

KCI 후보

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An Empirical Analysis of the Errors in the Chinese Tourist Statement of Gyeongbokgung Palace - Based
on Veritable Records of the Joseon Dynasty, The Structure and Role of the Seungjeongwon -

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다운로드

초록

According to a survey conducted by the Korea Tourism Organization, more and more Chinese tourists visit Korea each year, followed by Seoul, Dongdaemun and Namdaemun markets. What they felt most uncomfortable with was communication followed by signs. Based on the above facts, we collected the guidebook of Gyeongbok Palace in January 2017 and looked at the Korean language, display, and information on the ancient Chinese characters for reverse tourism. As a result, while investigating errors in Chinese translation, history errors were the most frequent, followed by errors in Chinese translation, followed by vocabulary, style and display errors. Based on the study, it continues to deliver good images of Korea to not only Chinese tourists but also Korean tourists with accurate information.

키워드

목차

목록