

Research on Causes and Countermeasures of Existing Problems in Tourism Signage System*

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China takes the road of tourism development, and the tourism industry is gradually branded, which is also a reflect of tourism management to adapt to the trend of the times. Tourism is an important economic project for the participation of the whole people. By optimizing the local resources, the tourism space is carried out in an orderly manner, and the rich tourism products are displayed in front of the tourists. With the development of tourism, the scientific tourism system has been established, and the globalization of tourism has been realized. To promote the healthy development of tourism, tourist signs are essential. From the current established tourism signage system, there are still some problems, which affect the quality of tourism management. It is necessary to take corresponding countermeasures. This paper focuses on the causes and strategies in response to the existing problems in the tourism signage system.

Keywords: tourism signage system, existing problems, countermeasures

Introduction

Tourism signage system is a form for providing information on tourism, mainly guiding the tourists to the correct travel route, which can help them to save time and effort, and ensure their safety. Tourism signage system as an identification system, can also serve as a warning, in this way tourists will avoid danger when travelling, if the tourists encounter danger, they can contact the safety management personnel to solve the problem quickly on the spot. It's obvious that tourism sign system is very important, not only to ensure the smooth implementation of tourism activities, but also to improve the quality of tourism experience. Nowadays, people spend more time on leisure and entertainment to fully relieve their stress from work and life, close to the nature, and take the chance to acquire the knowledge of local cultural and broaden their horizons. With the continuous expansion of tourism market, the competition of tourism industry is becoming more fierce, it's necessary to improve the tourism signage system accordingly, so that it can play a better role in information guidance and avoid the language barrier. From the current situation of tourism signage system, although according to the need for continuous improvement of tourism letters, there are still some problems, it is difficult

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to cater for the demand of tourists, which needs to analyze the causes of the existing problems and put forward scientific and effective coping strategies (see Figure 1).



Figure 1. Warning signs for tourist attractions.

Analysis on the Current Situation of Tourism Signage System

The construction of the tourism signage system is a seemingly simple but complicated task. The analysis of the causes of the current problems in the tourism signage system of scenic spots is helpful to find out the improvement countermeasures.

Problems in the Tourism Signage System

Nowadays, many tourist attractions realize the importance of the tourism signage system and perfect it. The overall quality has been greatly improved, but there are still some problems.

Excessive integration of tourism signage system and landscape. As the scenic spot places too much emphasis on the integration of the tourism signage system and the landscape, the design of the signage, including the shape, color, and text of the sign, is “seamlessly connected” with the surrounding scenery, which lowers the identifiability and is not conducive to looking for signs. As a result, functions such as safety warning and guidance cannot be brought into full play. Therefore, although the tourism signage system is beautiful, it is not designed from the human perspective, which leads to the lack of humanistic care (see Figure 2).

Different quality levels of tourism signage systems in different types of scenic spots. When comparing the survey subjects, the author found that there are obvious differences in the quality level of tourism signage systems for different types of scenic spots (including material use, shape design, color matching, text translation, etc.). Old-brand scenic spots are better than newly developed scenic spots, 5A-level scenic spots are better than 4A-level scenic spots (but 4A-level scenic spots are not significantly better than 3A-level scenic spots), and scenic spots are better than natural scenic spots in other aspects, such as cultural and revolutionary memorials.

More problems in tourism signage system of newly developed scenic spots. From the perspectives of construction experience, development basis, support strength, etc., the construction of the tourism signage system of newly developed scenic spots is “standing on the shoulders of giants”, but this is not the case. There are many problems in the tourism sign system of many newly developed scenic spots. For example, there are more or less problems in signage materials, shape, style, color, size and so on (see Figure 3).



Figure 2. Publicity guide signs for tourist attractions.



Figure 3. Trash can identification for 4A scenic spot.

Different levels of foreign language translation. At present, the tourism signage system is mainly translated in English, Japanese, and Korean. These translations generally have problems that the translations do not conform to language standards and the usage habits of relevant countries. However, just from the perspective of the use of vocabulary and grammar, English translation generally has a lower error rate than the translation standards of small languages (see Figure 4).

Analysis on the Causes of Problems in the Tourism Sign System

No proper understanding of the tourism signage system. Nowadays, some scenic spot managers do not have a correct understanding of the tourism signage system, so there are some imperfections in the construction of the system. Since the rapid tourism development in the current period, many scenic spot managers pay more

attention to the number of tourists and tourism products, and think that the tourism signage system is only the hardware facilities in the scenic spot, without taking into account the needs of tourists when designing the tourism signage, and even make the tourism signage serve as an advertisement. No enough attention has been paid to the real role of the tourism signage system, nor has it been tailored from the perspective of tourists, so it cannot play a significant role.

No greater management of tourist signs system for tourist attractions. In the design of tourism signage system, some scenics pay more attention to beauty, regardless of scientific design, thus its management function cannot be performed well. There is no scientific planning for the tourism signage system in terms of safety, no effective management plan is assigned on the basis of textual research, which makes the use of the tourism signage system inadequately managed (Gong, 2018).

Ineffective supervision of government and industry. Although relevant standards and regulations have been promulgated at the national level, due to the imperfect supervision system, ineffective supervision of local government and industry, and the unstandardized implementation of scenic spots, the tourism labeling system is ultimately complicated, not conducive to implementation.



Figure 4. External guide signs of a 4A scenic spot.

Effective Strategies for Improving Tourist Signage System

Tourism Signage System Should Be Highly Valued

At present, the tourist sign system used in the scenic spots is not reasonable in the design, mainly because it is not designed from the demand of tourists, the management is ineffective, and the tourist sign is not well publicized, which make the scenic spot managers attach no importance to the tourist sign system, and the system cannot provide satisfactory service for the tourists, resulting in the poor quality of the scenic spots. The main function of the tourism sign system is to facilitate the management of scenic spots by the tourism management department, which makes the products of the scenic spots sold well and increase the economic income. The tourist attractions should recognize the importance of the tourist sign system, and realize that it is not only related to the cost of the tourist attractions, but also to the economic benefits of the tourist attractions. The managers of tourist attractions should renew their management concept, improve the tourist sign system from the point of view of tourist demand, and give fully play to its value.

The Quality of Management Should Be Improved

The tourism signage system should be designed innovatively. Throughout the tourist attractions, the design of signage system is rather spotty. The scenic spots need to solve this problem. First, it is necessary for the executives to promote their management level, at the same time, the professional quality of designers should be improved accordingly. Second, the relevant staff should study and design the tourism sign system carefully, be encouraged to use the innovative methods, make the tourism sign system and tourism landscape integration, and make the system better play the guiding and warning function. Tourism signage system not only plays a management role, but also provides services for tourists. The ultimate purpose is to increase economic income for scenic spots. Tourist attractions should accurately grasp the comprehensive needs of tourist, in addition to the common needs, but also take into account the personalized needs of tourists, and an in-depth study of system designed to meet the needs of tourists. Specific works are as follows (Wang, 2019):

First, the tourist attractions' managers should analyze, study, and figure out the common needs of tourists, make appropriate adjustments in summary of tourism signage system to meet the visitors' common demand. Visitors enter the scenic area, with a panoramic view first. When they reach each scenic spot, they will subconsciously look for road signs, and also be very careful about the ancillary facilities. Thus, the managers should be fully aware of the needs of tourists, put forward a plan, and improve it, with a view to making the tourist signs better serve the tourists (see Figure 3).

Second, tourist attractions' managers should collect the personalized demand information of tourists, record the information into the marking system and make a detailed analysis, especially customers' usage habits, with a full understanding. A perfect program on the tourism sign system should be draw up for the tourists' convenience. The managers of the tourist attractions should also from the point of view of the scenic spots themselves, adjust the tourist sign system according to the increase or decrease of the number of tourists, and make a summary and optimize the tourist sign system on the basis of real situation.

The management level of tourism signage system should be improved. In addition to the rational design of the tourism sign system, the management work should also be strengthened, combined with the design of the tourism sign system, optimizing the tourism sign system, and improving the management constantly. Specifically, the daily maintenance of the tourism signage system needs to be performed well. Because of the large passenger flow and the uneven quality, it is necessary to maintain the tourist sign system on a regular basis (Zhang, Lei, & Wang, 2017). For example, road signs have been knocked out, the direction indicated by the arrow has changed, or some security facilities have been damaged, these need to be repaired in time to avoid the wrong guidance to tourists and even the threat to the safety of tourists. Tourist sign system should especially remind tourists to protect the signs and make them play a better role. In addition, the managers of tourist attractions should take the feedback from tourists seriously. Tourist sign system serves tourists, and tourists are the main users of facilities. Therefore, tourist attractions need to give better publicity to various signs to ensure no damage caused by the visitors when enjoying the landscape. For the appeal of tourists, the relevant managers should provide timely feedback and make an effective communication to solve the problem. From the current Tourism Marking System, the problem is that tourists' demands are not fully taken into account, so multiple options on making amendment measures are required to stimulate visitors' participation awareness, collecting feedback from visitors and timely processing, but also as a work evaluation index, for service quality evaluation.

Improve the Informatization Level of The tourism Signage System

In order to comply with the requirements of the Internet age, it is imperative to upgrade the informatization of the tourist identification system of scenic spots, which requires the joint participation of scenic spots, governments, industries, schools, etc. At present, some scenic spots are equipped with two-dimensional codes on the main signboards, which is an innovation of the self-service guide service in the scenic spots, but they are not popular. Compared with the traditional self-service guide, it is more convenient and very suitable for leisure. For individual travelers, they can scan the code to listen to the relevant information when they need, but the collection, sorting, and multilingual translation of the background information is a “big project” that requires the cooperation of all parties, the participation of the government, industry, and schools, and the linkage of the scenic spot. By developing a two-dimensional code information platform together, we can share information and avoid duplication of construction.

Conclusion

Through the above research, we should fully realize that the optimization and upgrading of the tourism signage system is a systemic problem. It is necessary to optimize the internal system and integrate into the city and even the national identification system. Each scenic spot cannot be a separate system. Therefore, the main factors when designing tourism signs for different purposes, such as the location, concentration, content and style, must be considered from the strategic perspective, so that the tourism signs are eye-catching, standardized, unified and non-repetitive, forming a complete organic whole, on the basis of standardization It reflects the characteristics of their respective scenic spots and cities.

It is believed that the continuous improvement of the tourism signage system will help the overall implementation of the tourism strategy and promote the better development of the tourism industry.

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