related to linguistic landscape such as Landry and Bourhis (1997), Backhaus,(2003) Dixon (2015), Ariffin and Husin (2013) are related to my study.

3.5 Data Collection Procedures

In order to collect the authentic data, I did the following activities:

At first I visited different tourism places of Kathmandu valley like Thamel, Durbar Marga and Bag Bajar. Then, I captured the photographs of advertisements found there. After that, I spent more time on observing the language and patterns use on those collected photographs. After that, I selected the hotels and explain the purpose and process of the study to the owners of the hotel. Permission was taken from hotel owners to their entire guest to taking part in interviews. Then, I built a rapport with tourists. Then Interview was conducted being based on the semi-structured questions. The interview was recorded. At last, I thanked all the tourists and owner of hotel for their co-operation. The data were transcribed and analyze descriptively under thematic topic.

3.6 Data Analysis Procedure

The process of data analysis and interpretation were started after the collection of raw data from interview. To fulfill the objectives of my study I firstly observed the data and transcribed descriptively following thematic divisions.

All in-depth interviews were qualitative in nature. After the collection of raw data, I analyzed them in descriptive and qualitative way.

3.7 Ethical Considerations

Ethical consideration plays a significant role in the research. So, while conducting a research, a researcher should be careful about ethical issues. As every respondent has right to privacy it is necessary to inform the purpose of study and value of their participation in it. To carry out my research study, I was conducted interview by taking the permission of my sample population. Then I kept the response of the respondents confidential. Likewise, my research study was safe from plagiarism. I mentioned the reference of all cited materials. All the ideas generated in this research was my own expect from the cited one.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF DATA

This chapter is mainly concerned with analysis and interpretation of the data. The collected data for the study was analyzed and interpreted to desire findings and fulfill the objectives of the study. So this chapter of the thesis includes the analysis and interpretation of the results.

4.1 Analysis of the Data and Interpretation of the Results

The sample population was thirty photos displaced on the main streets of Kathmandu district and fire tourists of Kathmandu valley.

Linguistic landscape refers to any written language used in public places. I used to interpret data received by observation by making subsection. I provided serial number to all sample of LLs. Similarly, in second of the study, the data were transcribed in written form from recorded device. The data were interpreted by interpretative analysis with main themes.

The subsection of the thesis consists of the analysis of data collected through the tools such as observation checklist and semi-structured interview guidelines and interpretation of the results derived from the analysis.

4.1.1 Priority to Language in Linguistic Landscape

This study utilized the data taken from three different areas of Kathmandu district, namely Bagbazar, Thamel and Durbarmarga to find out the number of languages used on the LLs. The data were used to find out the languages priority of LLs. According to my data, there were altogether seven languages used on the LLs of the three different areas of Kathmandu district. They were mainly English, Nepali, Newari, Chinese, Japanese, Urdu, and Korean. I observed thirty LLs in Kathmandu valley. Out of thirty LLs five were

monolingual, fifteen were bilingual and ten were multi-lingual category. While I observed monolingual category of linguistic landscape, three were in English language, two were in Nepali and there were no any Japanese language and only Chinese language.

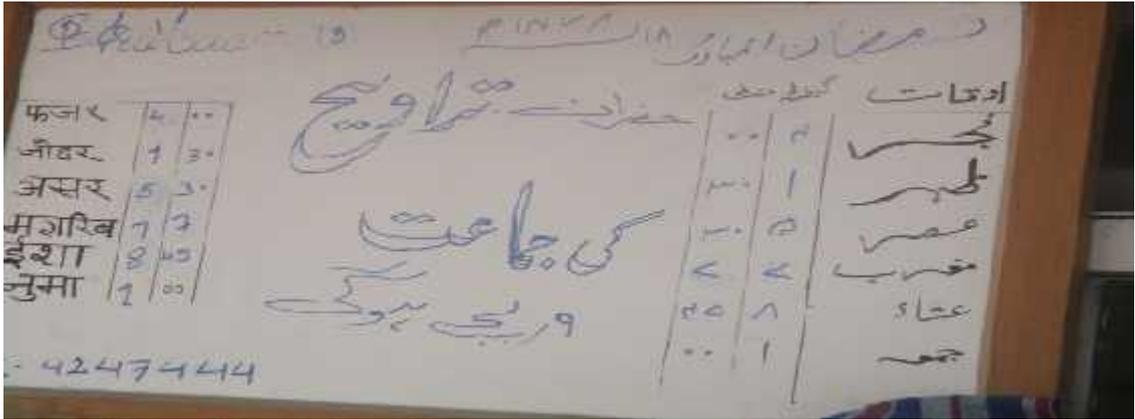
Similarly, with in bilingual category five were in Nepali and English, two were in English and Japanese, four were English and Chinese and two were Nepali and Urdu. Likewise, Newari and Devnagari were two linguistic landscapes. Likewise with in multi-lingual category, only one LL was in English, Nepali and Newari languages and one was in English, Nepali and Korean languages. This analysis shows that total seven languages have been used on the LLs of three different areas of Kathmandu district where English language has been given most priority.

While we talk about number of languages used in Kathmandu valley, In Bagbazar area, there were five languages used in linguistic landscape. Mostly in Kathmandu there were used multilingual linguistic landscape and main priority has given into English language. Mostly LLs of Kathmandu valley were in English, then bilingual (mixed with two languages) and multilingual (mixed with more than two languages).

- **Monolingual Linguistic Landscapes**

Nepal is already declared as a multilingual country. Majority of the people speak more than one language. As a result, we can see various uses of language on the linguistic landscapes. After analyzing 30 samples of my research, I found 5 monolingual linguistic landscape and others were bilingual and multilingual landscape of Kathmandu valley.

The picture no. 1 is an example of monolingual linguistic landscape having only in Urdu language.



Picture 1: Urdu Monolingual Landscapes

This picture belongs to top – down features of linguistic landscape which was based on Ben – Rafael et al. (2006). It was captured at Bagbajar. If we critically analyze the use of language, even after being a multilingual country, there is the use of only one language.

- Bilingual Linguistic Landscapes

The effect of globalization can be found in the use of English language highly in our country in comparison than others. After analyzing 30 linguistic landscapes of Kathmandu, I found 3 having Nepali and English, 1 having Nepali and Urdu etc. Altogether there were Bilingual and others were monolingual and multilingual linguistic landscapes. The picture no. 2 is an example of bilingual linguistic landscape having English and Nepali languages.



Picture 2: Nepali and English Bilingual Linguistic Landscapes

This is a signboard of the representatives of top-down features of linguistic landscapes which was based on Ben –Rafael et al. (2006). I saw this board in Kirtipur. I saw bilingual (Nepali and English) signboards in this organization. Similarly, I saw the hierarchy of the language and translation of the Nepali language to English language.

- **Multilingual Linguistic Landscapes**

Nepal is a small country where we find unity in diversity. It is a multilingual, multicultural and multiethnic country. From my 30 samples of the study, I found 7 Multilingual (Nepali, Chinese and English), (Nepali, Korean and Japanese) others were monolingual and bilingual linguistic landscapes of Kathmandu valley. The picture no. 3 is an example of the multilingual LLs of Kathmandu valley.



Picture 3: Nepali, Newari and English Multilingual Signs

This sign is also one of the representatives of the top-down features of linguistic landscapes which were based on Ben-Rafael et al. (2006). It was captured at Jyatha near of Thamel, Kathmandu. This is the area where most of the inhabitants are Newari people. This is a sign of particular name of a place. In this sign, there is the use of three languages (Nepali, Newari and English).

If we critically analyze the use of three languages, it can be found that there is the hierarchy of the languages (Nepali, Newari and English) respectively. The

priority was given to the Nepali language, second priority was given to Newari and third priority was given to English language.

4.1.2 Use of Transliteration, Translation and Code Mixing

There are several features of linguistic landscape. Among them transliteration, translation and code mixing are important features. Transliteration refers to the representation of one language with the script of another language. Similarly, translation is the process of translating word or text from one language into another. Code-mixing is the use of words of one language in the middle of the sentences of another language.

4.1.2.1 Use of Transliteration

Transliteration refers to the representation of one language with the script of another language. It is the spelling of words from one language with characters from the alphabets of another. So, it is one – for – one character – by- character replacement. It is a type of conversion of a text from one script to another.

The transliteration used in three different areas of Kathmandu was found on twelve out of thirty linguistic landscape of Kathmandu valley. In Bagbajar area, there were many LLs with transliteration. Mainly, Devnagari script was used for English words four out of twelve. Similarly, Roman script for Nepali words and Devnagari for English were two and Newari languages was found from the observation of linguistic landscape of the three areas of Kathmandu valley, I found Devnagari script is mostly prioritized. The picture no. 4 is an example of linguistic landscape of transliteration.



Picture 4: Use of Transliteration

This picture belongs to top-down features of linguistic landscape which was based on Ben-Rafael et al. (2006). It was captured at Bagbajar, Kathmandu. In this picture, there is transliteration of two languages. They are English and Japanese language.

4.1.2.2 Use of Translation

Translation is the process of translating word or text from one language into another. It can be considered as a bilingual activity in which a piece of language is rendered meaningfully into another language.

Translation was used on twelve out of total number of sample of three different areas of Kathmandu districts. While we analyzed the linguistic landscapes, translation of Bagbajar were four (Japanese and English) partial translation of Bagbajar area were (English and Japanese) translation was one, Nepali English translation were three. In Thamel four translations which were English and Chinese full translation. The picture no. 5 is an example of linguistic landscape having use of translation.



Picture 5: Use of Translation

This signboard is also one of the representatives of the top-down features of linguistic landscapes which were based on Ben-Rafael et al. (2006). It was captured at Thamel, Kathmandu. In this linguistic landscape, there is translation of Japanese language to English language.

4.1.2.3 Use of Code-mixing

Code-mixing means the use of words of one language in the middle of the sentence of another language. It is the situation in which in which people make a choice of another codes from different language and make hybridization form of language in their speaking or written forms. It is common in bilingual and multilingual communities.

Code mixing was found three linguistic landscapes out of thirty linguistic landscape of Kathmandu valley. English words with Nepali code mixing were two and Japanese words with Nepali were one linguistic landscape. The picture no. 6 is an example of the code-mixing.



Picture 6: Use of Code-mixing in Linguistic Landscape

This is also representatives' signboards of bottom-up features of linguistic landscapes. This picture was taken at Bagbajar, Kathmandu. This is a signboard of a hotel where people found different types of snacks. In this signboard there is the use of code-mixing like COFFEE, DONUT etc.

4.1.3 Linguistic Landscape to Arouse Awareness on People

Many walls of Kathmandu valley were decorated with graffiti expressing culture, language and social issues like women violence. While I collected LLs

in Kathmandu valley, I found many walls, paintings; graffiti were used to arouse awareness. I found many linguistic landscapes related to gender discrimination, women violence, cultural identity, environmental sanitation, personal hygiene etc. Streets of Kathmandu valley were recognized as multilingual place and also have lot of places for writing to the graffiti. The graffiti of these areas appeared to be very appropriate to express awareness. There are many materials and tools which were used in graffiti such as color, sign, symbol, marker, spray painting, chalk, etc. Mainly, graffiti artists used English language in public spaces to create positive impact on their audiences. They were also written by arty variation of language which helps us to understand what is being communicated. Some of them were used graffiti as a starter for integrating the gender issue. Graffiti write the human right for all. Some graffiti of Kathmandu are based on gender violence. The graffiti was directed to the patriarchal society as a complaint to do something to stop such crime and improve the dignity and status of female in the society, some of the place, I found politics in graffiti, which them is associated with such issue as labor, conditions, freedom, political power, unemployment and civil rights. Graffiti artists of Kathmandu valley were criticized government activities and addressed the political events. The picture no. 7 is an example of linguistic landscape which arouses awareness.



Picture 7: Linguistic Landscape Arouses Awareness

This linguistic landscape was picked up from the street of Durbarmara and it was addressing gender based harassment experienced by women in the society for instance: dowry related, bride-burning, physical treatment rape, sexual abuse, cybercrime etc. linguistic landscapes work rhetorically to address the local problem and encourage women towards social change. We can also assume that several types of signs, graffitists appeared to warn the government that there should be made any policy to stop violence against women.

4.2 Tourists' Views on Linguistic Landscape

In the process of collecting data with tourists, I took an interview individually. In the beginning of the interview, I asked the concept of linguistic landscape. All of them were familiar about the linguistic landscape. They were also familiar with public boards and different signs of public area.

4.2.1 Linguistic Landscape to Reach Destination

Any language of public roads, advertising bill boards, street names, place names, commercial shop sign and public signs on government buildings are known as linguistic landscape. It helps tourists to reach their destination. Many tourists view that tourists reached towards their destination by the help of Linguistic landscapes.

In response to the question, “why linguistic landscape is important for you?” Tourist 1 responded that:

These pictures are really effective for tourists since we can see various pictures on the way with their name and distance.

It shows that linguistic landscapes are really effective for the tourists. It helps them to know about name and distance of many places.

She further added that:

Linguistic landscape is very much important because it helps people to reach destination it, helps them to know about different places, give symbolic and informative meaning of that place.

In this regard, here is what tourist 1 said: Linguistic landscape is very important for them to know about different places, to reach destination, give symbolic and informative meaning of that place.

Signs within the functions and include both government and private signs

(Laundry & Bourish, 1997). The linguistic landscape of an area reveals much about the people who live there, the language spoken what languages are valued and what official or defacto language policies are in place in the neighborhood.

Similarly, while saying the importance of linguistic landscape, tourist 2 viewed:

Linguistic Landscape is needed to get information, know about places, know about the places where we are, we need linguistic landscape and it helps us to reach our destination, know about that places, tell more about sign and symbols.

In this way LL are the spaces and areas where linguistic objects, the verbal and non-verbal use of language items like inscriptions, written signs, scripts, symbols, posters, and image helps tourists or common people about that places. In the response of the question, “What are the benefits of linguistic landscape?” Tourists 3 replied that:

There are a lot of benefits especially for foreign people or other people, if they don't know any languages, it helps for them. It's not a big issue of people in Kathmandu because most of the people of Kathmandu are

valley that speaks English language easily and they understand and it helps them to reach their hotel, historical sites.

It shows that, there are a lot of benefits of linguistic landscape for the people if they don't know any language; it helps them to understand about places, signs if they don't understand English language.

In the response of the question, "How linguistic landscape helps the tourists like you?" Tourist 4 replied that:

When we don't have Google map in our mobile phone, if we don't have any leaflet or brochure about that place, it helps people very much. People mainly observe such linguistic landscape. Likewise tourist 5 viewed, "I think this helps you to reach your destination also. Sometimes it gives warning, sometimes it gives directions, way of some of the places sometimes it gives a lot of information about national and cultural heritage sites of Kathmandu valley.

To sum up their responses, I interviewed with five tourists and all the respondents said that linguistic landscape is that types of language which gives information to the people on the road side or any where especially for tourists or the new people to get the information there. When I interviewed with them, I found that linguistic landscape is very helpful for them to know about new places, to reach their destination in right time. I found that they don't ask any people about their destination place with the help of linguistic landscape.

4.2.2 Linguistic Landscape to Get Information

The function of LL has been discovered by different researchers and language practitioners. Ben-Rafael et al. (2006) agreed that linguistic landscape analysis has been emerged as a collection of approaches to understanding how the material world is symbolically constructed through virtual language use. LL of a particular territory has served with two basic functions (Landry and Bourhis,

1997). LL is functioning as an informational marker on one hand and as a symbolic marker communicating, the relative power and status of linguistic communities in a given territory on other places. Spolsley (2009) highlights that several participants are involved in the process of making a sign and suggest more research are done to incorporate these participants into research on public signs. Laundry and Bourish divide signs in the linguistic landscape into government signs and private signs. The most basic informational function of the LL is that it serves as a distinctive markers of the geographical territory inhabited by a given language community. The informational function of the sign is the basic message the sign discussion of the informational function is the language in which these signs are written. The tourists viewed that LLs can be helpful for them. After observing the LLs of Kathmandu valley, they get much information related to many things.

All the tourists were familiar with linguistic landscape. In response of a query, “What are the functions of linguistic landscape?” Respondents responded as follows.

Tourist 1 replied:

From my perspective, linguistic landscape is that types of language which helps to the people to gain information and from here. She added that ,Linguistic Landscape is very much important because it helps people to reach destination, it helps them to know about different places, give information about different places, give symbolic and informative meaning of some places, it will give them signs and warnings they need to do or not to do.

In this regard, here is what Tourist1 said: linguistic landscape is that types of language which helps to the people to gain information and from here. Linguistic landscape is very much important because it helps people to reach destination, it helps them to know about different places and give information.

Tourist 2 replied:

To get information, know about places, know the place where we are, we need linguistic landscape and we need linguistic landscape to know all information.

In this regard, here is what T2 said: linguistic landscape is used to get information, know the place where they are, they need linguistic landscape and they need linguistic landscape to know all information.

Tourist 3 and 4 responded:

It is the best things inside of Kathmandu valley. I think the hoarding boards, signs boards, they use many languages, and they give a lot of information.

It shows that, linguistic landscape is the best things inside of Kathmandu valley. They think the hoarding boards, signs boards, they use many languages.

Likewise Tourist 5 responded:

Linguistic Landscape helps to understand messages, purpose to understand signs instruction, graffiti and commercial bills boards and hoarding board. They are also used to give message, information related marketing, advertise, etc.

To sum up, signs within the linguistic landscape serve both informational and symbolic functions and include both government and private signs. All of these signs communicate a basic informational function, whether it is what good service are being offered inside a business, or the name of the store or street. I interviewed with five tourists. All of them were familiar about the informational and symbolic functions of Linguistic landscape.

In this way, linguistic landscape is very helpful for tourists and it conveys special meanings.

4.2.3 Linguistic Landscape to Know About Different Taxonomy

Linguistic Landscape refers to any signs or symbolic expressions that are located outside or inside a public institution or a private business in diverse spaces (Ben-Refael et al, 2006, p.14). It is an area which shows the real use of languages through signs, symbols, images, inscriptions and graffiti in public spaces and private spaces. The signs and symbols deliver social meaning along with social contexts in city spaces. Taxonomy of LL concerns with the classification of signs in accordance to the linguistic contexts of a particular space. It is the systematic direction of signage texts. Some of the tentative taxonomy of signs in linguistic landscape is as follows:

1. Street signs
2. Advertising signs
3. Warning notices and prohibitions
4. Building names
5. Informative signs
6. Commemorative plaques
7. Objects
8. Graffiti

There is a relationship between the taxonomy and functions of signs which provided deep information and symbolic expression of advertising, noticing, warning and conveying meaningful message to the audience through LL. LLs convey information as per their forms in which they are situated. Different LLs of Kathmandu valley helps to know about different taxonomy of linguistic landscape.

Tourist A said:

Linguistic Landscape gives information about different signs, warnings and prohibitions.

It shows that, linguistic landscape gives information about different signs, warning and prohibitions.

Linguistic landscape is a term which helps tourists to give information related to different road signs, advertising signs, warning signs, building names etc. It makes people aware from such types sign. When I interviewed with tourists, all of them were positive towards linguistic landscape.

All of them viewed that linguistic landscape is helpful for them. From Linguistic Landscape they know about different taxonomy like warning, prohibitions etc.

4.2.4 Contemporary Issues Reflected by LL

The language that is used in the public space cannot be ignored or taken for granted. The language that is used on linguistic landscape in public spaces is evidence of this. It manifests itself in power of language for communication, value and life style of the people. As pointed out by Gorter (2006) linguistic landscape is not only “the literal study of the language as they are used in the signs.” Landscape refers to linguistic objects that mark the public spaces.

As we know Kathmandu Valley is well known for linguistically diversified city where variety of languages are spoken and written. As data show, messages written on the wall of the Kathmandu Valley frequently contained a variety of languages and scripts other than Nepalese Language.

Many walls in Kathmandu Valley were decorated with graffiti expressing not only the culture, language and history but it is related to social issues like women violence, political condition and cultural identity etc. Linguistic

landscape shows that contemporary issues like women violence, rape case, and gender discrimination of voiceless people and do something to end these abuses.

When I interviewed with 5 tourists and I asked about their views of linguistic landscape. I asked tourist 1 about the uses of linguistic landscape.

Tourists 1 responded:

Many walls of Kathmandu Valley were decorated with graffiti expressing not only place, language, culture and history but it is related to social issues like women violence, political condition, and cultural identity. It shows the contemporary issues like woman violence, rape case and gender discrimination.

Similarly, while saying the uses of linguistic landscape of Kathmandu valley, many walls of Kathmandu Valley were decorated with graffiti expressing not only place, language, culture and history but it is related to different social issues like women violence, political condition and cultural identity.

Tourists 2 and 3 replied that:

It is very helpful for us. The benefits of linguistic landscape are especially for foreign people or common people; if they don't know any language it helps them. It is not a big problem for the people of Kathmandu but it helps mainly for foreign people who don't know about local language of Nepal.

In this regard, here is what Tourists 2 and 3 said: Linguistic landscape is very helpful for them. The benefits of linguistic landscape are especially for foreign people or common people. It is not a big problem for the people of city areas but it helps mainly for foreign people.

Likewise, in responses to the question, “How linguistic landscape helps to the tourists?”

Tourist 4 and 5 responded:

Linguistic landscape helps us to know about taxonomy which is use in Kathmandu valley. It helps us understand more about different signs, symbols etc. it helps us to know about present condition of the country, contemporary issues related to that country.

To sum up, linguistic landscape refers to linguistic objects that mark the public spaces. While taking about the linguistic landscape of Kathmandu valley, there are several functions of linguistic landscape. The above mentioned opinions suggest that linguistic landscape helps tourists very much. It helps them to know about different taxonomy used on the wall of Kathmandu and helps to gain knowledge related to contemporary issues of Nepal.



Picture 8: Contemporary issues Reflected by LL

This linguistic landscape was picked up from the street of Thamel and it was addressing contemporary issues of recent days. We can also assume that several types of such graffitists appeared to reflect the contemporary issues.

CHAPTER FIVE

FINDINGS, CONCLUSION AND RECOMMENDATIONS

On the basis of the analysis of data and interpretation of results, the findings data were derived. The findings of the study led to some conclusions and recommendations based on the study. So findings, conclusions and recommendations of the study have been presented in this part of the thesis.

5.1 Findings

This section presents the findings derived from the analysis and interpretation of data. The study was intended to explore the features of linguistics landscapes, and tourist's perception of linguistic landscape in Kathmandu valley. After analyzing and interpreting the data from qualitative design using non random purposive sampling procedures, thirty all total LLs were analyze for the study and fine semi structure interview also analyzed for the study.

5.1.1 Major Findings from the Observation

- i. It was found that there were altogether seven languages used on LLs of three different areas of Kathmandu district (Thamel, Bagbazar, and Durbarmarg). They are: English, Nepali, Newari, Urdu, Chinese, Japanese and Korean. Among them mostly LLs were monolingual, then bilingual and then multilingual.
- ii. There were five languages used on the LLs of Durbarmarg viz English, Nepali, Japanese, Chinese and Newari.
- iii. Similarly, Nepali and English bilingual linguistic landscape were highly used in Kathmandu than other languages.
- iv. There were altogether five languages used on the linguistic landscapes of Bagbazar area of Kathmandu districts. They are English, Nepali, Japanese, Korean and Newari.

- v. There were altogether six languages used on the LLs of Thamel area of Kathmandu valley. They were English, Nepali, Chinese Urdu, Newari and Korean.
- vi. English language has been given most priority on LLs in Kathmandu valley.
- vii. Translations were found where Nepali, English, Japanese and Chinese English translations were found.
- viii. Code mixing and translation were also used in linguistic landscape of Kathmandu valley.

5.1.2 Major Findings from the Interview

- i. It was found that most of the tourists were familiar with the LLs.
- ii. All the tourists were positive about linguistic landscape.
- iii. All the tourists said linguistic landscape helps to get information.
- iv. LLs can be used to reach their destination and to know the special features of that place.
- v. LLs helped them to know about the different taxonomy used in LLs of Kathmandu like, street signs, advertising signs, warning notices and prohibitions , information signs etc.
- vi. LLs used to make aware to the people. Many graffitist used on different walls, streets of Katmandu helped tourists to be aware from such things like stop women violence, end rapes, wash hands etc.
- vii. LLs can be effective to know the types of language used in Kathmandu valley.
- viii. LLs helped new tourists by giving sufficient information related to warnings, streets signs, places etc.

5.2 Conclusion

Linguistics landscape is one of the discipline or areas of the study in applied linguistics. It focuses on the represent of languages in public space it objects of research can be any visible display of written language as well as people's interaction with these signs. Though we regularly encounter such LLs, we rarely consider the possibility of utilizing such LLs in our day to day life. We can get much information and knowledge through such linguistic landscape. Kathmandu is the capital city of our country where different kinds of linguistic landscapes are used by the different organizations. Likewise, we can see different types of sign boards; hoarding boards and other types of sign everywhere. As the finding of this study show that people have different choices of using languages (Nepali, English, Newari, Korean, Tibetan and Japanese) on the signboards.

Nepal is a multilingual, multicultural, multiethnic country. Because of this, I observed and found different kinds of signboards and hoarding boards used by various shops as well as organizations such as monolingual, bilingual and trilingual linguistic landscapes. In this study, I found that English language is highly used by the various monolingual, bilingual and trilingual linguistic landscapes in comparison to Nepali, Newari, Korean, Tibetan and Japanese languages. Furthermore, prestige of English is high because of the globalization of English. There were different purposes of using English on the signboards of different shops and organizations. The main reasons or purposes of using English language are due to its position as an international language, prestigious language, a global lingua franca, and its demand in the present day.

In this research, I wanted to analyze the LLs of Kathmandu valley and investigate the tourist's view about linguistic landscape. The analyzed and interpretation of the data and findings of the study leads us to the conclusion

that English language has been given the most priority; most of the LLs of Kathmandu valley are bilingual. Furthermore, various cases of translation, multilingualism, transliteration and code mixing have been found. All the tourists were positive about linguistics landscape. It helps tourists by providing sufficient about places, signs, symbols, etc. by using such LLs; tourists don't need other people or guide to reach their destination.

Finally, it can be concluded that LLs are very important for tourists and it helps to develop tourism industry. It helps tourists by providing information to reach their destination and providing awareness to them.

5.3 Recommendations

On the basis of findings and conclusion of study both policies related and practice related recommendations have been made.

5.3.1 Policy Level

- a) Linguistic landscape helps to increase tourism industry. So, we put sign boards, hoarding boards near of historical sites or tourism places.
- b) Landscape includes symbols, images and pictures to show the historical movement, cultural identity in the public spaces which helps to remainder the real moment on the spot.
- c) Some issues raised by graffiti like dissatisfaction, hatred with policy maker government or local state are addressed to avoid the problem from the society.
- d) Strong policy should be made by the local government for the preservation of minority or local languages. Although, national level policies have been made for the promotion and preservation of minority or local languages, I have found very less uses of minority or local language in linguistic landscape.

5.3.2 Practice Related

Practice level implications and recommendations have been listed based on the study under section.

- a) Teacher can use linguistic landscape for motivating students.
- b) Teachers can use linguistic landscape to learn mistake and errors.
- c) Teachers use linguistic landscape to teach vocabulary and abbreviations.
- d) Teachers can use linguistic landscape to give the example of monolingual, bilingual and multilingual.
- e) Teachers use linguistic landscape to give the example of code- mixing, code switching, transliteration etc.
- f) Teachers can use linguistic landscape to teach majority and minority languages.
- g) Teachers can involve the students to find out different forms of language which are used in public places.
- h) LLs should be used to teach different aspects of translation, translation and code mixing.

5.3.3 Further Research Related

Keeping the delimitations of the study in consideration, some more topics areas and issues for their research have been suggested as follows.

- a) A survey can be conducted to investigate the reasons behind using a particular language on LLs.
- b) Similarly, the researchers can conduct different studies on effectiveness of linguistic landscapes for the vocabulary teaching.
- c) Likewise, the researchers can conduct researches on the analysis of the languages used in the linguistic landscapes.
- d) A study can be conducted to explore tourist's views regarding the use of LLs in city area.
- e) A comparative study can be conducted comparing the language formation in the LLs of government and non- government sectors.

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Appendix I

Observation Checklist of Linguistic Landscape

The features of each LLs will be checked based on the following criteria.

No.	Features of LL			
1	Languages	Monolingual	Bilingual	Multilingual
2	Creativity	Words	Pictures	Other
3	Transliteration	English in Devanagari	Nepali in roman	Other
4	Code-mixing			
5	Non-standard structure	Colloquial, slang	Grammar	Spelling, pronunciation
6	Translation	Full	Partial	Other
7	Other			

Appendix II

Semi-structured Questions for Interview

1. What is your name?
2. Where are you from?
3. What is Linguistic Landscape?
4. What is your perception about Linguistic landscape?
5. What is the significance of Linguistic Landscape?
6. What effect might the information on street signs have on tourist's destination experience?
7. What are the benefits of Linguistic Landscape?
8. What are the factors influencing linguistic landscape in Kathmandu valley?
9. To what extent do the tourists understand the information that the landscape represent?
10. Are the landscapes effective in communicating information to the tourists in Kathmandu?

Appendix-III

Interview Transcribe

Interview-I

Interviewer: What is your name?

Tourist: My name is Lewanoy Passah.

Interviewer: Where are you from?

Tourist: I am from India.

Interviewer: yes, for my study, I want to collect the perception of linguistic landscape from tourist. Ok, Lewanoy what is linguistic landscape?

Tourist: Yes, Linguistic Landscape is that types of language which gives information to the people on the road side or any where especially for tourist or the new people coming to the place and get the information there.

Interviewer: From your view point, what is Linguistic Landscape?

Tourist: From my own prospects, Linguistic Landscape is that type of language which helps to the people to gain information and from here.

Interviewer: Yes and another fact is from that linguistic landscape many tourists reach their destination also. Ok, Lewanoy miss, tell me the importance of Linguistic Landscape?

Tourist: Linguistic Landscape is very much important because it helps the people to reach destination, it helps them to know about different places, gives symbolic and informative meaning of some places. It will give them signs and warnings they need to do or they needn't to do, so it is very important for the new people especially for the tourists because they don't have any idea

regarding that places , they need such type of language so that they won't be loss.

Interviewer: Ok, Miss Lewan. What effects might the information on steps and have on tourist's destination experiences? Is there any signs, road signage really helps tourists to reach their destination?

Tourist: Of course, Linguistic Landscape really helps the tourists to reach their destination. It has the positive effects on the tourists actually because before the tourists go to the new places if they have linguistic landscape, from there they get the information about that places or things and that information helps them to go there.

Interviewer: Ok, now next question miss Lewan , Do you know the benefits of linguistic landscape?

Tourist: Ok, particular country when there are a lot of Linguistic landscape, I think it can increase the economy growth of the country especially tourism department of the country.

Interviewer: Ok, in your view points, what factors, there are many factors like, road signage, language of influencing in Kathmandu valley. What are the factors that affect linguistic landscape of Kathmandu valley?

Tourist: Actually, like to be unless, I told much about this practice that many languages like some monolingual, some place bilingual and some places monolingual language. Mainly priority is given to English language, that language and other signage, road signage, other types of taxonomy in Linguistic landscape.

Interviewer: Okay, next questions. To what extends tourist understands the information that the linguistic Landscape represents? Are they really understood about Linguistic Landscape?

Tourist: Like, those people who understand an English , it is easy to understand Linguistic Landscape , if they don't understand English language they need to ask to their guides or tourists guys and they might explain about is . I know it is easy for all the tourists; they will get benefit from other.

Interviewer: Now, last questions, that Linguistic Landscape is it effective in communicating information to the tourists of Kathmandu?

Tourist: Of course, it is more effective for communicating with tourists in Kathmandu valley.

Interviewer: Thank you lewan Miss for your time and sharing of information.

Tourist: Thank you sir for providing such a chance to me express about Linguistic landscape.

Interview -II

Interviewer: Good afternoon sir,

Tourist: Yes, good afternoon

Interviewer: Yes for our research study or for thesis writing, I am going to take a short and simple interview with you to collect information from you that linguistic landscape, I just prepared simple questionnaire. Now I am going to ask that question.

What is your name?

Tourist: My name is Pave Banjawo.

Interviewer: where are you from?

Tourist: I am from Nigeria.

Interviewer: You are from Nigeria but your tongue accents are like Nepali.

Tourist: Yes, certainly.

Interviewer: Oh, sorry I forgot your name.

Tourist: Pave Banjawo.

Interviewer: Okay Pave, what is linguistic landscape?

Tourist: Actually it is sign or an advertisement, street signs, anything that indicates us, and it's just a symbol.

Interviewer: Ok, what is your view on linguistic landscape?

Tourist: My view on most important, we should be anywhere, there we find place easily, we get a lot of information related to place, destination etc, so it is important for us.

Interviewer: Do you know what the importance of linguistic landscape is?

Tourist: Yeah, to get information, know about places where we are, we need linguistic landscape and it helps us to reach their, know about that places, tell more about signs and symbols etc.

Interviewer: Ok, what effects might the information on streets and have on tourist's destination experience? Are they really easily reaching their destination with the help of linguistic landscape?

Tourist: Sure, many times.

Interviewer: Are you really reached your destination?

Tourist: Really, many of times.

Interviewer: Is that linguistic landscape helps you to reach your destination in Kathmandu?

Tourist: Yes, always.

Interviewer: yeah, what are the benefits of linguistic landscape?

Tourist: We can know the place. There are many benefits of it, we know the destination, various symbols helps us to reach our place gives information related that things or places.

Interviewer: Ok, do you know the factors that affect linguistic landscape of Kathmandu valley?

Tourist: Yeah, language, sign, pictures are the factors that affects linguistic landscape.

Interviewer: Factors are language, signs, pictures, road signage etc. yes? To what extent the tourist understand of linguistics landscape represent in Kathmandu valley?

Tourist: Yeah, maybe they understand it.

Interviewer: Do you think that linguistic landscape is effective community to tourist in Kathmandu?

Tourist: Yeah, I think it is effective to communicate tourists in Kathmandu.

Interviewer: Thank you Pave for your nice cooperation, Thank you.

Tourist: Thank you sir for providing Interviewer such chance to express my views.

Interview -III

Interviewer: what is your name?

Tourist: Oh, my name is keepa, keepa.

Interviewer: Oh, keepa, where are you from?

Tourist: I am from Denmark.

Interviewer: So, what is linguistic landscape?

Tourist: Yeah, guiding us by the use of language. It is the language which guide through several signs and symbols. I think, in Nepal, in Kathmandu when I came first time, at the beginning, Google maps were that fine. There were no sign and symbols used.

Interviewer: What is the importance of linguistic landscape?

Tourist: In Nepal, there can be easy for the outsider people here. In the case of Kathmandu, it is not needed but it is also very charming that everything is not as it is your and Nepal should keep that. Many people, when you are also, if there are not hording board, sign boards you may lose.

Interviewer: Yeah, I also many times lost in Asan, being a Nepali. I also was missing many times here.

Tourist: That also happens sometime right.

Interviewer: Yes, what effects do you think do you reach your destination experience?

Tourist: I think, in my view, for tourist, Nepal government is safe, here is safe for tourist. They can visit here freely, nothing is problem for tourists.

Interviewer: Not only that, it gives lot information symbolic information about that place that hoarding board.

Tourist: Yes, that is the best things inside Kathmandu valley. I think the hoarding boards, sign boards, they use many languages, and they use amazing language.

Interviewer: somewhere mono language, somewhere bilingual and somewhere multilingual more than three language are used for several tourists for several country like Korean, Japanese, such types of languages.

Tourist: Yes, yes.

Interviewer: What are the benefits of linguistic landscape?

Tourist: The benefits are especially for foreign people or other people, if they don't know any language it helps for them. It is not a big problem of people in Kathmandu. People speak English language. Mostly Nepali speaks English language very much easy for us. Yeah but to reach destination, it's easy for us.

Interviewer: Ok, do you know, what are the factors that affect linguistic landscape of Kathmandu valley? First factor I think language, yes.

Tourist: I think languages, there are also language used in such type of government, Nepali government is not always using easiness and likeness. You know, if they have to make this rule to make this people watch later and people seeing with sign many foreigners are actually delight and trusted in such linguistic landscape.

Interviewer: Mainly, signs are the factors that affects tourist?

Tourist: Yes, yes.

Interviewer: Man, is the linguistic landscape effective to communicate information to Kathmandu?

Tourist: Yes, first factor, I said it equally better but Kathmandu is a big city that the way tourists understand it and they understand.

Interviewer: Do you think, tourist understands linguistic landscape?

Tourist: Yeah, why not.

Interviewer: Oh, you are educated and you are fully familiar with Nepali language but some tourist of other country like French, Japanese, they don't understand yes.

Tourist: Yes, yes.

Interviewer: Ok, thank you for your valuable time and information.

Tourist: Welcome.

Interview-IV

Interviewer: what is your name?

Tourist: Gallebi

Interviewer: Gallebi?

Tourist: Yes, yes.

Interviewer: where are you from?

Tourist: France

Interviewer: Your native language is French. So, it is difficult for you?

Tourist: Yes, you are right.

Interviewer: ok, what linguistic landscape?

Tourist: The language of public signboards, flex board, commercial shop signs, place name, road sign etc are linguistic landscape.

Interviewer: Ok, what is your view about linguistic landscape?

Tourist: It's very important.

Interviewer: Why is it important?

Tourist: it is important to understand bill boards, advertisement, pictures just in view of linguistic landscape, linguistic landscape also used for different purposes like information symbolic function and information function etc.

Interviewer: So, what effect do you think will there in your destination experience? Is it really helpful to reach your destination area? Linguistic landscapes like road signage, roundabout etc.

Tourist: Yes, it is really helpful for the tourist to reach their destination.

Interviewer: what are the benefits of linguistic landscape?

Tourist: Umm, when we don't have Google map in our mobile phone, if we don't have any leaflet or brochure about that place, it helps people very much.

People mainly observe such linguistic landscape and go through such linguistic landscape.

Interviewer: what are the factors influencing linguistic in Nepal, in Kathmandu valley?

Tourist: Many factors influencing linguistic landscape but main factors are languages.

Interviewer: Mainly language sometimes you don't understand the public signboard, hoarding boards etc that's why mainly language, yes?

Tourist: Yes, languages like monolingual and bilingual language etc.

Interviewer: Do you think, all the tourists of Kathmandu valley understand linguistic landscape?

Tourist: Don't so, so they don't understand.

Interviewer: Even you also don't understand linguistic landscape?

Tourist: Yes, yes sometimes.

Interviewer: That linguistic landscape is effective to communicating tourists to the Kathmandu valley?

Tourist: Yes, Kathmandu there is a lot of linguistic landscape and they are effective to communicating.

Interviewer: Yes, ok. Thank you for your information.

Tourist: You are welcome.

Interview-V

Interviewer: Good afternoon.

Tourist: Good afternoon

Interviewer: Yes, for our research study, I am going to take interview with you, that's why I am going to ask just a simple questionnaire related to linguistic landscape of Kathmandu valley.

Tourist: Yes.

Interviewer: What is your name?

Tourist: My name is Mannoila.

Interviewer: How to spell it?

To: M-A-N-N-O-I-L-A

Interviewer: Where are you from?

Tourist: Germany.

Interviewer: You are from Germany.

Tourist: Yes, yes.

Interviewer: So, what is linguistic landscape?

Tourist: It's all given information to the tourists to find the way in new place or any information given in public place about anything.

Interviewer: Yes, what is your view about linguistic landscape?

Tourist: It helps to understand message purposes to understand signs, instructions graffiti and commercial bill boards & hoarding board. They are

also using to give Interview, information to the public interest like information related marketing, advertise etc.

Interviewer: Yes, yes very good. Now next question, do you know importance of linguistic landscape? How linguistic landscapes do helps you during your visiting time?

Tourist: to get information of public places.

Interviewer: Yes, I think this helps you to reach your destination also? sometimes it gives warning, sometimes it gives directions, way of the some of the places some of the time it gives a lot of information about national and cultural heritage sites of our Kathmandu valley. I think this is importance of LLs.

Tourist: Yes.

Interviewer: what effect might the information on state have on tourist destination experience? Is that information of street signs helps to tourist to reach their destination?

Tourist: It helps pedestrians.

Interviewer: Yes, it helps, ok miss, now next questions. I think you know about benefits or advantages of linguistic landscape? Do you know any advantage of linguistic landscape? Advertisement, bill board, hoarding board, public signs etc?

Tourist: In general, it helps to find the way to reach destination and it helps to find way in Kathmandu, it guides new people, so it is effective.

Interviewer: Ok, yes, thank you, now next question. What factors affect the tourists of Kathmandu valley? What types of factors may be languages, hoarding boards, language used linguistic factors.

Tourist: Right now, no factors are including in linguistic landscape, we can find way, we can find, there are no such factors.

Interviewer: I think, nowadays not only one language, not only mother language used in sign boards. Every types of language are used on mother language, that's why you don't have any problem related to linguistic landscape.

Tourist: Sure, yes

Interviewer: Ok, to what extend to the tourist understand the information that linguistic landscape? Do you know that linguistic landscape and tourist understand signboards, hoarding boards used here?

Tourist: It's not very good

Interviewer: I think that some of the landscape word are monolingual (only one language) sometimes letter is very small in such hoarding boards, you have visibility problem also yes?

Tourist: Yes, we faced many types of problems, to we are German, there isn't any landscape which isn't German languages, we don't understand about other languages at first.

Interviewer: And the linguistic landscape effective to communicating the tourists to Kathmandu? Is it effective?

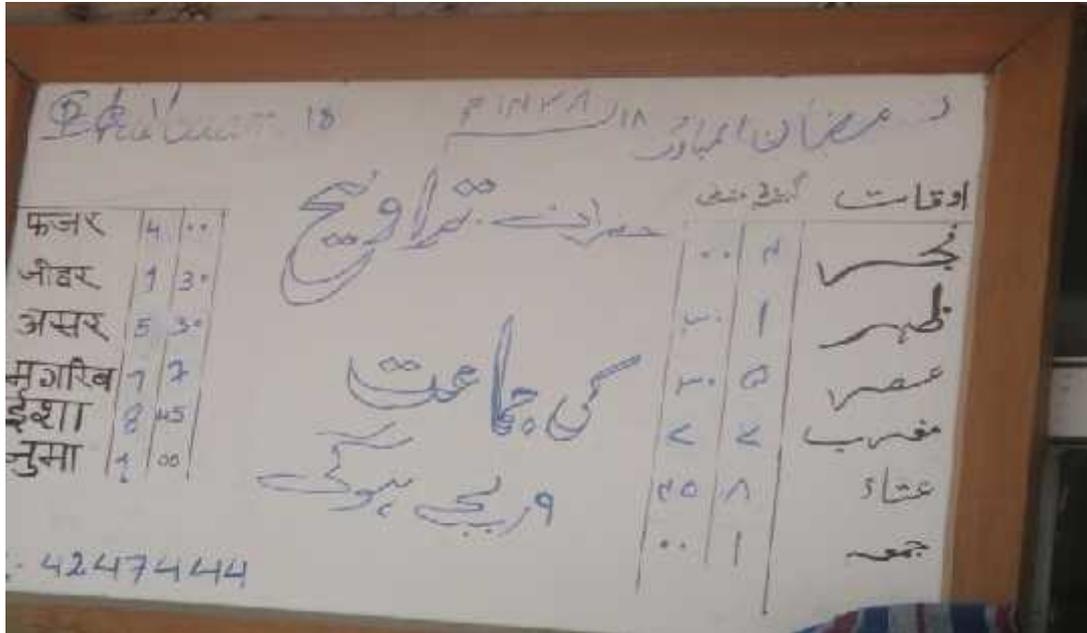
Tourist: Normally, it is effective, normally it helps you to communicate easily in Kathmandu valley. If there are no any information, no any linguistic landscape definitely it makes you several problems.

Interviewer: Ok, thank you madam for your information.

Tourist: Welcome sir.

Appendix III

Linguistic Landscapes



Linguistic Landscape – 1



Linguistic Landscape -2



Linguistic Landscape-3



Linguistic Landscape-4



Linguistic landscape -5



Linguistic Landscape -6



Linguistic Landscape -7



Linguistic Landscape -8



Linguistic Landscape -9



Linguistic Landscape - 10



Linguistic Landscape – 11



Linguistic Landscape – 12



Linguistic Landscape – 13



Linguistic Landscape - 14



Linguistic Landscape - 15



Linguistic Landscape - 16



Linguistic Landscape – 17



Linguistic Landscape - 18



Linguistic Landscape – 19



Linguistic Landscape - 20



Linguistic landscape – 21



Linguistic Landscape -22



Linguistic Landscape – 25



Linguistic Landscape – 26



Linguistic Landscape – 27



Linguistic Landscape - 28



Linguistic Landscape - 29



Linguistic Landscape - 30