Attitude towards New Management Mode of Linguistic Landscape Programs in Chinese University Language Resources and its Decision Tree Analysis

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Abstract

In order to survey the attitudes towards the different social participants of intelligent collaboration program on linguistic landscape in Chinese university language resources and university technology resources, and find effective methods and applied path to develop new management mode in Chinese university language education and professional training quality of foreign language majors, this article is to carry out attitude survey towards new management mode, namely Government-Industry-University-Research management mode.. And it describes the hierarchical comprehensive evaluation index for the construction of quality monitoring system on linguistic landscape with two steps: 1) the first step is to use analytic hierarchy process (AHP) to decompose the quality monitoring of linguistic landscape into multi-level and multi-dimensional index system, model and quantify the implementation process of quality monitoring, and to construct the first and second-class index system to solve the current problems of quality monitoring and quality improvement; 2) the second step is to use Decision tree(DA) analysis to view the evaluation and suggestions of experts in relevant fields on various indicators at all levels from collect feedback results, ensure scientific and reasonable determination of quality monitoring indicators through supplement and scientific revision. The conclusion is that: 1) The new management mode of linguistic landscape programs will benefit the education quality of foreign language majors and improve their

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service function for the society development. 2) The new management mode will benefit the government department on language technology resources, linguistic technology platform, intelligent collaboration and talents mapping of local city development.
Key words: Education management mode, University language resources, Intelligent collaboration, Analytic hierarchy process, Decision tree analysis

Introduction

According to the current problems of foreign language education in Chinese university management, including administrative domination management, lacking of innovative scientific model and so on, many previous research results concentrated in the macro analysis on the requirements of education management reform and strategy initiatives mostly, but the practical reform method in universities management reform on foreign language education, the specific implementation steps and standards, especially the new management mode which carry out Government-Industry-University-Research cooperation program to improve teaching quality management have not been specifically discussed. This article aims to promote the innovation of foreign language education management in Chinese universities with the implementation methods and pilot design of experimental research through the new program management mode of quality monitoring system on linguistic landscape. The research methods are designed by survey investigation and experimental research on the construction path and applied method of quality monitoring system on linguistic landscape, and analyzes the purpose, plan, steps, methods, assessment and evaluation of experimental research on education management mode, namely Government-Industry-University-Research management mode, which is based on the development and diversification of university language resources and foreign language students' evaluation training program.

Government-Industry-University-Research Management Mode is a matter of new management mode in Chinese university students training programs, which covers at least four elements in collaboration development, namely local government departments, local companies or enterprises, university students and teachers and scientific researchers. Through the implementation construction of new management mode of "Government-Industry-University-Research", three aspects of student training, scientific research, and industrial transformation are organically integrated, giving full play to their respective advantages, using scientific research to drive discipline construction and program innovation of student

professional training, and using language industrial transformation to give full play to the value of scientific research achievement of Chinese university language resources.

Research Questions

1) What's the attitude towards effective methods and applied path to develop this new education management mode of Chinese university language resources?

2) What's the attitudes towards contribution of experimental research on quality monitoring system of linguistic landscape in management and development of Chinese university language resources from analytic hierarchy process analysis and decision tree analysis?

3) What's the attitudes towards the new management reform of Government-Industry-University-Research mode among these different participants in responses comparison on students training programs of Chinese university language resources?

Conceptual Framework

Literature Review

Collaboration is an activity that individuals cooperate with each other in order to achieve a certain goal or improve work efficiency. Similar to the word "intelligent collaboration" is the word "collaborative intelligence", the following are main aspects of this perspective.

Intelligent collaboration.

In the coming 5G era, online resources will become the foundation of existence for each cell of local city, not only local companies but also local universities. The core feature of future organizations is people-centered intelligent collaboration, and the premise of intelligent collaboration is online resources. Human centered intelligent collaboration includes the intelligent collaboration among people, people and things. Among them, the intelligent collaboration between people is actually to create a deep integration of communication and collaboration in one field, eliminate irrelevant information and improve concentration. The intelligent cooperation of people and things is to turn tedious into simple. The problems of university language resources are neglected their statement which is too lower among the social participants and their fast developing period which can benefit the local city

development. This research is to call for notice on intelligent collaboration of university language resources.

Intelligent collaboration in education research.

In education level, it is proposed to cultivate intelligent economy, build intelligent society and intelligent education, especially with some new policies and measurement, such as New Generation of Artificial Intelligence Development Plan of the State Council in 2017, and Education Informatization 2.0 Action Plan in 2018, which proposes to promote intelligent education and explore new ubiquitous, flexible and intelligent education and teaching environment construction and application mode vigorously. Intelligent education is to adapt to the development of education in the intelligent environment. With the development of information technology, especially intelligent technology, it has become another practice hot spot of "Internet plus" education reform (Yuan Gao, Ronghuai Huang, 2017). Intelligence education is not only to use artificial intelligence technology to assist education, but also to cultivate students' individual intelligence development. In the era of artificial intelligence, intelligence will eventually evolve into a hierarchical structure of "machine intelligence plus human" human-machine cooperative intelligence (HISHMC) dominated by human life. That is, the basis of human-computer cooperation, such as computational thinking, collaborative support, computational intelligence, perceptual intelligence, cognitive intelligence, collaborative interface and intelligent environment. This intelligent environment is including intelligent system, intelligent platform, intelligent media, and this research is a matter of intelligent monitoring system on linguistic landscape quality. And collaborative subject covers cognitive intelligence, emotional intelligence, interest intelligence and innovation intelligence. In the era of intelligent education, the professional form of university teachers will involve human-computer collaborative work from different levels. The teachers will focus on the professional ability that highlights the characteristics of society life (Yonghai Zhu, Hui Liu, et al., 2019), provide high-end society service quality; promote the intelligent education of human-computer collaboration, explore the overall meaning of life quality. University teachers and students will jointly understand the life practice to form a new professional form level in university resources management. Therefore, in addition to the application in teaching, intelligent collaboration is also reflected in the university's intelligent applications such as classification and recommendation of language technology resources and university intelligent technology resources.

Research Methodology

This survey study on Government-Industry-University-Research management mode which aims at investigating the different attitudes towards the construction of quality monitoring system on linguistics landscape among social participants in Chinese university resources, and reaching social cognition on the applied construction methods of sustainable development of university education training of linguistic landscape program, quality monitoring system on linguistic landscape from the perspective of education management.

Survey research

Based on the construction of linguistic landscape quality monitoring, this study adopts two rounds of attitude survey. The first attitude survey mainly aims at the attitudes of different social groups of Government-Industry-University-Research mode community towards the quality of local linguistic landscape, as well as the views and suggestions on the construction of quality monitoring system of linguistic landscape in Chinese university, and test this experimental research on new management mode is acceptable or not; the second survey mainly visited and investigated representatives of different social groups about the construction of quality monitoring system of linguistic landscape, such as the function, effectiveness, content, index and path of the construction quality monitoring system, obtained the survey data, and established the relevant index system after analysis and collation, to survey the attitude and construction method of intelligent collaboration in new management reform mode.

Decision tree analysis

This study is demonstrated that the potential benefits and risks among the social participants survey by decision tree analysis approach. With systematical and appropriate data and figures, it can effectively show where linguistic landscape program in university language resource is most needed, and it will be helpful for future adjustment on university education management and policy making of government department. The decision tree analysis will be demonstrated in part 4 from the different participants, such as government department, local companies and local universities.

Data Analysis and Discussion

This study analyzes and explains the data of experimental research of Government-Industry-University-Research management mode in foreign language education of Chinese university with Item Objective Congruence (IOC) calculate data and draw the Decision Trees

(DT) Analysis which are undertaken and sampled by field investigation. These two activities cover the bulk of the quantitative survey research and qualitative survey research. The first, is an quantitative survey distributed to 520 individuals of different backgrounds who participate in improving the translation quality of linguistic landscape in new management mode. The second, is a series of feedbacks form face-to-face interviews with 8 0 informants of representatives of different levels, government departments and social fields at the national conference on linguistic landscape. And this experimental research provides the implementation of pilot training program for language resources management in Chinese university foreign education, which cover the two fields, namely translation data resources of linguistic landscape and intelligent collaboration of Chinese university technology resources on monitoring quality system of linguistic landscape. The following are the data and its analysis:

Correlation Analysis

Table 3. Working Unit Distribution of Participants

Classification		Frequent	Percent
Working unit	Government departments	55	10.6%
	Local Enterprises	49	9.4%
	Linguistic Landscape researchers	101	19.4%
	Local universities	315	60.6%
	Total	520	100%

Table 3 shows the working units distribution of the participants. According to the data of Table 3, it can be seen that the participants of government departments accounts for 10.6%; the participants of local enterprises accounts for 9.4%; the participants of landscape researchers accounts for 19.4%; the participants of local universities accounts for 60.6%. This study is to cover the different aspects which will be involved in this new management mode.

Table 4. Correlation between Working Unit and Total Score

Correlations

		Working place	Total Score
Working unit	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	520	
Total Score	Pearson Correlation	.105*	1
	Sig. (2-tailed)	.017	
	N	520	520

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4 shows the characteristics of correlation between working unit and total score, and the correlation is 0.105. In other words, Information from Table 4 revealed that there is less positive correlation between the people who have different working units and the total score towards city linguistic landscape. The research results from the test, therefore, accepted the earlier hypothesis which stated that there is less positive correlation between the people who have different working units and the total score towards city linguistic landscape. And the most important factor is the great concern for the translation quality of linguistic landscape of local city.The great concern of linguistic landscape translation quality does not come from the relevance of working unit but the deep responsibility on mission of local city development.

Table 5. Test of Homogeneity of Variance from Four Groups

Test of Homogeneity of Variance

		Levene Statistic	df1	df2	Sig.
Total Score	Based on Mean	2.433	3	516	.064
	Based on Median	1.669	3	516	.173

Based on Median and with adjusted df	1.669	3	508.253	.173
Based on trimmed mean	2.390	3	516	.068

The Table 5 above shows the results of variance homogeneity test for four groups of data. As the figures 1, 2, 3 and 4 above show that the four groups of data are roughly normal distribution (Sig.=0.064), which is greater than 0.05, indicating that the four groups of data have homogeneous variance.

Table 6. ANOVA of Participants' Total Score from Four Groups

ANOVA

Total Score

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23297.184	3	7765.728	4.113	.007
Within Groups	974350.747	516	1888.277		
Total	997647.931	519			

Table 6 shows the results of one-way ANOVA of the four groups. It can be seen from the table that there is a significant difference in the mean of the four groups of data (Sig. = 0.007<0.05), which indicates that there are differences in the attitudes of participants with different working units towards the linguistic landscape. But specifically, which groups have significant differences in attitude need to be compared, as shown in the following table:

Table 7. Multiple Comparisons of Participants' Total Score from Four Groups

Multiple Comparisons

Dependent Variable: Total Score

(I) 1. Working unit	(J) 1. Working unit	Std. Error	Sig.	95% Confidence Interval

			Mean Difference (I-J)			Lower Bound	Upper Bound
LSD	Government departments	Local Enterprises	2.43265	8.53631	.776	-14.3375	19.2028
		Linguistic landscape researchers	6.51287	7.28204	.372	-7.7932	20.8190
		Local universities	-9.41905	6.35034	.139	-21.8948	3.0567
	Local enterprises	Linguistic landscape researchers	4.08022	7.56519	.590	-10.7821	18.9426
		Local universities	-11.85170	6.67314	.076	-24.9616	1.2582
	Linguistic landscape researchers	Local universities	-15.93192*	4.96894	.001	-25.6938	-6.1701
Bonferroni	Government departments	Local Enterprises	2.43265	8.53631	1.000	-20.1755	25.0408
		Linguistic landscape researchers	6.51287	7.28204	1.000	-12.7734	25.7991
		Local universities	-9.41905	6.35034	.832	-26.2377	7.3996
	Local enterprises	Linguistic landscape researchers	4.08022	7.56519	1.000	-15.9559	24.1164
		Local universities	-11.85170	6.67314	.458	-29.5253	5.8219
	Linguistic Landscape researchers	Local universities	-15.93192*	4.96894	.009	-29.0920	-2.7718

*. The mean difference is significant at the 0.05 level.

Table 7 is a multiple comparison of the total scores of participants' attitudes towards linguistic landscape from four groups of different working units. It can be seen from the table that there is a significant difference between the personnel from linguistic landscape researchers and those from local universities (Sig. < 0.05). And the absolute value of the

difference between local universities and the other three groups is the largest. Therefore, the total score of the attitude of the participants from local universities to linguistic landscape researcher is higher than that of the other three groups, which indicates that in addition to local universities should pay attention to the understanding and management of linguistic landscape research group, the other three types of working groups should also be paid attention to.

In addition to the basic information of the participants may have a certain impact on the linguistic landscape, the questions may also have a certain correlation. As the previous part has analyzed the correlation between the participants' basic information such as gender, age and major and their conception to the linguistic landscape, this part will make a correlation analysis on the correlation between the five part of questions, and the results are as follows: “Concept” refers to a survey of individual understanding of linguistic landscape concept; “government departments” refers to study on social behavior of tourism administration departments related to linguistic landscape and the construction of local city image; “local universities” refers to linguistic landscape programs involve the research of social behavior in relevant local universities; “local Enterprises” refers to linguistic landscape programs involve the research of social behavior of related enterprises; “Attitude toward translation quality of linguistic landscape on national tourism” refers to the study of quality monitoring indicators, such as translation quality, standard, evaluation, strategy and guarantee system of tourism linguistic landscape in following table.

Table 8. Correlation Analysis between Concept and Four Part of Questions

Correlations

		Concept	Government departments	Local universities	Local Enterprises	Attitude toward translation quality of linguistic landscape on national tourism
Concept	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	520				

Government departments	Pearson Correlation	.675**	1			
	Sig. (2-tailed)	.000				
	N	520	520			
Local universities	Pearson Correlation	.626**	.789**	1		
	Sig. (2-tailed)	.000	.000			
	N	520	520	520		
Local Enterprises	Pearson Correlation	.579**	.795**	.859**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	520	520	520	520	
Attitude toward translation quality of linguistic landscape on national tourism	Pearson Correlation	.549**	.594**	.750**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	520	520	520	520	520

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

Table 8 is the result of correlation analysis on the correlation between the questions. It can be seen from the table 3 that there is a significant positive correlation between the participants' understanding of the concept of linguistic landscape and their attention to the social behavior of tourism administration departments related to linguistic landscape programs (Pearson Correlation=0 . 6 7 5 >0 . 6) ; the correlation between the participants' understanding towards the concept of linguistic landscape programs involve the research of social behavior in relevant local universities is 0.626, which is bigger than 0.6. In other words, there is a significant positive correlation between them; the correlation between the participants' understanding towards the concept of linguistic landscape programs involve the

research of social behavior of related enterprises is 0.579 (0.579>0.4), that is to say, there is a significant positive correlation; the correlation between the participants' understanding towards the concept of linguistic landscape and the attitude toward translation quality of linguistic landscape programs is 0.549, which is more than 0.4, so there is a significant positive correlation.

In different part of questions, the correlation between the linguistic landscape programs involve the research of social behavior in relevant local universities and study on social behavior of government departments related to linguistic landscape programs is 0.789; the correlation between linguistic landscape programs involve the research of social behavior of related local enterprises and study on social behavior of government departments related to national tourism linguistic landscape is 0.795; the correlation between the attitude toward translation quality of linguistic landscape and social behavior of government departments related to linguistic landscape programs is 0.594. In addition, the correlation between linguistic landscape programs involve the research of social behavior of related local enterprises and linguistic landscape programs involve the research of social behavior in relevant local universities is 0.859; the correlation between the attitude toward translation quality of linguistic landscape and linguistic landscape programs involve the research of social behavior in relevant local universities is 0.750; the correlation between the attitude toward translation quality of linguistic landscape and linguistic landscape programs involve the research of social behavior of related enterprises is 0.699. That is to say, Government-Industry-University-Research management mode is of the system and monolithic, and this is main reason why it should be carried out new education management mode of society participants and invite all kinds of participants who are in great concern of translation quality of linguistic landscape in local city.

Analytic Hierarchy Process Analysis

This study is to realize the institutionalized, standardised and informationized mode of new education management in Chinese university language resources by surveying the different attitudes on linguistic landscape program which will improve the translation quality of local city image by the analytic hierarchy process (AHP) method. The focus, criteria and alternatives are described in the following data and figures.

Table 9 Responsibility and Authority Hierarchy of Linguistic Landscape Quality

Number	Program Participation Role	Program Participation Function Description
1	Subject of Foreign Language Major in Local Universities	**A**. Enterprise managers make overall plans for teaching practice activities, curriculum models and assessment methods, implement specific implementation plans, demonstrate and implement, summarize and report. **B**. Teachers and students should study the school policy and deployment plan seriously, strictly enforce all teaching links, ensure the quality and efficiency of participating in the project, and take cultivating national talents as their own duty.
2	Government Department	**A**. Make overall planning and construction of cooperation office of colleges and universities, make various preparations for intelligent diagnosis for famous 5A scenic spots, and formulate coordinated development plans and implementation plans for all parties of government, industry, university and research institute. **B**. Employ linguistic landscape expert team for on-site assessment and evaluation. **C**.Release annual analysis report of linguistic landscape quality monitoring system. **D**. Improve the quality revision of tourist attractions signs.
3	Linguistic landscape Quality Monitoring Enterprise Team	**A**. Overall planning for the construction of linguistic landscape big data monitoring system. **B**. Make overall arrangements for teachers and students to participate in linguistic landscape quality monitoring data collection.
4	Linguistic Landscape Expert Team	**A**. Make overall arrangements for teachers and students to participate in the design and process of the integration of linguistic landscape, teaching and evaluation. **B**. Training teachers and students to carry out linguistic landscape data collection work. **C**. Discussion on key issues of linguistic landscape quality monitoring.

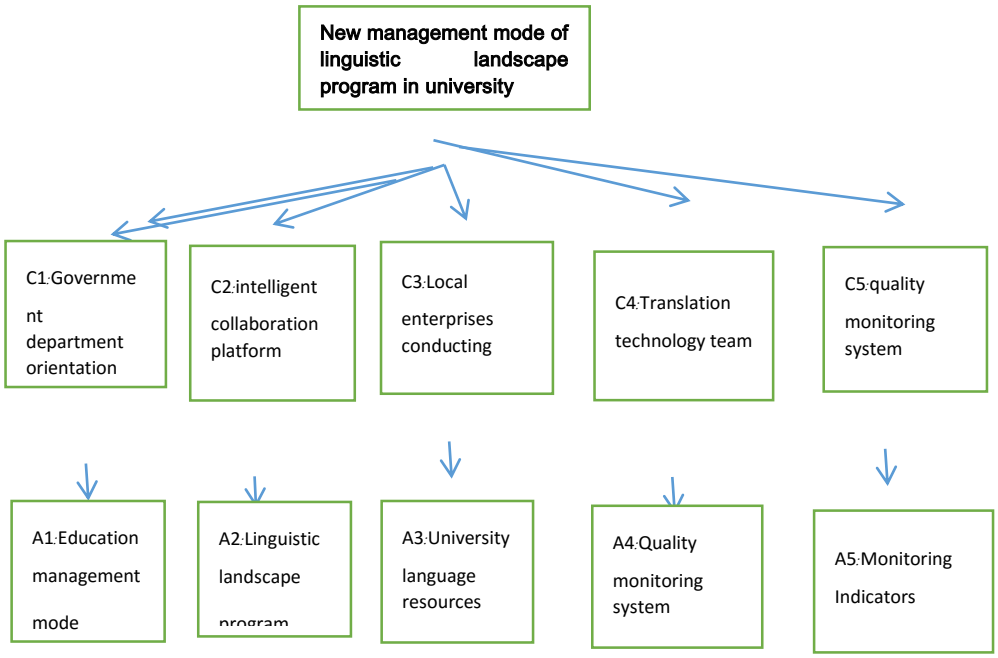
Table 10 Evaluation Index System of Quality Monitoring Program on Linguistic Landscape

Primary Indicators	Secondary Indicators	Main Observation Points	Monitoring Methods	Notes
Translation quality of linguistic landscape	1. Nonstandard	Mixed collocation of Pinyin and English; Chinglish;	linguistic landscape APP; Photographic collection	The on-site app data collection and monitoring, real-time upload and regular sampling test are carried out by teachers and students of foreign language major in Colleges and universities
	2. Wrong translation	translation error; Habitual expression error; Historical and cultural inconsistency	linguistic landscape APP; Photographic collection	
	3. Omission of translation	Missing translation of place names; Cultural omission; Omission of idiomatic expressions	linguistic landscape APP; Photographic collection	
	4. Mistranslation	Writing errors; Pragmatic errors; Cultural Misunderstanding	linguistic landscape APP; Photographic collection	
	5.Number of signs	Number, classification and language of signs in scenic spots	linguistic landscape APP;	The government's

Linguistic landscape signs	6.Sign appearance	Color, shape and design of signs in scenic spots	Photographic collection	tourism department is mainly engaged in intelligent mapping and data collection
	7.Placement position	Location, orientation and function of signs in scenic spots		
	8.Language combination	Multilingual, Bilingual, Chinese location		
linguistic landscape big data construction	9. linguistic landscape corpus	Multilingual, Tourism, parallel corpus	Special construction of big data	Based on the collaborative construction of big data enterprises and university linguistic landscape research team
	10. linguistic landscape big data	Special big data of linguistic landscape		
	11. Tourism big data	Tourism linguistic landscape big data		
	12. Big data of revision of linguistic landscape translation specification	Guide to tourism translation and public signs		
linguistic landscape quality monitoring system	13. Collaborative development team of linguistic landscape quality monitoring	Government, industry, university and research institute coordinate to monitor linguistic landscape plan, scheme and its implementation process	The government, the university and the research institute coordinate to organize and manage the data collection and analysis	Mainly implement and execute by technical team
	14. Collaborative team of linguistic landscape data acquisition	Plan, scheme and implementation effect of collaborative monitoring of linguistic landscape by government, industry, University and Research Institute		
	15. linguistic landscape quality monitoring and evaluation team	Coordinated development of government, industry, University and Research Institute		
	16. linguistic landscape quality monitoring and evaluation team	Coordinated development of government, industry, University and Research Institute		
linguistic landscape quality monitoring and evaluation management model	17.Political model	The relationship, relevance, goal consistency and cooperation among the government, industry, University and research parties at all levels	Data collection and analysis of management science	It is mainly composed of linguistic landscape quality monitoring research team and university foreign language education management research team
	18.Diversified mode	linguistic landscape translation, teaching, technology research and development, big data, artificial intelligence diagnosis, evaluation platform		
	19.Fuzzy mode	linguistic landscape quality monitoring is characterized by integration, interdisciplinary, cross-cultural and cross platform		
	20.Dynamic mode	Dynamic monitoring management plan, implementation and process, dynamic monitoring standardization construction		

Focus:

Criteria:



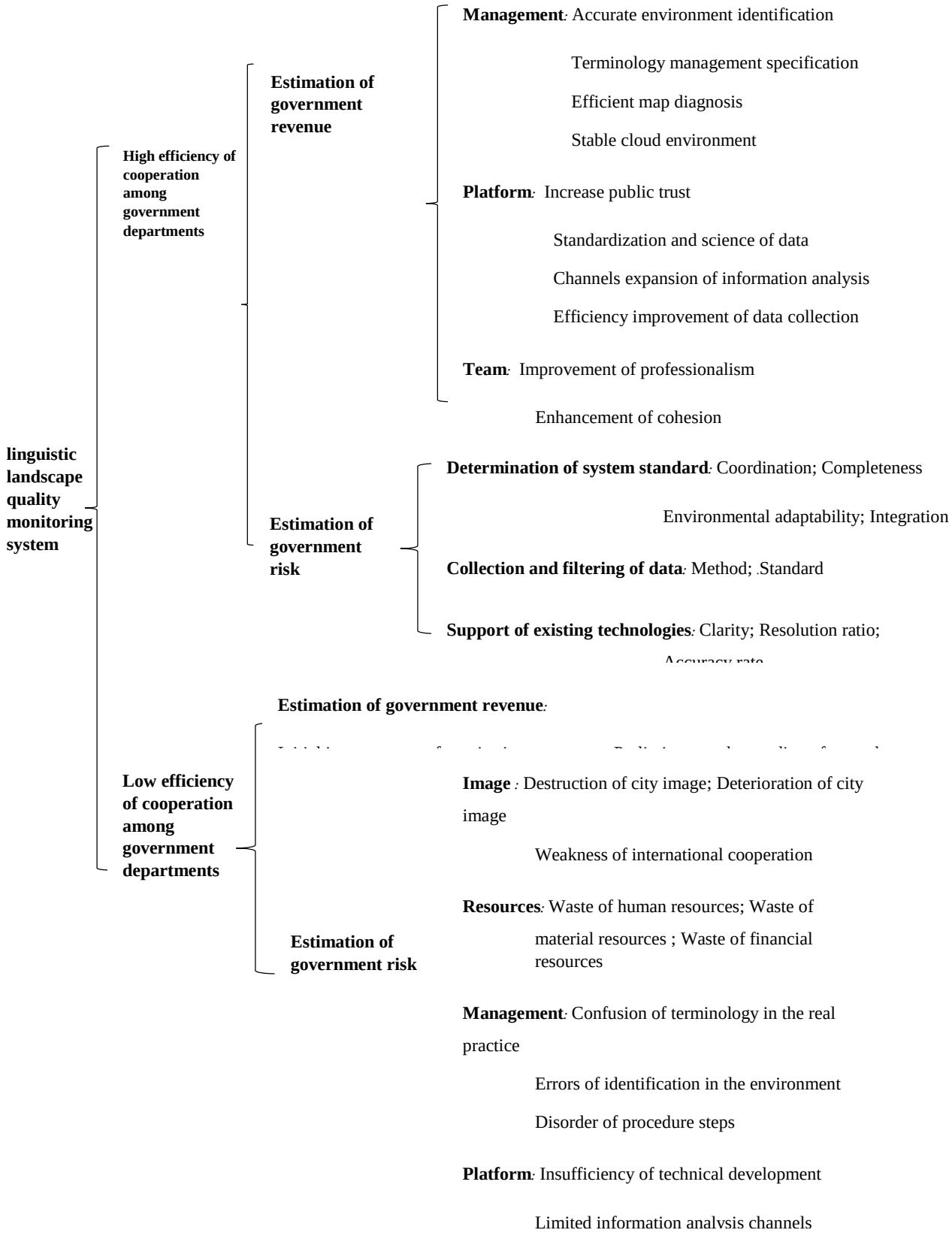
Alternatives: Decision Tree Analysis

The mode of decision tree is constructed based on the data of participants who are involved in this linguistic landscape program of university language resources, so as to identify the priority relationship of the data categories of government departments. And the mode can provide an operational method for the university's carrying out the linguistic landscape program of intelligent collaboration platform.

For foreign language education managers in universities, when the cooperation efficiency of Government-Industry-University-Research is high, the estimated income is reflected in the improvement of talent training, professional quality and image; in terms of management, with the establishment of linguistic landscape quality detection system, the training scheme and training efficiency will be improved and improved. The estimated risk is shown in the real implementation effect on how to coordinate the inherent concept with the coordinated development of diversification.

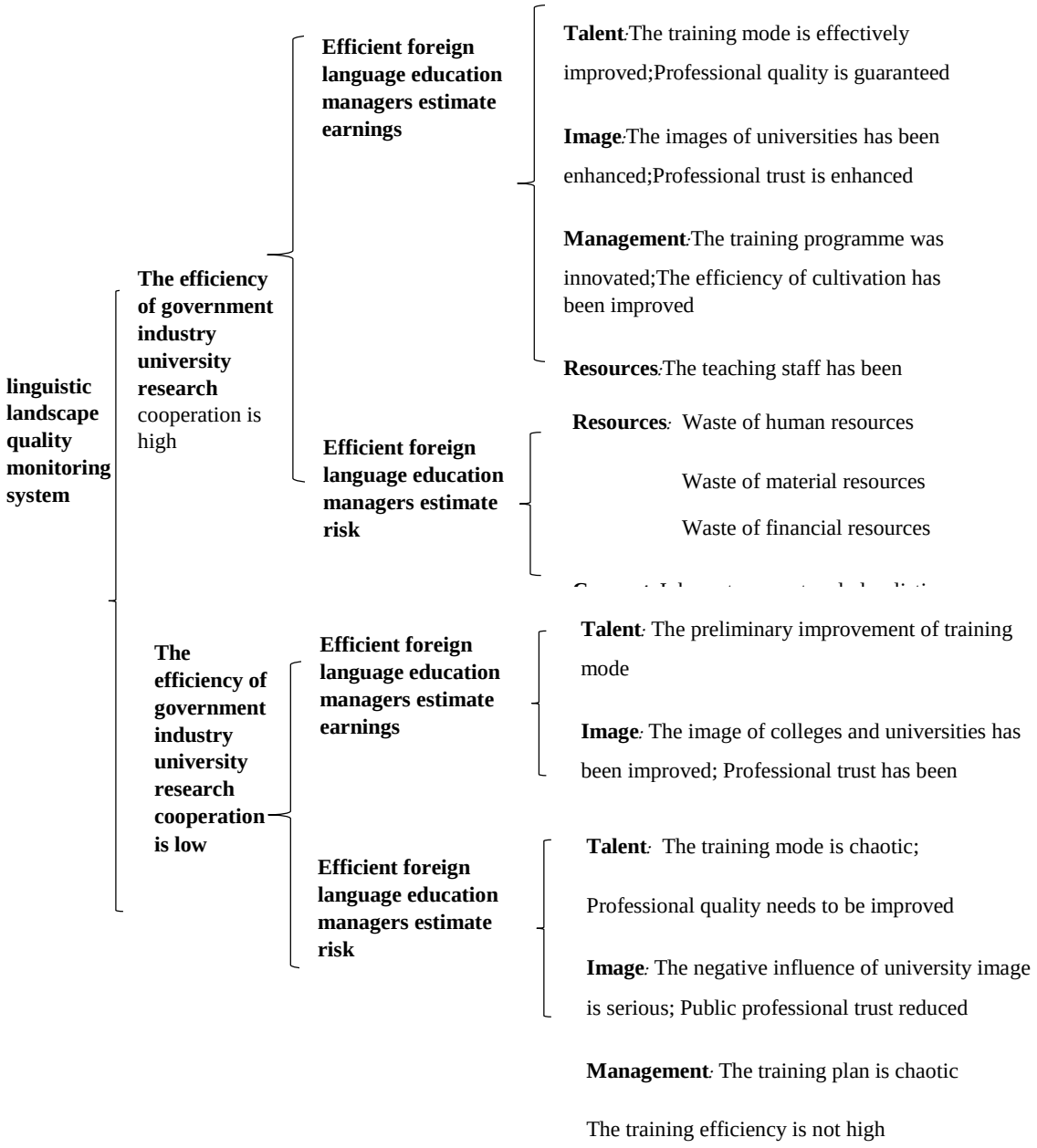
The decision tree analysis is as the following:

Figure 2 Decision Tree Analysis of Government Department



The first description is the analysis of government's estimated benefits or revenue and estimated risk. If the government departments have high efficiency in the construction of quality monitoring system on linguistic landscape, and the estimated revenue is embodied in management, platform, team and system levels. It is likely to construct the SOP mode which is the main contribution of pilot research and form the standardized procedure. In terms of management, the construction of quality monitoring system on linguistic landscape can make the environment of the scenic spot be identified accurately, and the use of terms in the scenic spot can be more standardized. And with the development and improvement of science and technology, Intelligent Diagnosis and Big Data storage and analysis are compared with traditional artificial monitoring, recognition and analysis, to a large extent, are more objective, scientific and efficient, and more effective on efficient mapping diagnosis and more stable Cloud Computing access environment. The construction of quality monitoring system on linguistic landscape can more scientifically monitor problems such as improper use of scenic area environmental terms. Therefore, on the quality monitoring system platform, it can increase the public's trust on collaborative program. Because of the acquisition of Big Data and the establishment of database, it can make the data arrangement more standardized and scientific, broaden the information analysis channels, and at the same time, the information collection and publication efficiency can also be improved and get the corresponding promotion.

Figure 3 Decision Tree Analysis of Local Universities



For foreign language majors in universities education management, when the cooperation efficiency of Government-Industry-University-Research mode is high, the estimated income is reflected in the improvement of talent training, professional quality and image; in terms of management, with the establishment of linguistic landscape quality detection system, the training scheme and training efficiency will be improved. The estimated risk is shown in how to coordinate the inherent concept with the coordinated development of diversification.

When the efficiency of Government-Industry-University-Research is low, the estimated income performance is that the talent training mode and image are initially improved, the estimated risk performance is that the talent training mode is chaotic and the professional quality is still to be improved; the image will lead to the reduction of public professional trust, which will have a negative impact. In management, the training program will be confused, resulting in low training efficiency, and finally lead to the waste of human, material and financial resources.

Conclusion

The foreign language education of Chinese university need the new management mode which can lead the major to the bright future in this new time. The university language resources is very important new production force and new resource which is another symbol of integrated solid. The questions and doubts on foreign language students' competence, can be solved by the new education experiment research on language data technology. The government, enterprises, research institutes and universities cooperate with each other and form the language data team. These linguistic landscape program can adjust the out-of-date cultivation management and evaluation mode after experimental survey research. Among this Government-Industry-University-Research mode, if the four teams cooperate with each other deeply and efficiently, the estimated income of enterprises is greater than the estimated risk. The estimated income of local enterprises or companies is reflected in resources, systems and management. Because of the government's attention to the activities on the improvement of linguistic landscape quality and its monitoring system, local enterprises and companies will be broadened in the access to financial support, but also can make the development of technology faster and more efficient; in the monitoring system, enterprises in the use of terminology can be scientifically and objectively led and guided, the program can be more standardized, but also can be more scientific and efficient in the map diagnosis. And according to management, due to the use of Big Data and cloud computing, the results of the quality monitoring of the linguistic landscape can also be relatively high public trust, and fault regulation can be more timely.

Model of University Program Management. The foreign language education in Chinese university should carry on language resources programs which is not only benefit to teachers and students, but also benefit to the development of society and local city. So the new pilot

program of university language program is available to the reform implementation and all kind of policies or guidelines' revision. The improvement of foreign language education quality of linguistic landscape research can also use questionnaires, interviews, etc. to understand the motivation of landscape producers, readers' attitudes and feelings. The results of these ancillary methods can be used as evidence or research model for future research, allowing researchers to avoid unilateral or categorical conclusions in linguistic landscape analysis. Especially, this research came from the pilot research program supervised by provincial government departments, the research achievements and SOP mode of intelligent collaboration program can be shared in in different area of country. In addition to the research mode on data collection, linguistic landscape program can also use questionnaires, interviews, etc. to understand the motivation of landscape producers, readers' attitudes and feelings. The results of these ancillary methods can be used as evidence for research, allowing researchers to avoid unilateral or categorical conclusions in linguistic landscape analysis. Because of the creation of linguistic landscapes is difficult or difficult to access in many cases, these research modes are not commonly used at present, how to construct the analysis unit has established a unified opinion or common agreement on linguistic landscape planning, is the biggest challenge facing the linguistic landscape research. There are many types and quantities of language signs, and how to establish an analysis unit becomes a difficult point. Linguistic landscape research on quality monitoring system can be shared by the different tourism cities if the analysis unit or quality monitoring standards can be reached an common agreement. This research make the common understanding of different social groups to construct new multi-platform on quality monitoring system of linguistic landscape.

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