

A Survey on Attitude Towards Quality Monitoring System of Linguistic Landscape

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ABSTRACT

This study aims at investigating the difference between attitude towards the construction of quality monitoring system on linguistic landscape of Chinese tourism, and the current situation on regional special linguistic landscape program. By analyzing the degree of participation in serving for improvement the quality of local linguistic landscape, this survey carries out quantitative analysis of attitude research on constructing the benchmark indicators, program management, process control and quality evaluation; explores a sustainable development mode on linguistic landscape assessment for national tourism; promotes the formulation, implementation and promotion of the quality monitoring system on linguistic landscape tourism from 520 feedbacks of respondents. And the objectives of this research were to 1) to investigate the attitudes towards social influence and implementation of series of Standards and Guidance for English Translation and Usage in Public Service(2017-2019); 2) to study the factors that influence different attitudes and opinions; 3) to explore quality evaluation system of linguistic landscape, and promote linguistic landscape evaluation indicators and modes. The conclusion is that the governments should construct the common understanding of program mode and collaborative development on quality monitoring system.

RESEARCH BACKGROUND

Linguistic landscape refers to the cultural scene presented by various visible language signs in public areas. In some perspective and for some researchers, linguistic landscape is regarded as public signs which has the influence on the image quality of city or scene. Nowadays, the research on linguistic landscape are focusing the embodiment of the public sign for they are likely to be regarded as the brand of local city. Especially when the government departments begin to concern this field of research for internationalization of local city, the research circle has more activities to carry on such studies, for example Luoyang city in Henan province, China. This research focuses on the pilot study of linguistic landscape in Henan province and tries to find the collaboration platform for different social levels who are willing to serve for improving the linguistic landscape of local city.

According to the concept of linguistic landscape, it is regarded Landry and Bourhis as one of the earliest researchers. Landry and Bourhis was first proposed and used by the international community for the concept of “linguistic landscape”, which refers to “the language used in public signs, billboards, street names, place names, shop signs and the public signs in government buildings, which together constitute the linguistic landscape of a certain territory, region or city group” (Landry & Bourhis, 1997:23-49). The research of linguistic landscape in China nowadays are focusing on

the landscape logo from the perspective of subjectivity of linguistics classification, namely the official logo and private label. Official logo or official identification mainly includes the name of government agency, the official announcement, street name, traffic signs, scenic area identification and its product introduction, and the historical and cultural education, etc., which are reflecting the national and the local governments language policy and ideology; as to personal label or personal identity, mainly including the private store, hotel, inn etc., have relatively few restrictions and reflect the personal preferences and needs, their application forms are relatively free and a matter of diversity embodiment.

Research Basis

With the spread of Chinese initiative on One Belt and One Road, China’s image and ancient philosophy are becoming the hot research topics all round of different levels, linguistic landscape of local city plays an important role in attracting foreigner tourists, foreign investment and its quality is optimizing investment environment. The level and internationalization of linguistic landscape in one province will affect the statement of opening to the outside world and has a direct impact on the mixture diversity culture of clothing, food, accommodation, transportation, travel, entertainment and shopping activities. However, the current situation and quality of English translation on linguistic landscape in local

cities or provinces is not satisfactory. This not only affects the external image of the city, blocks the improvement and development of local city, but also it doesn't match the social development. So it is urgent to investigate the attitude of different individuals of local city, to make common understanding of the exiting problems in urban linguistic landscape; learn through the behaviors to help improving the quality of linguistic landscape, and construct design perspectives of quality monitoring system through the survey.

Research Problem

To investigate the attitude towards the influence and implementation of *Standards* issued by Chinese research field on linguistic landscape; to explore the common understanding of sustainable development modes of improving quality monitoring system on linguistic landscape.

From the macroscopic perspective, the supplementary of language policy research is needed. All countries will formulate corresponding language policies or language laws to regulate the use of language in public space. The linguistic landscape reflects the language policy of the country or government and the specific implementation of the language policy. This research gives a comprehensive description of the origin, the function of the linguistic landscape, the common research topics, and the related the construction of city internationalization. The aim is to systematically improve the quality monitoring system, to present an overview of the outlooks of the local culture of city, to construct the quality of all kinds of channels to promote the level of local urban internationalization.

From mesoscopic perspective, the lack of common understanding on how to improve the quality of linguistic landscape for local city internationalization, especially, there are a series of *Standards* and *References* issued by the research union center between the experts team and government departments. It is the time to investigate the difference between attitude towards different levels, government officials who are in charge of the public signs of the city and community who are in charge of constructing the international image of local city, the local universities which have many energy and talents to improve the quality of linguistic landscape, the local companies which are urgent to start the overseas markets and are urgent to construct their own international brand, local individuals who can be the great power of the data collection on linguistic landscape research.

From microscopic perspective, the lack of understanding of connotation of Linguistic Landscape is needed, not only the social individuals, but also the academic circles too, especially nowadays so many mistranslation and misunderstanding of urban linguistic landscapes, namely, Over-translated, Expression Not Used, Wordy, Funny/Silly, Needs Conciseness, Use Pictogram, Redundant, No need to Translate as well (Zhu Bei, Wenzhen Lv, Linjing Ren, 2019). It is really difficult to make an agreement on the understanding of the meaning, connotation, classification and main function of linguistic landscape. This research pays attention to the attitude towards the platform and cooperation modes of dif-

ferent social classes who are active to improve the quality of linguistic landscape for local city internationalization.

And the lack of effective methods and channels to construct the smart system on quality monitoring and connecting the local Big Data. This research puts forward the construction of linguistic landscape on national tourist of tourism system, stratified sampling, with collection, revision and Pilot Luoyang, a famous scenic spot with foreign language of the public signs as the pilot project, to explore how to develop and make use of the limited resources, construct the ecological and sustainable development of monitoring index system of linguistic landscape and its marketing model.

This research is a matter of new access to the implementation program of linguistic landscape, it creates scenic LBS engine on electronic physical configuration, coordinate the construction of country tourism and provides the real-time language shifts of scenic spots concerning foreign affairs activities, and its language modes of specific Big Data of national tourist city and innovation mode for Smart City.

CLASSIFICATION OF LINGUISTIC LANDSCAPE

This study investigated the quality of Chinese-English translation of linguistic landscape in public places, and took the collected public signs as samples to study the standardization of English translation of linguistic landscape in public places in province. Taking the linguistic landscape collected as samples, the normative study of English translation of linguistic landscape in different provinces is carried out. Based on the analysis of the English translation of linguistic landscape from the perspective of language and culture, this paper puts forward some suggestions to improve the translation quality of linguistic landscape and form the quality monitoring system for future constructions.

Critical Thinking of Core Concepts

Attitude survey need the clear understanding on the core concepts. Linguistic landscape and public signs are two similar concepts. When talking about the different social attitude towards, making the critical thinking of these two core concepts.

"Public signs" refer to "publicly and in the face of the public notice, references, prompts, display, warning, marking and its life, production, life and business closely related words and pictures, or a matter of "Shape information", which is publicized to the public, tourists, overseas guests, foreign staff in China. Chinese citizens engaged in business, foreign tourism, education and other areas which involves landscape such as food, accommodation, travel, tourism, entertainment and purchase. According to Durk Gorter(2006), Linguistic landscape is not only a matter of the languages as they are used in the signs, but also the representation of the languages, which is of particular importance because it relates to identity and cultural globalisation, to the growing presence of English and to revitalisation of minority languages.

The translation of public signs is an important part of the linguistic and cultural environment of international cities and international tourist destinations. It involves in all kinds of so-

cial behavior and psychological needs, with indicative, suggestive, restrictive, mandatory and other application of the schematic function. Chinese professor Lifen Liu make the critical analysis on these two concepts (Lifen Liu, 2018), it will benefit to make the distinction between them (as shown in Table 1):

According to the domestic research on the application function and definition of linguistic landscape, and the specific situation of each place, the classification of linguistic landscape in different public places is determined. According to the scope of public use of linguistic landscape, it is divided into five categories (Hefa Lv 2004), including road traffic, tourism, commercial services, medical and health care and other services, as shown in Table 2.

Linguistic landscape refers to the cultural scene presented by various visible language signs in public areas. According to the research prospective, the classification of linguistic landscape are listed as following Table 3:

According to different dividing standards, the linguistic landscape can be classified into different categories.

According to sign function, it can be divided into name linguistic landscape, announcement linguistic landscape and propaganda linguistic landscape etc. For example, the name of unit, road, site and room etc. are name linguistic landscape; advertisement, warning, and reminder, etc. are announcement linguistic landscape; slogan, saying, motto, poster are propaganda linguistic landscape.

According to sign space, it can be divided into yard linguistic landscape, public linguistic landscape, station linguistic landscape, equipment linguistic landscape and costumes linguistic landscape. For example, the slogan, light box and guide board in yard etc. are yard linguistic landscape; the doorplate, life tip and rule etc. in barracks are barracks linguistic landscape; the warning, responsibility and operation procedure etc. in station are station linguistic landscape; the number and operation instruction on equipment are equipment linguistic landscape; the name, service, profession and merit on costumes are costumes linguistic landscape.

Table 1. Critical analysis between linguistic landscape and public signs

	Linguistic landscape	Public signs
First appearance	1997, as Linguistic Landscape by Landry and Bourhis	1985, as PaiBian; 2003 as Public Signs by Zhu bei and Aimin Shan
Popular expression	Linguistic Landscape; others: linguistic landscape etc.	Public Signs; others: Public signage or Public Notice etc.
Subject attribute	Social Linguistics and covers many different subjects, such as Sociology; Statistics; Management Economics; Philosophy etc.	Linguistics level
Space explanation	Pay attention to Geography area and Cultural Geography	Pay attention to Public Areas
Main function	Different functions: Informative, symbolic, cultural, historical, educational, social functions, etc.	Different functions: Indicative, suggestive, restrictive, prohibitive, warning, informative, narrative, educational, managerial, promotional, public welfare, etc.
Extension emotion	Emotional empathy or self identity	Information or instruction only

(Source: Critical Analysis between Linguistic Landscape and Public Signs by Lifen Liu 2018)

Table 2. Classification of linguistic landscape in public places

Samples	Road traffic	Tourism	Commercial services	Medical and health services	Others
Survey site	The city streets The highway The railway station The bus station Name of road and living area The administrative area Traffic facilities	Tourist attraction The travel agency Scenic spot name Business information Warning message	Shopping malls; hotels; hotels Places of cultural entertainment bank; post office Business name; venue name Business Service Information Name of a commodity; Name of a department Service Personnel Name	Hospital	Public places other than the first four categories
Research contents	Infrastructure information Traffic ticket Warning message Functional Facilities Information	Infrastructure information Rule requirement Behavioral cues	Menu; Business Promotion Language Warning message Functional Facilities Information Infrastructure information	Functional Facilities Information Names of clinics and departments Business Service Information Warning message Infrastructure information	Slogans Name of the entity

Table 3. Classification of linguistic landscape in public service

<p>1. Sign Function</p> <ul style="list-style-type: none"> • Name Linguistic Landscape • Announcement Linguistic Landscape • Propaganda Linguistic Landscape
<p>2. Sign Space</p> <ul style="list-style-type: none"> • Yard Linguistic Landscape • Public Linguistic Landscape • Station Linguistic Landscape • Equipment Linguistic Landscape • Costumes Linguistic Landscape
<p>3. Logo Carrier</p> <ul style="list-style-type: none"> • Traditional Media Linguistic Landscape • Electronic Screen Linguistic Landscape • Television Linguistic Landscape • Network Linguistic Landscape
<p>4. Sign Timing</p> <ul style="list-style-type: none"> • Normal Linguistic Landscape • Temporary Linguistic landscape
<p>5. Sign Situation</p> <ul style="list-style-type: none"> • Fixed Sign Linguistic Landscape • Mobile Sign Linguistic Landscape
<p>6. Sign Subject</p> <ul style="list-style-type: none"> • Unified Sign Linguistic Landscape • Individual Sign linguistic landscape
<p>7. Sign Use</p> <ul style="list-style-type: none"> • Introversion Sign Linguistic Landscape • Extroversion Sign Linguistic Landscape
<p>8. Language Units</p> <ul style="list-style-type: none"> • Word Identification, • Sentence Identification • Discourse Identification

According to the logo carrier, which can be divided into traditional media linguistic landscape, electronic screen linguistic landscape, television linguistic landscape, network linguistic landscape and so on. For example, the unit name plate, signpost, place and library name

plate, placards, team (school) training signs, warning (police) signs, wall newspaper board and other traditional media linguistic landscape; electronic display screen, closed circuit television as the carrier of the new media linguistic landscape.

According to the sign timing, it can be divided into normal linguistic landscape and temporary linguistic landscape, etc. For example, the long-term use of house, road and place signs, as well as the main building important position signs, language signs, etc., which are normal linguistic landscape; according to the slogan, slogan that major activity sets temporarily, regular or the announcement that does not update regularly, wall newspaper, these belong to temporary linguistic landscape.

According to the sign situation, it can be divided into fixed sign linguistic landscape and mobile sign linguistic landscape. For example, the language signs used in permanent military police yards, barracks and battle positions belong to the fixed sign linguistic landscape. The language signs used in the troop march and field battle environment belong to mobile sign linguistic landscape.

According to the sign subject, it can be divided into unified sign linguistic landscape and individual sign linguistic landscape. For example, the language sign that is uniformly planned and uniformly set by the organs and the units belongs to the unified sign linguistic landscape; the language sign on the personal items such as the "cultural shirt" belongs to the individual sign linguistic landscape.

According to the direction of sign use, it can be divided into introversion sign linguistic landscape and extroversion sign linguistic landscape. For example, in the camp, the use of military personnel as the object of the language signs, is an inward sign linguistic landscape; for the display outside the camp, the language signs with external personnel as the object belong to the outward sign linguistic landscape.

In addition, according to language units, it can be divided into word identification, sentence identification and discourse identification. According to the characters, it can be divided into Chinese characters, pinyin characters, minority characters and foreign languages. Different classification standards of linguistic landscape can provide different research perspectives, reflecting the diversity of linguistic landscape in research content, research methods and other aspects.

From the level of linguistic research to the level of language policy research, the classification of the concepts and forms are very important step for the linguistic landscape program. Only by the clear understanding of these terms or concepts and the functions of public signs in public usages, can carry out the attitude research and reach the common understanding of new collaborative platform construction.

RESEARCH DESIGN

Research Objectives

This research focuses on different attitude of government, companies, researchers on linguistic landscape of local city; and new development programs on collaborative innovation and quality monitoring model; adopts the indicators and standards of the regional special linguistic landscape project, use the six sigma management steps to construct the benchmark indicators, process management, process control, quality assurance, quality committee and other pilot studies for

the evaluation of linguistic landscape project. The research objectives are following:

- 1) To investigate the influence and implementation of *A Companion to the Guidelines for the Use of English in Public Service Areas* (20th Nov, 2017); *Guidelines for the Use of English in Public Service Areas* (7th, Feb, 2018); *Guide to the English Usage in Public service Henan Province (trial)* (9th, May, 2019);
- 2) To study the factors that influence different social attitudes and opinions;
- 3) To explore quality evaluation system of linguistic landscape, and promote linguistic landscape evaluation indicators and modes.

And the researcher employed descriptive statistics including correlations, frequency, percentage, mean and standard deviation to explain details of demographic profiles of the respondents and behavior.

Research Content

Attitude towards standards of linguistic landscape

The research introduces the quality modes and standard of linguistic landscape programs for assuring the quality improvement of the statistical processes and outputs, and investigates the influence and implementation of *A Companion to the Guidelines for the Use of English in Public Service Areas* (20th Nov, 2017); *Guidelines for the Use of English in Public Service Areas* (7th, Feb, 2018) from national level and *A Guide to English Usage in Public Services Henan Province (Trial)* (2019) from provincial level.

Attitude towards quality monitoring system

This research provides a dynamic set of quality assurance and assessments methods and tools that can be used for regular monitoring and evaluation of the quality of statistical outputs across statistical processes and sustainable development of linguistic landscape and tries to find the collaboration platform for different social levels who are willing to serve for improving the linguistic landscape of local city.

Attitude towards quality cooperation platform

This research pay attention to facilitate the practical implementation of data quality assessment and quality community in local city internationalization on linguistic landscape. The bilingual or multilingual social and linguistic environment is becoming more and more common, and studies the multidimensional ecology that focuses on the linguistic and linguistic changes, it will provide evidence for the influence of globalization and language contact on the language itself and development of local city from all kinds of aspects.

Survey characteristics

This research will make the upgrade of survey level, namely from elementary level to advanced level (as shown in Figure 1). The survey content of this research is different from the researches on linguistic landscape which were carried out

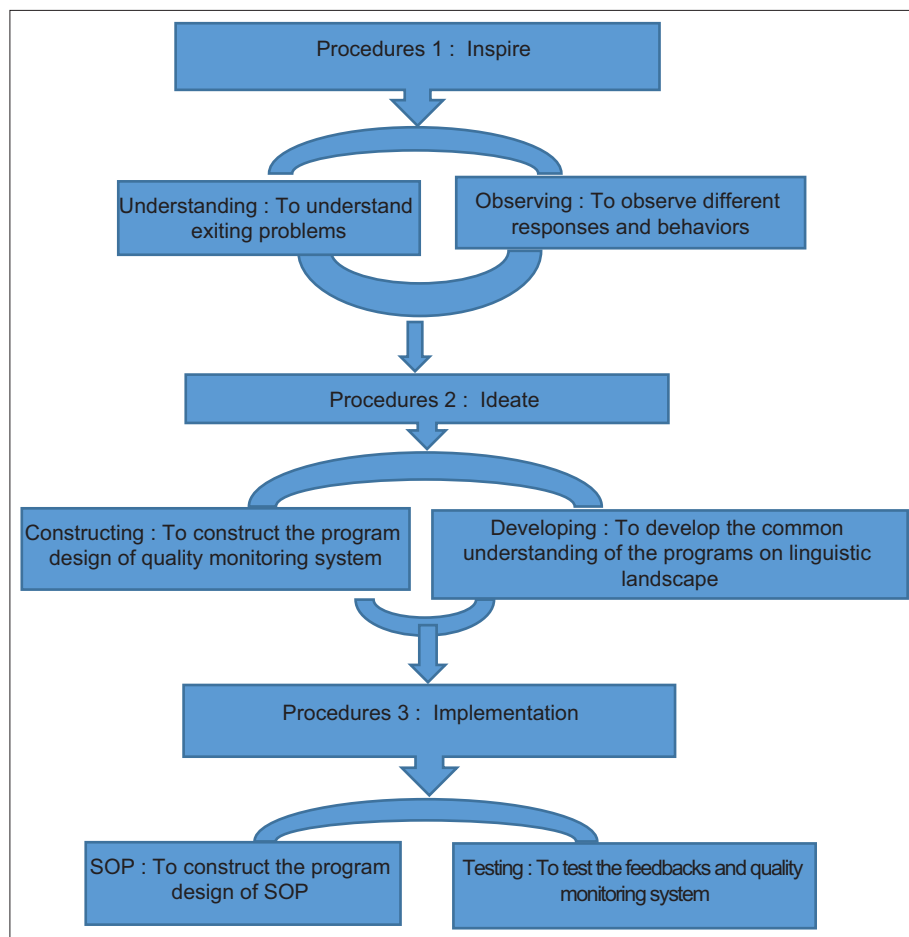


Figure 1. Survey Procedures

earlier and paid much attention on the misunderstanding of signs, mistranslation and the ideology of the usage and location connotation of linguistics, but the higher common understanding of improving quality on multiplatform and mutli-technology of new development mode of linguistic landscape.

Research subjects

This study focuses on different attitude of government, companies, researchers on linguistic landscape of local city; and new development programs on collaborative innovation and quality monitoring model; adopts the indicators and standards of the regional special linguistic landscape project, use the six sigma management steps to construct the benchmark indicators, process management, process control, quality assurance, quality committee and other pilot studies for the evaluation of linguistic landscape project.

Research significance

This study puts forward the construction of linguistic landscape system on national tourist, stratified sampling, with collection and revision. This study aims to build quality monitoring indicators of linguistic landscape on national tourism, cross-language tourism technology, think tanks, cross-language tourism industry cluster and the construction of special Big Data and innovation promotion mode.

Research methods

Qualitative data obtained from in-depth interview will be analyzed using content analysis (as shown in Appendix 1). The results will be used to support the findings from quantitative research. Quantitative data obtained from survey questionnaires will be coded and input into software computer for calculation using descriptive statistics (frequency, percentage, mean and standard deviation) to analyze and explain personal profiles of the respondents (as shown in Appendix 2). In addition, the researcher will employ inferential statistics including One-way ANOVA and Multiple regression to test the variables and to test hypothesis at significant level 0.05.

This research designed as a mixed method research using qualitative and quantitative method. The researcher uses in-depth interview to collect qualitative data from key informants(different attitude to social classes of government, industry, researchers on linguistic landscape of local city) and uses survey questionnaire to collect data from the respondents.

Research hypothesis

According to the attitude framework of Icek Ajzen's *Attitude Theory and The Attitude-behavior Relation*(1993:42), Seven hypotheses have been set for study purpose. All these are under the three dimensions of attitude toward individuals respondents(6 hypotheses), attitude toward for majors which

affect different opinion on quality monitoring system(1 hypotheses).

H1: There is less positive correlation between the people who have ages and the concern of city linguistic landscape.

H2: There is less positive correlation between the people who have higher education background and the concern of city linguistic landscape.

H3: There is less positive correlation between the people who have higher professional ranking and the concern of city linguistic landscape.

H4: There is less negative correlation between the people who have ages and be likely to make appraisal of city linguistic landscape.

H5: There is less negative correlation between the people who have higher education background and be likely to make appraisal of city linguistic landscape.

H6: There is less negative correlation between the people who have higher professional ranking and be likely to make appraisal of city linguistic landscape.

H7: There is a significant relationship between demographic profile of the respondents and their major.

Data collecting method

This study creates tourism scenic foreign-related Thomas LBS engine electronic physical configuration, coordinate the construction of country tourism real-time change of scenic spots concerning foreign affairs of the linguistic landscape and its content, the construction of special Big Data and innovation promotion mode, on the basis of tourism brand, public signs and linguistic landscape to achieve national tour monitoring index system of sustainable development perspective. The method to collect data are following:

- (1) To design the in-depth interview questions; and carry out to the informants on attitude of development mode of collaborative innovation on linguistic landscape;
- (2) To investigate the attitude toward the construction of national quality monitoring committee on linguistic landscape and record the different attitude of social circles;
- (3) To design survey questionnaire on social attitude toward responses and diagnosis methods of linguistic landscape quality;
- (4) To collect the data from informants, and data analysis;

The researcher used a constructed survey questionnaire to collect the data from the samples. The questionnaire has 6 parts: the first is basic questions of the respondents; the second is a survey of individual understanding of linguistic landscape concept; the third is a survey of social behavior of tourism administration departments related to national tourism linguistic landscape; the forth is that a survey of linguistic landscape on national tourism involves the research of social behavior of relevant colleges and universities; the fifth is that a survey of linguistic landscape on national tourism involves the research of social behavior of related enterprises; the sixth is a survey of social behavior of translation quality of linguistic landscape on national tourism.

Part 1. Personal profiles of age, education, professional ranking and a total of 12 questions;

Part 2. Questions related to linguistic landscape on national tourism involves the research of social behavior of relevant local government departments and a total of 10 questions;

Part 3. Questions related to linguistic landscape on national tourism involves the research of social behavior of relevant local universities and a total of 15 questions;

Part 4. Questions related to linguistic landscape on national tourism involves the research of social behavior of relevant enterprises and a total of 10 questions;

Part 5. Questions related to linguistic landscape on national tourism involves the research of social behavior of related enterprises and a total of 15 questions;

Part 6. Questions related to linguistic landscape on national tourism involves the research of social behavior of related foreign language majors, a total of 15 questions;

Of these, Part 2 to Part 6 are scaled questions following the 5 scale of Likert’s scale concept, including “1” refers to “Very inconsistent”, “2” refers to “Comparatively inconsistent”, “3” refers to “not sure”, “4” refers to “comparatively consistent”, “5” refers to “very consistent”.

DATA ANALYSIS

The objectives of this study were to 1) to investigate the influence and implementation of *Standards for English Translation and Writing in Public Service*(2017), and 2) to study the factors that influence different opinion. The researcher employed descriptive statistics including correlations, frequency, percentage, mean and standard deviation to explain details of demographic profiles of the respondents and behavior. The inferential statistics such as One-way ANOVA to analyze the variables and to test hypothesis.

Part 1 Demographic Profiles of Respondents

Information from Table 4 revealed that there is less positive correlation between the people who have ages and the concern of city linguistic landscape. The research results from the test, therefore, accepted the Hypothesis 1 which stated that there is less positive correlation between the people who have ages and the concern of city linguistic landscape.

Table 4. Demographic profiles of respondents classified by age

	Correlations	
	Age	Conception
Age		
Pearson Correlation	1	0.201**
Sig. (2-tailed)		0.000
N	520	520
Conception		
Pearson Correlation	0.201**	1
Sig. (2-tailed)	0.000	
N	520	520

The older people are, the stronger statement of concerns. From the other side to see, young people have less city identity and the quality of linguistic landscape is less important things for them. So, the suggestion should be like this: to arrange more relevant education programs on quality improvement programs or activities for different ages of young people. As attitude is the belief that one has towards people and surroundings. In case of education, students' positive attitude may influence their academic achievement (Samit Kumar Das, 2014). This program involves two connotation of constructing the quality monitoring system, namely linguistic landscape platform and Smart City, these new concepts or connotation will be planted in the beliefs and behaviors during the attitudes of survey.

Information from Table 5 revealed that there is less positive correlation between the people who have higher education background and the concern of city linguistic landscape. The research results from the test, therefore, accepted the Hypothesis 2 which stated that there is less positive correlation between the people who have higher education background and the concern of city linguistic landscape.

The people who have higher education background, will make great concern and more understanding on linguistic landscape. So, the suggestion should be like this: to arrange more relevant education programs or activities for different social levels. For example, nowadays linguistic technology, especially translation technology have been developed in China, linguistic landscape program can be connected with these language technology activities and reach the common understanding of the action on constructing the quality monitoring system.

Information from Table 6 revealed that there is less positive correlation between the people who have higher professional ranking and the concern of city linguistic landscape. The research results from the test, therefore, accepted the Hypothesis 3 which stated that there is less positive correlation between the people who have higher professional ranking and the concern of city linguistic landscape.

The people who have higher academic ranking, will make great concern and more understanding on linguistic landscape. So the suggestion should be like this: to arrange more relevant academic conference or activities on quality monitoring programs for different social levels.

Information from Table 7 revealed that there is less negative correlation between the people who have ages and be likely to make appraisal of city linguistic landscape. The research results from the test, therefore, accepted the Hypothesis 4 which stated that there is less negative correlation between the people who have ages and be likely to make appraisal of city linguistic landscape.

The people who have ages, usually grow up with the city or hometown, usually have great concern on the quality of city linguistic landscape, and are more likely criticize this current situation. So, the suggestion should be like this: to arrange more relevant academic conference or activities for different social levels, and reach an agreement to work and pull together for promoting the quality of city linguistic landscape.

Information from Table 8 revealed that there is less negative correlation between the people who have higher education

Table 5. Demographic profiles of respondents classified by education level

	Correlations	
	Education	Conception
Education		
Pearson Correlation	1	0.270**
Sig. (2-tailed)		000
N	520	520
Conception		
Pearson Correlation	0.270**	1
Sig. (2-tailed)	000	
N	520	520

** . Correlation is significant at the 0.01 level (2-tailed)

Table 6. Demographic profiles of respondents classified by academic ranking

	Correlations	
	Professional ranking	Conception
Professional ranking		
Pearson Correlation	1	0.223**
Sig. (2-tailed)		000
N	520	520
Conception		
Pearson Correlation	0.223**	1
Sig. (2-tailed)	000	
N	520	520

** . Correlation is significant at the 0.01 level (2-tailed)

Table 7. Demographic profiles of respondents classified by age and appraisal

	Correlations	
	Age	Appraisal
Age		
Pearson Correlation	1	-0.019
Sig. (2-tailed)		0.662
N	520	520
Appraisal		
Pearson Correlation	-0.019	1
Sig. (2-tailed)	0.662	
N	520	520

and be likely to make appraisal of city linguistic landscape. The research results from the test, therefore, accepted the Hypothesis 5 which stated that there is less negative correlation between the people who have higher education and be likely to make appraisal of city linguistic landscape.

The people who have higher education, usually be an expert of subjects, usually have great dissatisfied emotion on the quality of city linguistic landscape, and are more likely criticize the quality of city linguistic landscape at this current situation. The reason is partly the critic habits of intellectual-

ism, partly because of the great love for the city but have no methods to improve the quality of these city linguistic landscape, try to arouse some social concern by pointing several clear mistakes on city linguistic landscape. So, the suggestion should be like this: to arrange more relevant academic conference or activities for the people who want to take part in the promotion to quality of linguistic landscape, and reach an agreement to work and pull together for promoting the quality of city linguistic landscape.

Information from Table 9 revealed that there is less negative correlation between the people who have higher professional ranking and be likely to make appraisal of city linguistic landscape. The research results from the test, therefore, accepted the Hypothesis 6 which stated that there is less negative correlation between the people who have higher professional ranking and be likely to make appraisal of city linguistic landscape.

Table 8. Demographic profiles of respondents classified by education and appraisal

	Correlations	
	Education	Appraisal
Education		
Pearson Correlation	1	-0.074
Sig. (2-tailed)		0.092
N	520	520
Appraisal		
Pearson Correlation	-0.074	1
Sig. (2-tailed)	0.092	
N	520	520

Table 9. Demographic profiles of respondents classified by education and appraisal

	Correlations	
	Professional ranking	Appraisal
Professional ranking		
Pearson Correlation	1	0.033
Sig. (2-tailed)		0.459
N	520	520
Appraisal		
Pearson Correlation	0.033	1
Sig. (2-tailed)	0.459	
N	520	520

Table 10. The relationships between demographic profile and respondents' major

Model	Unstandardized		SC	T	P (sig)
	B	Std.Error	Beta		
1 (constant)	11.580	0.752		15.406	0.000
2. Your gender:	-1.385	0.266	-0.211	-5.214	0.000
3. Your age :	-0.991	0.237	-0.190	-4.180	0.000
5. Your educational background:	-1.235	0.266	-0.210	-4.640	0.000

a. Dependent Variable: 8. Your major

The people who have higher academic ranking, usually be an expert of subjects and they are likely to understand the promotion to the quality of city linguistic landscape is not a matter of words, in fact, it will involve all the people of the city. And the dissatisfied quality of city linguistic landscape does not mean the earlier work has been in worse results, in fact, it is the development of quality programs, at the beginning the demands is understandable, but nowadays the city need higher quality of linguistic publicity. So, the suggestion should be like this: to arrange more relevant academic conference or activities for the people who want to take part in the promotion to quality of linguistic landscape, and reach an agreement to work and pull together for regulating and promoting the quality of city linguistic landscape.

Information from Table 10 revealed that there were significant relationships between demographic profile and respondents' major included gender (t = -5.214) (sig =.000), age (t = -4.180) (sig =.000), and education background (t = -4.640) (sig =.000). The research results from the test, therefore, accepted the Hypothesis 7 which stated that there is a significant relationship between demographic profile of the respondents and their major.

Part 2 Descriptive Analysis Results

Very inconsistent (1)	Comparatively inconsistent (2)	not sure (3)	Comparatively consistent (4)	Very consistent (5)
1.00 - 1.80	1.81 - 2.60	2.61 - 3.40	3.41 - 4.20	4.21 - 5.00

The results from Table 11 revealed the personal attitude toward city linguistic landscape on tourism in three levels. The attitude of personal ability to serve for city, namely "Q19.I can find, understand and point out the quality of translation of local tourism language and landscape." (mean = 3.57), is the highest one, that means the local person have strong feeling and great concern on the quality of city linguistic landscape. And the methods or ways to serve for the city linguistic landscape are quiet unclear. That is the reason why personal attitude toward methods or platforms is lowest (mean = 3.01), namely, "Q22.I know the place where can put forward or get feedback suggestions for improving the quality of tourism linguistic landscape by telephone, community organizations or some social organizations." By this contrast number, the suggestion would be like that the university and government departments should build the cooperative

Table 11. Attitude of local individuals

Attitude	Mean	S.D.	Level	Rank
13. I know the city where I live very well, I can simply introduce 3-5 famous attractions instantly.	3.54	1.032	comparatively consistent(4)	2
14. I pay a lot attention to tourism linguistic landscape of the city where I live.	3.45	1.011	comparatively consistent(4)	3
15. I am actively involved in the internationalization of the city and the organization of international tourism activities.	3.13	1.151	not sure (3)	8
16. I am very satisfied with the quality of city linguistic landscape on tourism in my institute.	3.24	1.052	not sure (3)	6
17. I am familiar with the top-level design or related guidelines and regulations for improving the quality of tourism linguistic landscape in my city.	3.03	1.107	not sure (3)	9
18. My English translation level can be competent to serve for quality improvement of local city linguistic landscape and monitoring task as well.	3.26	1.088	not sure (3)	4
19. I can find, understand and point out the quality of translation of local tourism language and landscape.	3.57	.996	comparatively consistent(4)	1
20. I've heard of "Standards for English Translation and Writing in Public Service (1-10)".	3.19	1.377	not sure (3)	7
21. I can monitor and improve the quality of linguistic landscape in scenic spots according to "Standards for English Translation and Writing in Public Service (1-10)".	3.24	1.156	not sure (3)	5
22. I know the place where can put forward or get feedback suggestions for improving the quality of tourism linguistic landscape by telephone, community organizations or some social organizations.	3.01	1.175	not sure(3)	10

platform together and give the local people the chance to serving for the hometown.

The results from Table 12 revealed the government departments attitude toward city linguistic landscape on tourism. The attitude of personal ability to serve for city, namely "Q26. *The publicity environment of tourism linguistic landscape in local cities is very frequent for international cooperation and exchange activities.*" (mean = 3.59), is the highest one, that means after a series of standards on revision of linguistic landscape which issued by research centers or local departments, the respondents know and begin to concern on these activities. The local person have strong feeling and great concern on the quality of city linguistic landscape. And the methods or ways or platforms to serve for the city linguistic landscape are quiet unclear. That is the reason why attitude toward methods or platforms is lowest (mean = 3.19), namely, "Q32. *Local urban residents know the channels, telephones and organizations which are available to feedback on unsatisfactory tourism language and landscape quality issues.*" By this contrast number, the suggestion would be like that the government departments should issue the list of cooperative platforms together and give the local people the chance to serving for the hometown.

The results from Table 13 revealed the local universities attitude toward city linguistic landscape on tourism. The attitude of personal ability to serve for city, namely "Q 65. *The foreign language majors of local colleges and universities have the ability to judge translation standards on the quality of linguistic landscape from the perspective of culture-level.*" (mean = 3.75), is the highest one, that

means after a series of standards on revision of linguistic landscape which issued by research centers or local departments, the development come to the second step from the first step of the statement which the respondents know and begin to concern on these activities to the statement which the respondents believe all the social resources can improve the quality of city linguistic landscape. And the methods or ways or platforms to serve for the city linguistic landscape are quiet unclear. That is the reason why attitude toward methods or platforms is lowest (mean = 3.35), namely, "Q43. *Local colleges and universities have language service platforms specially serving for the quality monitoring of local urban linguistic landscape.*" By this contrast number, the suggestion would be like that the local universities should pay attention to create the special groups on monitor the quality of linguistic landscape and build more cooperative platforms together and give the local people the chance to serving for the hometown.

The results from Table 14 revealed the local companies attitude toward city linguistic landscape on tourism. The attitude of personal ability to serve for city, namely "Q53. *Local enterprises take an active part in local urban economic and cultural exchange activities.*" (mean = 3.52), is the highest one, that means after a series of standards on revision of linguistic landscape which issued by research centers or local departments, the local companies come to be the active part of language service. And usually they hold the higher level academic conference. And the methods or ways or platforms to serve for the city linguistic landscape are quiet unclear. That is the reason why attitude toward methods or platforms

Table 12. Attitude of government departments

Attitude	Mean	S.D.	Level	Rank
23. Quality monitoring of tourism linguistic landscape covers the important contents which connect with the process of local cities Internationalization.	3.44	0.960	comparatively consistent(4)	5
24. Local cities issued clear policy support and instruction to the quality monitoring of tourism linguistic landscape, and relevant documents as well.	3.44	0.904	comparatively consistent(4)	7
25. Local cities carries out the effective organization and management modes on improving on quality monitoring of tourism linguistic landscape, and relevant documents as well.	3.44	0.911	comparatively consistent(4)	6
26. The publicity environment of tourism linguistic landscape in local cities is very frequent for international cooperation and exchange activities.	3.59	0.880	comparatively consistent(4)	1
27. Local urban tourism industry regularly carries out training and guidance on linguistic landscape or publicity construction for local tourism enterprises.	3.41	0.929	comparatively consistent(4)	8
28. Quality monitoring of tourism linguistic landscape in local cities can connect with Big Data of local tourism.	3.49	0.887	comparatively consistent(4)	2
29. Quality monitoring of tourism linguistic landscape in local city includes multi-channel, multi-lingual and multi-platform technical team.	3.48	0.916	comparatively consistent(4)	3
30. Local cities are actively promote the construction of special service and Big Data of tourism linguistic landscape	3.48	0.899	comparatively consistent(4)	4
31. Local urban residents are enthusiastic about the quality of tourism linguistic landscape.	3.29	0.981	not sure (3)	11
32. Local urban residents know the channels, telephones and organizations which are available to feedback on unsatisfactory tourism language and landscape quality issues.	3.19	1.011	not sure (3)	15
33. There are fixed groups of teachers and students in foreign language majors of local colleges and universities which are responsible for receiving feedback from the public and dissatisfied quality of linguistic landscape.	3.32	0.968	not sure (3)	12
34. Local colleges and universities publish relevant reports on participating in the monitoring of the quality of local urban linguistic landscape at fixed time.	3.25	0.982	not sure (3)	14
35. Government departments regularly hold relevant research conferences and issue the reports on quality monitoring of tourism linguistic landscape periodically.	3.30	0.972	not sure (3)	13
36. Local city circle involving the government, industry, education and research representatives at all levels regularly holds seminars on monitor the quality of linguistic landscape.	3.34	0.957	not sure (3)	10
37. Local city circle involving the government, industry, education and research representatives at all levels regularly carries out the organization planning and management innovation of quality monitoring projects on tourism linguistic landscape.	3.38	0.942	not sure (3)	9

is lowest (mean = 3.37), namely, “*Q55. Employees of local enterprises regularly participate in urban tourism linguistic landscape construction*”. By this close number, the suggestion would be like that the local companies should pay attention to do activities regularly, create the special groups on monitor the quality of linguistic landscape and build more cooperative platforms together and give the local people the chance to serving for the hometown.

The results from Table 15 revealed the local companies attitude toward city linguistic landscape on tourism. The at-

titude of personal ability to serve for city, namely “*Q71. The foreign language majors of local colleges and universities have the ability translation processing and expression for the Chinese-English translation of the improvement of linguistic landscape quality which is involving the language phenomenon of multiple meaning of Chinese.*” (mean = 3.70), is the highest one, that means after 70 years of English teaching development, English majors can qualify the different demands of Chinese-English translation. And English majors and different social resources agree with this achievements.

Table 13. Attitude of local universities

Attitude	Mean	S.D.	Level	Rank
38. Foreign language majors in local colleges and universities actively participate in the construction linguistic landscape of local city.	3.55	0.962	comparatively consistent(4)	7
39. The foreign language majors in local colleges and universities have a stable and professional team of teachers serving the quality monitoring of linguistic landscape in local city.	3.39	0.985	not sure (3)	14
40. The foreign language majors in local colleges and universities have clear social practice courses to guide students to actively participate in the monitoring project of serving local urban linguistic landscape quality.	3.48	0.949	comparatively consistent(4)	9
41. A team of experts of foreign language majors in local colleges and universities regularly serves for the local government's quality monitoring project of linguistic landscape.	3.41	0.920	comparatively consistent(4)	13
42. The foreign language majors of local colleges and universities have intercollegiate cooperation activities for the monitoring of the quality of local urban tourism linguistic landscape .	3.39	0.937	not sure (3)	15
43. Local colleges and universities have language service platforms specially serving for the quality monitoring of local urban linguistic landscape.	3.35	0.936	not sure (3)	20
44. Foreign language majors in local colleges and universities have intercollegiate cooperation which bases for translation activities and language service companies.	3.54	0.926	comparatively consistent(4)	8
45. Local colleges and universities actively build a bridge between government, industry, education and research circles to assist in the construction of publicity and quality monitoring activities on local tourism linguistic landscape.	3.43	0.899	comparatively consistent(4)	11
46. Senior experts on language service in local colleges and universities are competent for translation projects and quality monitoring of local tourism linguistic landscape.	3.57	0.905	comparatively consistent(4)	6
47. Local universities have provincial and municipal professional research platforms for quality monitoring of tourism linguistic landscape, which can connect with local tourism Big Data.	3.39	0.889	not sure (3)	16
48. Local colleges and universities actively build a multi-channel, diversified and multilingual technical team for the quality monitoring of tourism linguistic landscape.	3.42	0.904	comparatively consistent(4)	12
49. Local colleges and universities actively promote the construction of special big data on tourism linguistic landscape.	3.47	0.918	not sure (3)	10
50. As members of the project, regular teachers and students of foreign language majors in local colleges and universities periodically receive feedback from the public that they are not satisfied with the quality of city linguistic landscape.	3.36	0.919	not sure (3)	17
51. Teachers and students of local colleges and universities have fixed class hours and credits as the content of education reform which encourages them to participate in the projects of serving the internationalization of local cities.	3.34	0.983	not sure (3)	19
52. Local colleges and universities regularly issue relevant reports on quality monitoring of local city linguistic landscape.	3.35	0.995	not sure (3)	18
63. The foreign language majors of local colleges and universities have the ability to judge the translation quality and mistakes of linguistic landscape of local city tourism.	3.70	0.913	comparatively consistent(4)	3
64. The foreign language majors of local colleges and universities have the ability to judge the translation standards of translation quality of linguistic landscape from the perspective of translation studies.	3.75	0.831	comparatively consistent(4)	2

(Contd...)

Table 13. (Continued)

Attitude	Mean	S.D.	Level	Rank
65. The foreign language majors of local colleges and universities have the ability to judge translation standards on the quality of linguistic landscape from the perspective of culture-level.	3.75	0.840	comparatively consistent(4)	1
66. The foreign language majors of local colleges and universities have the ability judge the translation standards of translation quality of linguistic landscape from the perspective of "One Belt And One Road Initiatives".	3.70	0.841	comparatively consistent(4)	4
67. The foreign language majors of local colleges and universities are familiar with the root causes and complexities of quality monitoring of linguistic landscape on local urban tourism.	3.62	0.872	comparatively consistent(4)	5

Table 14. Attitude of local companies

Attitude	Mean	S.D.	Level	Rank
53. Local companies take an active part in local urban economic and cultural exchange activities.	3.52	0.912	comparatively consistent(4)	1
54. Local companies regularly carry out linguistic landscape or training activities of external publicity construction for local colleges and universities.	3.44	0.947	comparatively consistent(4)	3
55. Employees of local companies regularly participate in urban tourism linguistic landscape construction.	3.37	0.938	not sure (3)	10
56. Local companies regularly participate in the construction of training activities of local urban linguistic landscape jointly with local universities.	3.39	0.929	not sure (3)	8
57. Local enterprises have a stable and professional talent database to serve for the quality monitoring of local linguistic landscape.	3.40	0.938	not sure (3)	6
58. Local companies actively participate in practice course guidance of local colleges and universities, and serving for quality monitoring project of local linguistic landscape.	3.40	0.900	not sure (3)	7
59. A stable team of experts between local companies and foreign language majors of local colleges and universities regularly serves the local government's linguistic landscape quality monitoring project and provides reference reports.	3.38	0.868	not sure (3)	9
60. There are regular cooperative activities between local companies and foreign language majors of local colleges and universities, aiming at quality monitoring of linguistic landscape in local companies and industries.	3.41	0.897	comparatively consistent(4)	5
61. Local companies have specialized language service websites and platforms to serve for quality monitoring of local regional linguistic landscape.	3.42	0.885	comparatively consistent(4)	4
62. Local companies have senior experts on language service who can be capable of serving for quality monitoring tasks on translation projects of local tourism linguistic landscape translation.	3.48	0.891	comparatively consistent(4)	2

And the methods or ways or platforms to serve for the city linguistic landscape are quiet unclear. That is the reason why attitude toward methods or platforms is lowest (mean = 3.50), namely, "Q76. *The foreign language majors of local colleges and universities have fixed hour and credits to support teachers and students to participate in the teaching reform of local urban linguistic landscape and carry out field research*". By these number, the suggestion would be like that universities should pay attention to do teaching and research activities regularly, give more supporting to English departments which carry out this linguistic landscapes, create the

special groups on monitor the quality of linguistic landscape and build more cooperative platforms together and give the local people the chance to serving for the hometown.

After the collection of feedbacks from respondents, the following procedures are to be constructed: 1) Development mode of collaborative innovation on national linguistic landscape and regional economic development; 2) Construction of quality assessment committee on national linguistic landscape; 3) Evaluation and diagnosis of linguistic landscape quality; 4) Evaluation report of quality development on national linguistic landscape; 5) Coordinated development of

Table 15 . Attitude of foreign language majors of local universities

Attitude	Mean	S.D.	Level	Rank
68. The foreign language majors of local colleges and universities have the ability to implement Chinese-English translation standards which involved in improving the quality of linguistic landscape and a systematical view.	3.69	0.815	comparatively consistent(4)	3
69. The foreign language majors of local colleges and universities have the ability judge the translation standards of systematically judge the acceptance degree of Chinese linguistic landscape for foreigners.	3.67	0.833	comparatively consistent(4)	4
70. The foreign language majors of local colleges and universities have the ability of translation processing and expression for the improvement of linguistic landscape quality which is involving informal language phenomenon from Chinese to English.	3.70	0.822	comparatively consistent(4)	2
71. The foreign language majors of local colleges and universities have the ability translation processing and expression for the Chinese-English translation of the improvement of linguistic landscape quality which is involving the language phenomenon of multiple meaning of Chinese.	3.70	0.848	comparatively consistent(4)	1
72. The foreign language majors of local colleges and universities provides cross-language, cross-culture and cross-platform special training for improving the quality of local urban linguistic landscape.	3.55	0.866	comparatively consistent(4)	9
73. The foreign language majors of local colleges and universities have the ability to improve the quality of linguistic landscape from “grasping the best”to “grasping the overall situation” in translation processing and expression.	3.66	0.855	comparatively consistent(4)	5
74. The foreign language majors of local colleges and universities have the ability of project organization and management to guarantee the whole development of linguistic landscape quality.	3.64	0.825	comparatively consistent(4)	7
75. The foreign language majors of local colleges and universities have a good command ability of “Standards for English Translation and Writing in Public Service (1-10)”for improving the quality of linguistic landscape.	3.56	0.882	comparatively consistent(4)	8
76. The foreign language majors of local colleges and universities have fixed hour and credits to support teachers and students to participate in the teaching reform of local urban linguistic landscape and carry out field research.	3.50	0.927	comparatively consistent(4)	10
77. Teachers and students of foreign language majors of local colleges and universities have the ability to participate in the qualitative and quantitative research of linguistic landscape field research.	3.64	0.880	comparatively consistent(4)	6

national linguistic landscape on quality monitoring technology; and 6) New participation mode of foreign language majors of local universities, individuals of local companies and other field experts. These procedures of linguistic landscape program are not only benefit to linguistic landscape research, but also apply for more designs to Smart City.

CONCLUSION

With the survey on attitudes of improving quality on linguistic landscape, this research apply for the multi-platform cooperation for collaborative innovation. The different groups will make different concerns. For example, the government officials pay more attention to the images of local city and

local culture internationalization, local companies think about their international brand, local universities cares about the educational reform of talents cultivation and English majors try to find new applied platform of language service. After the survey, these common understanding on improving the quality of linguistic landscape, all the group is engaged in seeking common ground while reserving differences and construct the multi-platform to develop the new technological and multimodal research of social resources. And from the feedbacks of Likert scale, all the different groups from government departments, local companies, local universities and social individuals have one common understanding on the same questions, namely, all of them cannot find available channel or platform to take part in improving the qual-

ity of linguistic landscape. That means the government departments should design the next procedure and planning on linguistic landscape, and think about how to use these great groups of human resources.

In the new era, linguistic landscape is not only the language on the signs, but also a strategic resource and a symbol of national cultural soft power. It can benefit the technology modes. Language is the best key to understand a country, linguistic landscape is a matter of key which can open the new technology world. The study of linguistic landscape in the new era is conducive to the formulation of national language policy, the construction of language planning, the construction of harmonious language life and a multi-platform to involve new trend of technology development. Therefore, it is of great significance that this research attempts to ideate and formulate the quality of linguistic landscape in the new period of academic circles in China.

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APPENDIX 1

Interview Questions

In-depth Interview on Quality Monitoring Indicators and Systems of linguistic landscape on Chinese National Tourism

Interview Questions:

1. In the process of the internationalization of local cities, should the translation standards and quality evaluation of urban linguistic landscape be linguistically oriented, or should translation, culturology, communication and other disciplines be linguistically oriented? How to evaluate, emphasize or choose in the current monitoring process of linguistic landscape quality?
2. In the process of internationalization construction of local cities, how to evaluate and monitor the quality of linguistic landscape? What are the evaluation standards of translation quality on linguistic landscape? What are the reasons why it is difficult to develop the evaluation standards of linguistic landscape quality and quality monitoring standards and how to solve the problems?
3. In the process of internationalization construction of local cities, as a monitoring project of improving the quality of linguistic landscape to create local cultural brand, how to realize or exceed the set requirements and expectations under the condition of limited resources? What professional knowledge, skills and tools are involved in innovation, reform and collaborative development?
4. In the process of internationalization and standardization construction of local urban linguistic landscape, how does it involve the relevant government, industry, university and research institutes at all levels to cooperate and test the project results? How to organize and manage as a linguistic landscape project? How to cooperate with enterprises and industries involved in the local urban internationalization of linguistic landscape in the process of project implementation?
5. In the process of internationalization construction of local cities, the famous mountains, water, flowers, birds, historical relics, folk culture, traditional memory, scientific, technological innovation and artistic exchange. In the form of foreign linguistic landscape, can we make an unified assessment on the basic appearance of special linguistic landscape of local cities? How to determine the evaluation and measurement standards? How to measure? Who will measure?
6. In the process of representing the local cultural characters and creating the international brands of local cities by their own linguistic landscape, what was the feature in the past? What is the feature now? And what will be the feature in the future? What kind of new feature can be presented after the assistance, package and amendment of professional foreign linguistic service ?
7. How to build a assessment model of linguistic landscape?What kinds of factors and indicators can it be applied to? How important are the factors or indicators?
8. Based on whether the assessment model can be recognized or generalized by other regions or cities, what is the enlightenment and reference value for the construction and development of big data of touristic linguistic landscape?

Part two: Open responses:

1. What are your consideration of the most important aspects for improving quality of linguistic landscape in your city ?

2. What do you want to suggest on how to improve or revise this interview?

APPENDIX 2

Survey Questionnaires

Questionnaire on Quality Monitoring Indicators and Systems of linguistic landscape on Chinese National Tourism

Distinguished experts, teachers and enterprise representatives,

Hello! Thanks for participation in this questionnaire survey!

The survey is sponsored by World Interpreter and Translator Training Association (WITTA) and The Research Center of Linguistic Landscape Translation and Teaching, undertaken by the school of foreign languages of Luoyang Normal University, Henan Provincial “One Belt And One Road” Language Service Center and other organizations. This study aims to build quality monitoring index system of national tourism language landscape. The survey results are only used for the subject study. Your personal information is completely confidential. The results of this study will help improve the overall quality and level of the national tourism linguistic landscape, and enhance the construction of the city’s internationalization.

Thank you!

In order to help you understand the research objects of the questionnaire survey, the concept of linguistic landscape is briefly introduced:

Landry & Bourhis was first proposed and used by the international community for the concept of “linguistic landscape”, which refers to “the language used in public signs, billboards, street names, place names, shop signs and the public signs in government buildings, which together constitute the linguistic landscape of a certain territory, region or city group”. Domestic landscape logo for language classification of subjectivity, namely the official logo and private label, including the official identification mainly includes the name of a government agency, the official announcement, street name, traffic signs on scenic area identification and product introduction, the historical and cultural education, etc., reflecting the national and the local governments language policy and ideology: personal identity, mainly including the private store, hotel, inn etc., are relatively few restrictions reflect the personal preferences and needs-language use is relatively free various forms more than reflect a region’s social language. This questionnaire takes “smart tourism” urban linguistic landscape as the research object, the special intelligent research of national tourism on linguistic landscape, the construction of quality monitoring index system as the research target, and conducts a questionnaire survey on the following related questions.

Part One: The first part is basic information

Directions: please fill in on the line or choose the most suitable choices.

1. Your name: _____
Your working units: _____
2. Your gender:
A. Male B. Female
3. Your age:
A. 20-30 B. 30-40 C. 40-50 D. 50-60
4. Nature of your unit: (optional)
A. Public sector B. Universities C. Enterprises D. Individual or other
5. Your educational background:
A. Junior college B. Regular college C. Postgraduate D. Phd
6. Your professional ranking:
A. Primary B. Middle rank C. Deputy senior D. Advanced senior
7. Your position: (optional)
A. Primary B. Department level C. Provincial level D. Others
8. Your major
A. Linguistics
B. Foreign Language and Literature

- C. Chinese Language and Literature
 - D. Sociology
 - E. Statistics
 - F. Management
 - G. Economics
 - H. Philosophy
 - I. Law
 - J. Medical
 - K. Engineering
 - L. Agriculture
 - M. Other
9. The local linguistic landscape that your specialty makes you pay attention to:
 - A. Urban public signs
 - B. Linguistic landscape of tourist attractions
 - C. Linguistic landscape of urban publicity materials
 - D. Other
 10. Your attention to the local language landscape comes from: (multiple items)
 - A. Course study
 - B. Daily life, such as personal hobbies or needs
 - C. Academic communication
 - D. Social practice, including part-time jobs
 - E. etc.
 - F. Nothing else
 11. How well do you understand the concept of linguistic landscape
 - A. Understand very well
 - B. Comparatively understand
 - C. Average
 - D. Comparatively worse
 - E. Worst
 12. Your evaluation of the linguistic landscape of your city: (single choice)
 - A. Very good
 - B. Better
 - C. Average
 - D. Comparatively worse
 - E. Worst

Part Two: A Survey on Social Attitude toward Behavior of Quality Monitoring on Tourism Landscape

Directions: please according to the reality of your own city's linguistic landscape mastery, choose degree of identification of following description, including "1" refers to "Very inconsistent", "2" refers to "Comparatively inconsistent", "3" refers to "not sure", "4" refers to "comparatively consistent", "5" refers to "very consistent", please mark the corresponding figures. In this part, there are four contents, the first is a survey of individual understanding of linguistic landscape concept, the second is a study on social behavior of tourism administration departments related to national tourism linguistic landscape, the third is that linguistic landscape of national tourism involves the research of social behavior in relevant colleges and universities; the fourth is that linguistic landscape of national tourism involves the research of social behavior of related enterprises.

2.1. Survey on Attitude toward Individual activities of linguistic landscape concept

Number	In the process of internationalize local city, participation in quality monitoring of tourism linguistic landscape	A	B	C	D	E
13	I know the city where I live very well, I can simply introduce 3-5 famous attractions instantly.	1	2	3	4	5
14	I pay a lot attention to tourism linguistic landscape of the city where I live.	1	2	3	4	5
15	I am actively involved in the city internationalization and the organization of international tourism activities.	1	2	3	4	5
16	I am very satisfied with the quality of city linguistic landscape on tourism in my city.	1	2	3	4	5
17	I am familiar with the top-level design or related guidelines and regulations for improving the quality of tourism language landscape in my city.	1	2	3	4	5
18	My English translation level can be competent to serve for quality improvement of local city linguistic landscape and monitoring task as well.	1	2	3	4	5
19	I can find, understand and point out the quality of translation of local tourism language and landscape.	1	2	3	4	5
20	I've heard of "Standards for English Translation and Writing in Public Service (1-10)".	1	2	3	4	5
21	I can monitor and improve the quality of linguistic landscape in scenic spots according to "Standards for English Translation and Writing in Public Service (1-10)".	1	2	3	4	5
22	I know the place where can put forward or get feedback suggestions for improving the quality of tourism linguistic landscape by telephone, community organizations or some social organizations.	1	2	3	4	5

2.2. Survey on Attitude toward Government departments Activities of linguistic landscape

Number	In the process of internationalization of local city, the participation behavior of departments in quality monitoring of tourism linguistic landscape	A	B	C	D	E
23	Quality monitoring of tourism linguistic landscape covers the important contents which connect with the process of local cities Internationalization.	1	2	3	4	5
24	Local cities issued clear policy support and instruction to the quality monitoring of tourism linguistic landscape, and relevant documents as well.	1	2	3	4	5
25	Local cities carries out the effective organization and management modes on improving on quality monitoring of tourism linguistic landscape, and relevant documents as well.	1	2	3	4	5
26	The publicity environment of tourism linguistic landscape in local cities is very frequent for international cooperation and exchange activities.	1	2	3	4	5
27	Local urban tourism industry regularly carries out training and guidance on linguistic landscape or publicity construction for local tourism enterprises.	1	2	3	4	5
28	Quality monitoring of tourism linguistic landscape in local cities can connect with Big Data of local tourism.	1	2	3	4	5
29	Quality monitoring of tourism linguistic landscape in local city includes multi-channel, multi-lingual and multi-platform technical teams or groups.	1	2	3	4	5
30	Local cities actively promote the construction of special Big Data of tourism linguistic landscape.	1	2	3	4	5
31	Local urban residents are enthusiastic about the quality of tourism linguistic landscape.	1	2	3	4	5
32	Local urban residents know the channels, telephones and organizations which are available to feedback on unsatisfactory tourism linguistic landscape and its quality issues.	1	2	3	4	5
33	There are fixed groups of teachers and students in foreign language majors of local colleges and universities which are responsible for receiving feedback from the public and dissatisfied quality of linguistic landscape.	1	2	3	4	5
34	Local colleges and universities publish relevant reports on participating in the monitoring of the quality of local urban linguistic landscape at fixed time.	1	2	3	4	5
35	Government departments regularly hold relevant research conferences and issue the reports on quality monitoring of tourism language and landscape periodically.	1	2	3	4	5
36	Local city circle involving the government, industry, education and research representatives at all levels regularly holds seminars on monitor the quality of linguistic landscape.	1	2	3	4	5
37	Local city circle involving the government, industry, education and research representatives at all levels regularly carries out the organization planning and management innovation of quality monitoring projects on tourism linguistic landscape.	1	2	3	4	5

2.3. Survey on Attitude toward Local Universities activities of linguistic landscape

Number	In the process of internationalization of local cities, the participation behavior of local universities activities in quality monitoring of tourism linguistic landscape	A	B	C	D	E
38	Foreign language majors in local colleges and universities actively participate in the construction linguistic landscape of local city.	1	2	3	4	5
39	The foreign language majors in local colleges and universities have a stable and professional team of teachers serving the quality monitoring of linguistic landscape in local city.	1	2	3	4	5
40	The foreign language majors in local colleges and universities have clear social practice courses to guide students to actively participate in the monitoring project of serving local urban linguistic landscape quality.	1	2	3	4	5
41	A team of experts of foreign language majors in local colleges and universities regularly serves for the local government's quality monitoring project of linguistic landscape.	1	2	3	4	5
42	The foreign language majors of local colleges and universities have intercollegiate cooperation activities for the monitoring of the quality of local urban tourism linguistic landscape.	1	2	3	4	5
43	Local colleges and universities have language service platforms specially serving for the quality monitoring of local urban linguistic landscape.	1	2	3	4	5
44	Foreign language majors in local colleges and universities have intercollegiate cooperation which bases for translation activities and language service companies.	1	2	3	4	5
45	Local colleges and universities actively build a bridge between government, industry, education and research circles to assist in the construction of publicity and quality monitoring activities on local tourism linguistic landscape.	1	2	3	4	5
46	Senior experts on language service in local colleges and universities are competent for translation projects and quality monitoring of local tourism linguistic landscape.	1	2	3	4	5
47	Local colleges and universities have provincial and municipal professional research platforms for quality monitoring of tourism linguistic landscape, which can connect with local tourism Big Data.	1	2	3	4	5
48	Local colleges and universities actively build a multi-channel, diversified and multilingual technical team for the quality monitoring of tourism linguistic landscape.	1	2	3	4	5
49	Local colleges and universities actively promote the construction of special big data on tourism linguistic landscape.	1	2	3	4	5
50	As members of the project, regular teachers and students of foreign language majors in local colleges and universities periodically receive feedback from the public that they are not satisfied with the quality of city linguistic landscape.	1	2	3	4	5
51	Teachers and students of local colleges and universities have fixed class hours and credits as the content of education reform which encourages them to participate in the projects of serving the internationalization of local cities.	1	2	3	4	5
52	Local colleges and universities regularly issue relevant reports of local city linguistic landscape on quality monitoring.	1	2	3	4	5

2.4. Survey on Attitude toward Local companies activities of linguistic landscape

Number	In the process of internationalization of local cities, participation in local enterprises on quality monitoring process of linguistic landscape	A	B	C	D	E
53	Local companies take an active part in local urban economic and cultural exchange activities.	1	2	3	4	5
54	Local companies regularly carry out linguistic landscape or training activities of external publicity construction for local colleges and universities.	1	2	3	4	5
55	Employees of local companies regularly participate in urban tourism linguistic landscape construction.	1	2	3	4	5
56	Local enterprises regularly participate in the construction of training activities of local urban linguistic landscape jointly with local universities.	1	2	3	4	5
57	Local companies have a stable and professional talent database to serve for the quality monitoring of local linguistic landscape.	1	2	3	4	5

58	Local companies actively participate in practice course guidance of local universities, and serving for quality monitoring project of local urban linguistic landscape.	1	2	3	4	5
59	A stable team of experts between local companies and foreign language majors of local universities regularly serves the local government’s linguistic landscape project on quality monitoring and provides reference reports.	1	2	3	4	5
60	There are regular cooperative activities between local companies and foreign language majors of local colleges and universities, aiming at quality monitoring of linguistic landscape in local companies and industries.	1	2	3	4	5
61	Local companies have specialized language service websites and platforms to serve for quality monitoring of local regional linguistic landscape.	1	2	3	4	5
62	Local companies have senior experts on language service who can be capable of serving for quality monitoring tasks on translation projects of local tourism linguistic landscape translation.	1	2	3	4	5

Part Three: A Survey on Attitude toward Translation Quality of Linguistic Landscape on National Tourism

Directions: please according to the reality of your own city’s linguistic landscape mastery, choose degree of identification of following description, including “1”refers to “Very inconsistent”, “2”refers to “Comparatively inconsistent”, “3”refers to “not sure”, “4”refers to “comparatively consistent”, “5”refers to “very consistent”, please mark the corresponding figures. This part focuses on the study of quality monitoring indicators, such as translation quality, standard, evaluation, strategy and guarantee system of tourism linguistic landscape.

Number	In the process of local city internationalization of foreign language major in local college and universities, participation in monitors the related activities of local linguistic landscape	A	B	C	D	E
63	The foreign language majors of local colleges and universities have the ability to judge the translation quality and mistakes of linguistic landscape of local city tourism.	1	2	3	4	5
64	The foreign language majors of local colleges and universities have the ability to judge the translation standards of translation quality of linguistic landscape from the perspective of translation studies.	1	2	3	4	5
65	The foreign language majors of local colleges and universities have the ability to judge translation standards on the quality of linguistic landscape from the perspective of culture-level.	1	2	3	4	5
66	The foreign language majors of local colleges and universities have the ability judge the translation standards of translation quality of linguistic landscape from the perspective of “One Belt And One Road”.	1	2	3	4	5
67	The foreign language majors of local colleges and universities are familiar with the root causes and complexities of quality monitoring of linguistic landscape on local urban tourism.	1	2	3	4	5
68	The foreign language majors of local colleges and universities have the ability to implement Chinese-English translation standards which involved in improving the quality of linguistic landscape and a systematical view.	1	2	3	4	5
69	The foreign language majors of local colleges and universities have the ability judge the translation standards of systematically judge the acceptance degree of Chinese linguistic landscape for foreigners.	1	2	3	4	5
70	The foreign language majors of local colleges and universities have the ability of translation processing and expression for the improvement of linguistic landscape quality which is involving informal language phenomenon from Chinese to English.	1	2	3	4	5
71	The foreign language majors of local colleges and universities have the ability translation processing and expression for the Chinese-English translation of the improvement of linguistic landscape quality which is involving the language phenomenon of multiple meaning of Chinese.	1	2	3	4	5
72	The foreign language majors of local colleges and universities provides cross-language, cross-culture and cross-platform special training for improving the quality of local urban linguistic landscape.	1	2	3	4	5

73	The foreign language majors of local colleges and universities have the ability to improve the quality of linguistic landscape from “grasping the best” to “grasping the overall situation” in translation processing and expression.	1	2	3	4	5
74	The foreign language majors of local colleges and universities have the ability to project organization and management to guarantee the whole development of linguistic landscape quality.	1	2	3	4	5
75	The foreign language majors of local colleges and universities have a good command ability of “Standards for English Translation and Writing in Public Service (1-10)” for improving the quality of linguistic landscape.	1	2	3	4	5
76	The foreign language majors of local colleges and universities have fixed hour and credits to support teachers and students to participate in the teaching reform of local urban linguistic landscape and carry out field research.	1	2	3	4	5
77	Teachers and students of foreign language majors of local colleges and universities have the ability to participate in the qualitative and quantitative research of linguistic landscape field research.	1	2	3	4	5
