Research on Scenic Area Guide System Design and Brand Communication Strategy

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Abstract: This study focuses on the design of scenic area signage systems and brand communication strategies, revealing the importance of signage systems as a medium for brand communication and how they enhance scenic area brand image and tourist experience. Through literature reviews, case analyses, and field research, it is proposed that design should emphasize brand recognition, user experience, and innovative personalization, while leveraging digital and intelligent technologies to optimize efficiency. Additionally, the crucial role of management support, cross-cultural design, and sustainable development principles in the continuous improvement of signage systems is emphasized. This study provides strategic suggestions for the optimization of scenic area signage systems and offers both theoretical and practical value to research in related fields, aiming to offering insights on the seamless integration of environmental design education with innovation and entrepreneurship education.

Keywords: scenic area signage systems, brand communication strategies, brand recognition

Introduction

In today's increasingly competitive tourism market, scenic spots, as an important part of the tourism industry chain, have become key factors in determining their competitiveness through their brand image and tourist experience. As an important channel for tourists to obtain navigation information and understand the culture and characteristics of the scenic spot, the design of the scenic spot signage system is not only related to the convenience of tourists, but also an important carrier for the dissemination of the brand image of the scenic spot.[1]

With the development of the tourism industry, tourists' requirements for scenic area signage systems are no longer limited to simple directional functions. Instead, they now focus more on design aesthetics, cultural connotations, and the alignment with the scenic area's brand image. A well-designed signage system can not only effectively guide tourist flow and enhance tourist experience but also strengthen tourists' cognition and memory of the scenic area's brand, thereby promoting brand dissemination and loyalty.

However, the design of signage systems in some scenic areas still lingers at the traditional signboard level, lacking deep integration and innovative design with the scenic area's brand image. This not only affects tourists' travel experience but also limits the effective dissemination of the scenic area's brand. Therefore, exploring how to integrate scenic area signage systems with brand dissemination through innovative design has become an urgent issue in the current tourism field.

This study aims to deeply explore the relationship between scenic area signage system design and brand dissemination strategies, analyze the problems and deficiencies in current scenic area signage system designs, and propose corresponding optimization suggestions. Through a combination of theoretical analysis and empirical research, this study hopes to provide beneficial references for scenic area managers and designers, promote the innovation and development of

scenic area signage system design, and further enhance the scenic area's brand image and tourist satisfaction.

1. Analysis of scenic area signage system design

1.1 Design elements and principles

The visual design of a signage system is crucial for attracting tourists' attention and conveying the brand image of a scenic area. The selection of design elements such as color, font, and graphics should fully consider the theme and style of the scenic area to ensure consistency with its brand image. At the same time, the design should be concise and clear, avoiding overly complex or flashy elements that could distract tourists' vision and information reception.

The core function of a signage system is to provide navigation information. Therefore, the accuracy, clarity, and readability of the information are vital. During design, it is essential to ensure a clear hierarchy of information, with important information prominently displayed, while also providing necessary auxiliary information such as distance, direction, and time to help tourists make quick decisions.

The design of a signage system should fully consider tourists' needs and habits. For example, reasonable positions and heights of signage boards should be set to ensure that tourists can clearly see the information from different angles and distances; multi-language support should be provided to meet the needs of tourists of different nationalities; and digital technologies such as QR codes and AR navigation should be utilized to enhance tourists' interactive experience.

1.2 Functional classification

Scenic area signage systems can be classified into various types based on their functions, such as overview maps, directional signs, information signs, and warning signs. Each type of signage board has its specific design points and case analysis value.

Overview maps are typically placed at the entrance or important nodes of a scenic area to showcase its overall layout and main attractions. During design, emphasis should be placed on the comprehensiveness and clarity of the information, while also considering tourists' visual range and reading habits. Directional signs indicate the direction and path for tourists to reach specific attractions or facilities. When designing, it is important to ensure the accuracy and readability of the information, while also considering tourists' mobility and sense of direction. Information signs provide detailed information about attractions, culture, history, and other aspects. During design, focus should be on the richness and interestingness of the content, while also considering tourists' reading interests and dwell time. Warning signs are used to remind tourists of safety precautions and environmental protection. During design, eye-catching colors and graphics should be used to ensure that the urgency and importance of the information are prominently displayed.

Through the analysis of design points and cases of different types of signage boards, we can find that excellent signage system design not only focuses on the accurate transmission of information but also fully considers tourists' visual experience and emotional needs. At the same time, by incorporating the cultural characteristics and brand image of the scenic area, the signage system becomes a bridge of communication between the scenic area and tourists, providing tourists with a richer tourism experience.

2. Application of brand communication strategies in signage systems

2.1 Integration of brand elements

Integrate the core elements of the scenic area's brand identity, such as its logo, colors, and fonts, into the design of the signage system to create a unified and coordinated visual style. For instance, utilize the brand colors of the scenic area in the backgrounds, borders, icons, and other elements of the signage boards, so that tourists are constantly exposed to brand information during their visit, thereby deepening their impression of the brand. At the same time, a unified font and typography style convey the professionalism and rigor of the scenic area, enhancing its brand image.[2]

2.2 Brand storytelling

The signage system is not only a conveyor of information but also a teller of stories. By designing creative and informative signage boards, such as those incorporating elements of the scenic area's history, culture, legends, and more,

integrate brand stories into them, allowing tourists to feel the unique charm and cultural connotations of the scenic area during their visit. This emotional communication approach can evoke tourists' resonance, strengthening their emotional connection and loyalty to the scenic area.[3]

2.3 Digitalization and intelligence applications

With the development of technology, digitalization and intelligence have become new trends in the development of scenic area signage systems. By introducing digital technologies such as QR codes, AR navigation, and intelligent voice announcements, not only can the tourist experience be enhanced, but also precise dissemination of brand information can be achieved. For example, tourists can scan QR codes on signage boards to obtain more information about attractions, historical backgrounds, cultural stories, and more, thereby deepening their understanding and identification with the scenic area.

2.4 Cross-cultural communication strategies

For internationally renowned scenic areas, cross-cultural communication strategies are particularly important. When designing the signage system, the needs and habits of tourists from different cultural backgrounds should be fully considered, providing multilingual support and culturally adaptive designs. For instance, add information in multiple languages such as English, French, Japanese, and more on signage boards, as well as provide customized tour routes and commentary content tailored to tourists from different cultural backgrounds, making it more convenient for tourists to access information and enjoy the visit.

2.5 Interactive experience design

By designing highly interactive signage systems, such as touch screens and interactive games, tourists' attention can be attracted and their participation increased. This interactive experience not only enhances tourists' memory points of the scenic area but also promotes the dissemination and sharing of brand information. For example, set up interactive game sessions in the signage system, allowing tourists to learn about the history and culture of the scenic area while searching for answers, and share their gaming experiences with friends and family, thereby expanding the scope of brand communication.

3. Optimization suggestions for scenic area signage system design and brand communication strategies

3.1 Design principles and strategic suggestions

In the design of signage systems, it is crucial to strengthen brand recognition by highlighting brand elements such as logos, colors, and fonts to form a unified and distinctive brand image. Additionally, brand stories should be integrated into creative and informative signage boards to enhance tourists' brand memory and identity. Meanwhile, design should focus on user experience, considering tourists' needs and habits by reasonably setting the position, height, and angle of signage boards and providing multilingual support and culturally adaptive designs. Furthermore, encouragement should be given to innovate and personalize designs based on design principles, such as adopting innovative methods like hand-drawn maps and AR navigation, so that the signage system not only serves its navigational function but also becomes a major feature and highlight of the scenic area, enhancing tourists' visiting experience and interactivity.

3.2 Technological applications and innovation directions

Digital and intelligent signage systems leverage modern information technology, such as QR codes, AR/VR, and intelligent voice announcements, not only enhancing tourists' visiting experience but also achieving precise dissemination and personalized recommendations of brand information. At the same time, big data analysis of tourist behavior data optimizes the design of the signage system, improving tourist satisfaction. Additionally, the application of IoT technology monitors tourist flow and environmental parameters in real-time, enabling interconnection between the signage system and scenic area facilities, thereby improving the overall operational efficiency and service level of the scenic area.[4]

3.3 Management support and guarantees

Scenic areas should establish norms and standards for signage system design and brand communication strategies to ensure unity and coordination, and regularly inspect and maintain them to ensure normal operation and information accuracy. At the same time, strengthen the training and education of scenic area staff to enhance their understanding of the signage system and brand communication strategies, in order to better serve tourists. Furthermore, establish a tourist feedback mechanism to collect opinions and suggestions, make timely improvements, continuously enhance the quality and effectiveness of the signage system, and increase tourist satisfaction and loyalty.

3.4 Cross-cultural and sustainable development perspectives

In the design of signage systems and brand communication strategies, full consideration should be given to cross-cultural communication needs by providing multilingual support and culturally adaptive designs, showcasing the scenic area's multiculturalism and historical background to attract international tourists and enhance international fame. At the same time, focus on environmental protection and sustainable development concepts by using eco-friendly materials to make signage boards, raising tourists' environmental awareness, and integrating sustainable development into scenic area planning and operations to achieve long-term sustainable development.

4. Conclusion

The scenic area signage system is not only a tool for tourist navigation but also an important carrier for brand communication, effectively enhancing brand image and tourist experience. When designing, principles such as strengthening brand recognition, emphasizing user experience, and pursuing innovation and personalization should be followed. Additionally, technologies such as digitization, intelligence, and big data analysis should be fully utilized to enhance quality and effectiveness. Management-level support and guarantees, including establishing norms and standards, strengthening training and education, and creating feedback mechanisms, are crucial for the effective operation and continuous improvement of the signage system. Meanwhile, a cross-cultural and sustainable development perspective provides new directions for design and strategy, helping to enhance the international fame of scenic areas and achieve long-term sustainable development.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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Fund project