| **RESEARCH ARTICLE**

A Multimodal Analysis of the Linguistic Landscape of Guilin: City as a World-Class Tourism

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| **ABSTRACT**

The study of language landscape has always been the focus of linguistic research, but there are few studies on the world-class tourism language landscape in minority areas. Guilin has always been one of the hottest world-class tourism destinations, with its unique minority character. From the perspectives of multimodal analysis and tourism language landscape construction, this paper discussed the language landscape characteristics of Longyin Road and East-West Lane scenic spots with different orientations and investigated the local people's attitudes towards multilingual signs. The study found that the majority of signs are monolingual and bilingual, predominantly in Chinese and English. Non-textual elements significantly complemented the linguistic landscape, highlighting the need for accurate and diverse multilingual signage to enhance Guilin's world-class tourism image.

1. Introduction

Language exists in all aspects of human life. Different communities speak different languages, and in turn, language becomes a means to identify different communities. Linguists notice this unique character of language, collecting the language usage in communities and discovering the symbolic and informative functions of language that exist in public spaces as textual forms. Since Landry and Bourhis defined the linguistic landscape in 1997, more and more linguists and sociologists have discovered multifactorial elements that compose the linguistic landscape in different communities, confirming its importance in studying community construction.

Guilin, being famous globally for its unique scenery, attracts millions of visitors every year. Now, the offices at all levels in Guangxi are committed to building Guilin into a world-class tourism city. Tourism offers visitors important access to different cultures and experiences in new environments. In turn, building a world-class tourism city can help Chinese culture and ethnic culture spread broader, providing a new path for voicing the Chinese story.

This research focuses on the linguistic landscape in the scenic spots in the urban area of Guilin. The scenic spots, which have different tourism orientations, include most of the scenic spots in Guilin. The author collected bottom-up and top-bottom signs, images, and publicity voices in these two places. The author also conducted a questionnaire aiming to investigate the attitudes of local people towards tourism construction in Guilin.

The first objective is to investigate the characteristics of the linguistic landscape in Guilin to see whether different orientations would influence linguistic landscape construction. The second objective is about the local people's attitudes, trying to explore any

relations between linguistic landscape construction and local people's attitudes and finding out the factors behind this linguistic landscape.

2. Literature Review
2.1 Definition of Linguistic Landscape
Linguistic landscape has been a hot topic in the study fields of linguistics, sociology, and tourism. Although, through decades, the definition of the linguistic landscape was defined by several experts, the broadest agreed one is proposed by Landry and Bourhis, who were also the experts that first proposed this terminology and defined it in 1997: "The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region, or urban agglomeration."

This is the most commonly accepted and quoted definition. With this definition, most studies of linguistic landscape focus on the visible language in the public sphere. The "public space" here means the community or any environment that belongs to the collectivity. However, with the rapid development of digitalization and modernization and intensive research, more and more scholars believe that the linguistic landscape should contain more than public static texts, such as private signs and digital boards. Ben-Rafael et al. (2006) defined the linguistic landscape as the décor of public life and further improved the significance of the linguistic landscape in investigating social reality. Shang and Zhao (2014) concluded that the linguistic landscape's core background is the public space; thus, the research subjects should include all language activities that exist in any actual environment. Gorter (2019) expanded the range of linguistic landscape, counting "the motives, uses, ideologies, language varieties, and contestation of multiple forms of 'languages' as they are displayed in public spaces." In this study, the author took a broad definition of linguistic landscape, collecting all forms or models of languages in public places.

2.2 Definition and Significance of Multimodal Analysis
Since Harris proposed "discourse analysis" in the 1950s, various theories and methodologies of discourse analysis have been proposed by experts. However, these early years' research only focused on the language system and semantic construction and the relation between them and social culture and psycho-cognition, ignoring other forms such as image, voice, color, and comedy, which has great limitations in discourse analysis (Shang & Zhou, 2020). It was the multimodal analysis that arose in the 1990s that broke this dilemma. Although multimodal analysis absorbed many theoretical achievements in different subjects, its theoretical essence was the systemic-functional linguistics created by Halliday. Multimodal discourse analysis takes the systemic-functional linguistics' view that language is social semiotic as well as meaning potential and absorbed the theories of systematic, register, and meta-function hypothesis, agreeing that multimodal discourse also has the characteristics of systematic, functional, conceptual, communicative, and pragmatic, regarding that multimodal analysis cannot be separated from the language environment (Zhu, 2007).

Multimodality can be divided into linguistic mode and non-linguistic mode (Zhang, 2009). The linguistic mode can be further divided into aural mode, textual mode, and visual mode; the non-linguistic mode includes gestural mode and the mode of instrument and environment. People's communication is multimodal. Multimodal discourses aim to express the complete meaning of the speaker. Different modes impact each other differently due to the context of the discourse; they can be complementary, conflicting, or redundant. The combination of various modes can express more complex and complete meanings; for example, the same word with different gestures or intonations can have different meanings.

2.3 Previous Domestic Studies of Linguistic Landscape
Domestic linguistic landscape studies are still at the primary stage but are now developing rapidly. Fu and Bai (2020) reviewed Chinese linguistic landscape studies from 2005 to 2019 and concluded that the domestic linguistic landscape research topic is separate and the methodology taken is simplified, mainly focusing on "linguistic landscape", "public signs", "multilingualism", "site semiology", "language power and policy" and "tourism", with most research staying at the theoretical stage rather than the experimental one. The theories these researchers used are mostly taken from foreign scholars, for example, the site-semiology by Scollon and Scollon, Huebner's SPEAKING communicative model, and the sociolinguistics of globalization proposed by Jan Blommaert.

Reviewing the research on Guilin's linguistic landscape, the amount is much less. Only six studies were found. Du (2019) researched the linguistic landscape of Guilin Yangshuo from a linguistic economics perspective, analyzing the characteristics of the linguistic landscape and pointing out the language as a consumption factor in tourist attractions. Ye et al. (2020) compared the linguistic landscape of Guilin with Changsha and Dongxing. Yuan and Han (2020) discussed Guilin's language life and language variation, focusing on the Guilin dialect and Mandarin. Wen et al. (2020) surveyed the multilingual tourism guidance in Guilin from the SERVQUAL model, giving suggestions for foreign tourism development. Li (2022) studied multilingualism in Guilin, taking both the

physical and virtual linguistic landscape into research. Huang (2023) applied three-dimensional analysis to the Guilin linguistic landscape study, listing the features of textual forms in the urban commercial pedestrian zone.

3. Methodology
3.1 Research Sites and Subjects
Data were collected from Longyin Road and East-West Lane, key commercial and tourist areas in Guilin. A mixed-method approach was used, combining field observations, sign categorization, and a questionnaire survey involving local residents, university students, and tourists.

3.2 Data Collection
Textual signs were categorized by the number of languages and whether they were official or private. Non-textual elements, including images and publicity voices, were analyzed for their contribution to the overall linguistic landscape.

3.3 Research Questions
This study aims to address the following questions:

1. What are the characteristics of Guilin's tourism linguistic landscape? Are there any differences between these two tourist spots?
2. Are there any relations between the local people's attitude and tourism linguistic landscape construction?
3. Are there any reasons that influence the local people's attitude? How can we utilize these factors to improve Guilin's tourism linguistic landscape?

4. Results and Discussion
4.1 Textual Signs
The study identified 492 signs, with a predominance of monolingual (41.7%) and bilingual (45.5%) signs. Chinese was the dominant language, followed by English. Private signs, mostly monolingual, were more prevalent than official ones, reflecting commercial interests.

Table 1 shows that there are more private signs than official signs on East-West Lane and Zhengyang Walk Street. The official signs total 201, ranking at 40.9%, while the private signs number 291, about 59.1%. Considering the commercial features of these two places, the data aligns with expectations. When referring to the number of languages, monolingual signs, and bilingual signs are at a stalemate level. Monolingual signs account for about 45.5% of the total, while bilingual signs are slightly fewer at 41.7%. Multilingual signs are few, only about 8.5%. Monolingual signs are most common in private signs, about 31.7%. Although official signs contain the most bilingual signs, ranking at 25.2%, the number of private bilingual signs is similar, ranking at 24.4%.

N=492	Official sign		Private sign		
	Number	Percentage	Number	percentage	Sum
multilingual	27	5.5%	15	3%	42 (8.5%)
monolingual	49	10%	156	31.7%	205 (41.7%)
bilingual	124	25.2%	120	24.4%	224 (45.5%)
	201	40.9%	291	59.1%	

Table 1 Distribution of textual signs

4.2 Non-textual Signs
The author collected non-textual cases divided into two groups: images and voices. The images were further divided according to the rules of tourism city construction: whether they show the characters of the city, whether they show historical features, and whether they give tourists a sense of identity.

According to the fieldwork, more than 500 pictures and 30 publicity voices were collected from the research sites. The features of these non-textual cases are summarized as follows.

First, all the shops in East-West Lane had a unified ancient shop sign. East-West Lane is a historical place in Guilin, and the construction and renovation of this tourist attraction followed the principle of protecting the original and historical form. "Ancient Chinese" is characteristic of this area, and all the shop signs took brown wood and were engraved in Chinese or other languages (shown in Figure 1). The lanterns, wooden doorsills, stone carvings, oil-paper umbrellas, and stone lions in front of the doors all gave tourists an ancient Chinese atmosphere, as shown in Figure 2. Walking along Longyin Road, you can see the imitation of ancient stone carvings on the wall, brass statues of ancient celebrities, and stone carvings with Chinese characters that together form a cultural background for this tourist attraction.

Figure 1

Figure 2

Second is the minority character. Although textual signs in Zhuang are rare in these two places, items with Zhuang characteristics are numerous. Official cartoon characters in Zhuang national dress, Zhuang brocade, people wearing Zhuang clothes, and patterns of Zhuang brocade in shop decorations, as shown in Figures 3 and 4, all express minority group characteristics. The Zhuang minority group is the largest in Guangxi, but other minority groups also exist, and these minority elements can be seen in merchants' product designs. Moreover, as the internet industry rapidly developed, merchants captured tourists' psychology of showing their lives on internet platforms, especially something special, and differentiated themselves from other businesses and regions by fully utilizing this minority advantage. These minority characters that only belong to Guilin give tourists a flavor of exotic and mysterious.

The third feature of non-textual cases is the regional character of Guilin. The four most prevalent elements in the non-textual cases are the landscape, the elephant, the osmanthus, and the dialect. The two most outstanding elements in these cases are the osmanthus flower and the elephant. Guilin is named for its osmanthus forest, and every October, Guilin becomes a sea of osmanthus, with people able to smell its perfume even if they do not see the tree. Shops take advantage of this and sell items related to osmanthus to attract tourists (Figure 5).

Figure 3

Figure 4

The elephant can be a popular element in Guilin tourism design because Elephant Hill is a landmark of Guilin. The hill stands in the water and looks like an elephant, just like an elephant playing in the lake. This image (Figure 6) is widely used in every corner of Guilin, serving as the official representative of Guilin. Additionally, to give tourists a feeling of novelty, merchants use the Guilin dialect in both language signs and publicity voices, especially when selling items with Guilin characteristics. The dialects are transliterated and explained in Mandarin, encouraging tourists to read and comprehend (shown in Figure 7). Some local merchants who desire to show their hometown feeling and regional characteristics favor using elements unique to Guilin in their product design and shop advertisements. These elements are not used separately but can coexist with minority characters, as shown in Figure 8.

Figure 5

Figure 6

Figure 7

Figure 8

4.3 Results of the Questionnaire

The questionnaire was carried out at the research sites, collecting data from about 163 people. The questionnaire included 15 questions, aiming to investigate residents' attitudes towards different language signs. Among the respondents, 88 were local university students, 64 were residents, and 14 were tourists. Due to the off-season for international tourism, there were no foreign tourists in this survey. Correlation analysis was used to explore whether factors might impact local people's attitudes toward language usage on signs.

4.3.1 The Global Results of the Questionnaire

The questionnaire aimed to explore the attitudes of local people towards multilingual signs. Table 2 shows that identity has a close relationship with attention to signs, as age has with the attitude towards the addition of the Zhuang sign. However, no strong correlation was shown between local people's identity or age and their attitudes towards different language usage on signs. People who pay attention to signs also pay attention to the language used on signs, especially English signs. People's attitudes toward English signs also influence their attitudes toward Chinglish, foreign languages, and publicity voices.

	the attention towards the signs	the attitude towards English signs	the attitude toward the Chinglish signs	the attitude toward the publicity voice	the attitude toward Zhuang signs	the attitude toward more foreign signs	the attitude toward more Zhuang sign

Identity	.223**	-0.093	0.058	-0.042	-0.050	0.009	0.040
gender	-0.013	-0.063	-0.067	0.014	0.049	0.103	0.065
age	-0.152	0.032	0.079	-0.030	0.080	-0.018	-.229**
Attitude toward English signs	.428**	1	.159*	.404**	.169*	-.163*	-0.044
Attitude towards Chinglish signs	-0.027	.159*	1	.190*	0.081	0.054	0.024
Attitude toward other foreign signs	0.122	.286**	.370**	.257**	.190*	-0.055	-0.002
Attitude toward publicity voice	.414**	.404**	.190*	1	0.143	-0.103	-0.025
Attitude towards Zhuang signs	0.043	.169*	0.081	0.143	1	0.022	-.448**
Attitude toward more foreign signs	-0.151	-.163*	0.054	-0.103	0.022	1	.289**
**. At level 0.01 (two-tailed), the correlation was significant; *. At level 0.05 (two-tailed), the correlation was significant.							

Table 2: The correlation table of the questionnaire

4.3.2 The Relative Positive Attitude toward Multilingualism

All the signs, textual or non-textual, can only serve their informative and systemic function when people pay attention to them. Q4, Q5, and Q10 tested people's attention to these cases, and the statistics showed that over 70% of respondents paid attention to these. 74.8% of respondents paid attention to signs, and 83.4% paid attention to publicity voices to varying degrees. 88.9% noticed the foreign language use in signs. (shown in Table 3)

Q4: Will you pay attention to signs in Guilin?	A. Yes, almost every sign.	61(37.42%)
	B. Yes, especially those special design.	61(37.42%)
	C. Only when I was looking for the way.	30(18.4%)
	D. Never.	11(6.75%)
Q5: Will you pay attention to the publicity voice?	A. Yes, and I can recite some.	57(34.97%)
	B. Yes, I would listen to them.	79(34.97%)
	C. Never	27(16.56%)
Q10: Will you pay attention to the English that is used in the sign?	A. Yes, frequently.	31(19.02%)
	B. Yes, sometimes.	114(69.94%)
	C. Never	18(11.04%)

Table 3 questions of people's attitudes towards signs and publicity voice

After determining the respondents' interest in signs, the author further explored their attitudes toward signs in different languages. Q6-Q9 examined local people's responses to foreign language signs and the reasons behind their responses. Q11-Q13 examined responses to Zhuang signs. The data was illustrated in Tables 4 and 5, respectively.

Regarding Chinglish, 33 respondents took the city's image perspective and thought it should be corrected, while 54 respondents took a more lenient view and believed it should be modified. Nearly 47% of respondents were indifferent to Chinglish, thinking it was acceptable if it conveyed the necessary information. This indifferent attitude towards English usage implies a relatively positive attitude of local people. However, nearly half of the respondents did not care much about the correct use of English; most agreed with the setting of English signs and the addition of foreign language signs and broadcasts.

Q6: What is your opinion of the Chinglish sign?	A. It harms the image of the city and should be monitored and corrected immediately.	33(20.25%)
	B. It is not that serious, but it should be modified by the professional.	54(33.13%)
	C. No worries, it is okay if foreigners can understand.	62(38.04%)
	D. Having a sign of English is enough, it doesn't matter whether they can be understood.	14(8.59%)
Q7: Do you think Guilin should set more foreign language signs or broadcasts?	A. Yes.	114(69.93%)
	B. No.	3(1.84%)
	C. It depends on the number of foreign tourists.	38(23.31%)
	D. It doesn't matter.	8(4.9%)

Table 4 responses towards foreign language signs

Attitudes towards Zhuang signs were similarly positive. More than 70% of respondents supported adding more Zhuang language signs. The reasons included highlighting the unique characteristics of Guangxi, promoting tourism, and protecting and maintaining minority languages.

Q11: Do you think that more Zhuang signs should be set in Guilin?	A. Yes	118(72.39%)
	B. No	45(27.61%)
Q12: Why do you think we need to add more Zhuang signs? (N=118)	A. Zhuang ethnic group is a unique characteristic of Guangxi.	102(86.4%)
	B. It can make more advantage for tourism.	78(66.1%)
	C. It is for minority language protection and maintenance.	56(47.46%)
Q13: Why do you think it is unnecessary to add more Zhuang signs? (N=45)	A. Most tourists do not know Zhuang.	29(64.44%)
	B. Minority groups should learn Mandarin.	17(37.78%)
	C. Few people know Zhuang in Guilin.	27(60%)

Table 5 responses towards Zhuang language

4.3.3 The Purposes of Multilingual Signs

Signs, whether textual or non-textual, are set for various purposes by government, merchants, or individuals, but their meanings may differ when interpreted by readers. Q8, Q9, and Q15 aimed to speculate the possible reasons for multilingual board construction from the readers' perspective and suggest improvements for linguistic landscape construction (Table 6).

Q8 is a follow-up question for Q7. About 114 participants who chose "yes" answered this question, while the 14 participants who chose "no" answered Q9. The reason for internationalization was the top one, with about 80.7% of participants believing it necessary to present a positive image to the international community. Additionally, 51.75% thought multilingual signs could represent friendship between countries, while 51 participants believed multilingual signs could help foreign tourists have a better experience. Twenty-three respondents viewed multilingual signs from a tourism industry perspective, considering them as facilities for tourist attraction. These reasons reflect a welcoming attitude towards foreign visitors, both commercially and politically.

Only three respondents answered Q9, all choosing C, indicating that foreigners should learn Chinese or use translation apps to overcome language barriers themselves. This view suggests a belief in the importance of foreigners adapting to the local language rather than the local community adapting to it.

Q15 examined attitudes toward commercial English signs, with clear results. Most participants believed that using English in shop signs served commercial purposes, with 65.03% thinking it was designed to make the shop appear fashionable and international. The age of respondents influenced these attitudes, with younger generations more attracted to foreign languages and seeing English usage as a marker of fashion and international appeal.

Q8: Why do you think it is necessary to have more multilingual signs? (N=114)	A. To show the internationalization.	92 (80.7%)
	B. To enhance the friendship with these countries.	59(51.75%)
	C. To serve foreigners, helping them better experience Guilin	51(44.74%)
	D. For constructing a tourist attraction	23(20.17%)
Q9: Why do you think it is unnecessary to have more multilingual signs? (N=3)	A. There are not as many foreigners as before.	/
	B. The current facility is enough.	/
	C. They can learn Chinese or use translation apps.	3 (100%)
Q15: What may be the possible reasons for the shops to use English on the sign?	A. A marketing tool to attract foreigners.	84(51.53%)
	B. To show its international and fashion features, attracting customers.	106(65.03%)
	C. It isn't necessary, for not everyone can understand.	26(15.95%)
	D. To show the inclusiveness.	13(7.89%)

Table 6: Responses towards multilingualism

Taking a view of Table 7, among all the participants, younger people thought that having English in shop signs could be a marker of fashion and international appeal more than older generations. The group under 18 and the 18-30 group chose the fashion feature as a possible reason over 70%, while the 30-50 group ranked at 50%. Over half of the middle-aged group (30-55) viewed English usage in shop design as a marketing tool serving foreigners. Few participants from all age groups were indifferent to foreign language usage, suggesting a general acceptance of multilingualism for commercial purposes.

	A marketing tool to attract foreign tourists	To show its international and fashion features, attracting customers	It isn't necessary, not everyone can understand.	To show the inclusiveness	
Under 18	1(25%)	3(75%)	2(50%)	/	N=4
18-30	50(49.02%)	73(71.57%)	15(14.71%)	12(11.76%)	N=102
30-55	32(59.26%)	27(50%)	9(16.67%)	1(1.85%)	N=54
Over 55	1(33.3%)	3(100%)	/	/	N=3

Table 7

4.4 The Conformity of the Tourism Linguistic Landscape Frames
Throughout the collected data, the construction of the Guilin linguistic landscape followed the tourism linguistic landscape construction principles: commodification, authenticity, international communication, and native language maintenance. Different orientations lead to different linguistic landscape characteristics.

4.4.1 Different Orientations Differentiate Linguistic Landscape Frame
Table 1 has already shown the different distributions of private and official signs, monolingual, bilingual, and multilingual signs in two different signs. This difference implies different orientations for different tourist attractions. East-West Lane's linguistic landscape conforms to the language commodification frame, directly shown by the shop signs, images, and voices. The number of private signs on East-West Lane is much higher than on Longyin Road, reflecting its orientation as a commercial walking street. Most shops used monolingual and bilingual signs in Chinese and English, Pinyin, Korean, and Japanese, catering to the items they sold. The Japanese restaurant, for example, used Japanese and Chinese on their signs, with waiters in kimonos and decorations of Sakura and Japanese patterns, reinforcing an overall image of Japan and attracting customers.

In contrast, Longyin Road had a higher number of multilingual and official signs, reflecting its orientation towards cultural communication and spreading. Longyin Road is a historical-culture walk street, and the government set numerous bilingual and multilingual signs to enhance tourists' understanding and experience.

4.4.2 Multimodality Strengthens the Linguistic Landscape Frame
Analyzing the language code in Guilin's linguistic landscape, it's clear that Chinese (including Pinyin) is dominant, while the Zhuang language appears rarely. However, this lack of textual Zhuang signs does not weaken the impression of the Zhuang minority character due to the complementary role of non-textual signs. In the language maintenance frame, experts generally hold a

negative view of minority language maintenance in tourism cities. However, non-textual signs such as images and voices help preserve minority culture, even if the textual signs do not. For instance, elements of Zhuang culture are widely visible in Guilin, giving tourists a unique impression and preserving minority culture.

Multimodality is crucial in forming a complete tourism image and preserving minority language and culture. Images, voices, and videos complement textual signs, enhancing tourists' experiences. As shown in the data, tourists are highly attentive to specially designed signs and publicity voices, highlighting the importance of multimodality in tourism linguistic landscape construction.

4.5 Possible Reasons for Insufficient Multilingualism
Despite positive attitudes, the study found insufficient multilingual signage, particularly in the private sector. This insufficiency can be attributed to several factors:

4.5.1 The Solid Community Identity and Inclusiveness
There is no close relation between understanding foreign languages and attitudes towards foreign languages, but people who hold a positive attitude towards foreign languages are more positive towards multilingual sign construction. Local people have an awareness of language inclusiveness and language maintenance, with nearly 70% agreeing to more foreign language signs and 72.39% supporting more Zhuang language signs. However, they seem less concerned about the accuracy of foreign language usage, with 46.5% indifferent to Chinglish. This indicates a strong local identity and inclusiveness but also a lack of emphasis on linguistic accuracy.

4.5.2 The Commercial Purpose
There is little variety of language in private signs. Private signage, designed to appeal to different consumer needs, often avoids the more diverse official signs. The preference for monolingual and bilingual signs in private sectors reflects commercial interests. Younger generations are more exposed to East-Asian and English cultures, influencing the language choices in private signs. This also indicates the proportion of foreign visitors and their cultural backgrounds.

4.5.3 Inadequate Knowledge of Foreign Languages and Cultures
The inadequate knowledge of foreign languages and cultures among locals may harm multilingualism in Guilin. The study found incorrect spellings and inadequate uses of English, as well as confusing transliterations caused by limited cultural knowledge. Merchants sometimes use homonyms and other methods to translate shop names, which can confuse foreign tourists. The frequent use of Pinyin to disguise English further reflects the local's unfamiliarity with English culture.

5. Conclusion
This part summarizes the findings of the study and provides suggestions based on these findings. The limitations and recommendations for future studies are also discussed.

5.1 Findings
The findings of the study can be summarized as follows regarding the state quo of the linguistic landscape in Guilin:

1. Guilin's linguistic landscape construction generally follows the frames of language commodification and authenticity. Different tourist attractions have different linguistic landscape characteristics influenced by their orientations.

2. Multimodality forms a complete tourism image and preserves minority language and culture. Images and audio fulfill the gap that textual signs cannot achieve, providing tourists with a unique minority impression.

3. Multilingualism in Guilin is still underdeveloped, influenced by residents' attitudes towards foreign language signs. The strong local identity and inclusiveness, coupled with limited foreign language proficiency, hinder the development of a diverse multilingual landscape.

4. Multilingual signs are mostly official, while private signs are predominantly monolingual and bilingual. Merchants often prioritize commercial interests over linguistic accuracy, using Pinyin to disguise English or choosing English names that make little sense to foreigners.

5.2 Suggestions
Based on the analysis, the author offers several suggestions for improving Guilin's tourism linguistic landscape:

1. Increase the number of multilingual signs in tourist attractions. Both the official and private sectors should adopt more standard foreign languages when creating shop signs, enhancing internationalization.

2. Better utilize multimodality in tourism facilities. Express Guilin's beauty and Chinese wisdom through more tourist-friendly facilities such as tourism special lines, agritainment, and intangible cultural heritage experiences.

3. Improve language accuracy and transliteration in signs. Establish standardized principles for text, especially foreign languages, on shop signs and enhance foreign language education among residents.

5.3 Limitations and Future Studies

There are still limitations in the study. The criteria for selecting image samples in linguistic landscape collection are not generally agreed upon. The study focused on two tourist spots with different orientations, which may not represent the overall characteristics of Guilin's linguistic landscape. Future studies should explore more areas to provide a comprehensive understanding of Guilin's linguistic landscape.

Conflicts of Interest: The authors declare no conflict of interest.
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