

## Research on Causes and Countermeasures of Existing Problems in Tourism Marking System

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**Abstract:** China takes the road of tourism development, and the tourism industry is gradually branded, which is also a surface 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, but the globalization of tourism has been realized. To promote the healthy development of tourism, tourist signs are essential. From the current established tourism sign system, there are still some problems, which make the quality of tourism management affected. It is necessary to take corresponding countermeasures for this. This paper focuses on the causes and coping strategies of the existing problems in the tourism identification system.

### 1. Introduction

Tourism Sign System is a sign system for providing information on tourism, mainly Pass tourist signs For visitors, you can Guide Tourists follow the correct route to travel, save time and effort, and ensure the safety of tourists. Tourism Sign System As Identification System, can also play Warning function, so that tourists in the process of tourism to avoid encountering danger, if there is danger can contact the safety management personnel to solve the problem quickly on the spot. Tourism sign system is very important, not only to ensure the smooth development of tourism activities, but also to improve the quality of tourist experience. Nowadays, people have more leisure time, leisure and entertainment, so that the spirit of tension is fully relaxed, contact with nature and win this way to acquire local cultural knowledge and broaden their horizons. With the continuous expansion of tourism market, the competition of tourism industry is becoming more and more fierce, and the tourism sign system should be improved accordingly, so that it can play a better role in information guidance and avoid the problem of language barrier. From the current situation of tourism sign system, although according to the need for continuous improvement of tourism letters, there are still some problems, it is difficult to meet the needs of tourists, which needs to analyze the causes of the existing problems and put forward scientific and effective coping strategies. (Figure 1: Warning signs for tourist attractions)



Figure 1 Tourist attractions warning signs

## **2. Tourist Area Tourism Identification System**

Nowadays, many tourist attractions realize the importance of the tourism logo system and perfect it, but more consideration is to integrate the tourism logo system with the surrounding landscape, so it will not appear abrupt in the harmonious landscape environment. Therefore, we now see the tourism logo system are more aesthetic. But can such a design meet the basic needs of tourists? The excessive integration of tourism logo system and landscape may lead to the inconvenience of tourism to find the sign, which makes the guiding and warning function of the sign cannot be brought into full play. Although the tourism logo system is beautiful, it is not designed from the human perspective, which leads to the lack of humanistic care [1]. The reasons for the existence of the identification system can be understood from the following aspects. Aspect, can be interpreted mainly from three angles. (Figure 2: Tourist attraction publicity signs)



Figure 2 Tourist attractions publicity signs

### **2.1. Tourist Attractions No right Tourism Marking System Have the Right Understanding**

Nowadays some scenic spot managers do not have a correct understanding of the tourism identification system, so there are some imperfections in the construction of the system. Since the current period of rapid tourism development, many scenic spot managers pay more attention to the number of tourists and tourism products, and think that the tourism logo system is only the hardware facilities in the scenic spot, which does not take into account the needs of tourists in the setting of the tourism logo system, and even let the tourism logo system play the role of advertising, and is not tailored from the perspective of tourists, so it cannot play a good role.

### **2.2. Tourist Signs System for Tourist Attractions No Greater Management**

In the design of tourism logo system, pay more attention to beauty, and do not carry out scientific design, so that its management function cannot play out well. There is no scientific planning for the tourism identification system from the perspective of safety, no effective management plan is assigned on the basis of textual research, which makes the use of the tourism identification system inadequately managed [2].

## **3. Effective Strategies for Improving Tourist Signing System**

### **3.1. For Tourist Area Tourism Identification System We should Attach Great Importance to it**

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, and the management is not in place, and the tourist sign is not well publicized, which makes the scenic spot managers pay no attention to the tourist sign system, and the system cannot provide satisfactory service to the tourists, which leads to the low tourist quality. The main function of the tourism sign system is to facilitate the management of the scenic spots by the tourism management department, which makes the products of the scenic spots sell well and increase the economic income. The tourist attractions should recognize the

importance of the tourist sign system, and recognize that it is not only related to the cost of the tourist attractions, but also to the economic benefits of the tourist attractions. The management of tourist attractions should renew their concept and improve the tourist sign system from the point of view of tourist demand and give full play to its value.

### 3.2. Tourist Signs System the Quality of Management should be Improved

First, the design of tourism identification system should be innovative methods. Throughout the tourist attractions so set up a tourism identification system, there is a problem of liangfen uneven, scenic spots to solve this problem, it is necessary to implement to the management level, improve the level of management, at the same time, the professional quality of designers should be improved accordingly. The relevant staff should study and design the tourism sign system carefully, encourage the use of innovative methods, make the tourism sign system and tourism landscape integration, and better play the guiding and warning effect. Tourism identification 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 tourists, in addition to the common needs, but also take into account the personalized needs of tourists, the design of the system in-depth study to meet the needs of tourists. Specific work needs to do the following two points [3].

First, the tourist attractions Managers To analyze, study and rent out the common needs of tourists Summary of tourism Identification System Make appropriate adjustments to enable visitors to Commonality Demand is met. Visitors enter the scenic area, the first view is a panoramic view, into every tourist journey, will subconsciously look for road signs, for the ancillary facilities are also very careful, the scenic area management of these should be fully aware of the needs of tourists, put forward a plan, and to improve. make the tourist signs better serve the tourists.(Figure 3: Panorama of Tourist attractions)



Figure 3 Tourist attractions panorama

Second, the management of tourist attractions should collect the personalized demand information of tourists to the marking system, do a good job of statistics, especially the use of customer usage habits, to fully understand, from the point of view of the convenience of tourists to make the tourism sign system perfect program. The management of the tourist attractions should also proceed 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 based on the real case, and optimize the tourist sign system based on this.

Second, the management level of tourism logo system should be improved. In addition to the rational design of the tourism sign system, we should strengthen the management work, combine the design of the tourism sign system with the management, optimize the tourism sign system, and improve the management constantly. Specific various, need to do a good job in the daily maintenance of the tourism identification system. Because of the large passenger flow and the mixed quality, it is necessary to maintain the tourist sign system on a regular basis [4]. For example, road signs have been knocked out, or the direction indicated by the arrow has changed, or some security facilities have been damaged, need to be repaired in time to avoid the wrong guidance to tourists, and even threaten 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 management of tourist attractions should take the feedback information of tourists seriously. Tourist sign system serves tourists, and tourists are the main body of use of facilities. Tourist attractions do a good job of publicity, so that visitors in the process of viewing the landscape, will not cause damage to various signs. For the appeal of tourists, the relevant management should give timely feedback and adopt the way of communication to solve the problem. From the current Tourism Marking System The problem is that tourists are not fully taken into account Demand, need Multiple options Making amends Measures to stimulate visitors Participation awareness, collect feedback from visitors Information and timely processing, but also as a work evaluation index, for service quality evaluation work.

#### **4. Conclusion**

Through the above research, it can be clear that there are many historical and cultural cities in China, many cultural monuments, silently "narrate" the local cultural origin and connotation. These cultural traces become the object that many tourists are happy to visit, not only to relax themselves, but also to expand their cultural horizons. However, from the point of view of tourism, it is not enough for tourism landscape and tourism products to rely only on tour guides to explain to tourists, but also to play the role of tourism logo system to let tourists understand the cultural connotation of tourist attractions and the charm emitted, rather than stop the furnace in the scenery itself. The tourist attractions make the natural landscape compatible with the human landscape, which makes the natural landscape have the connotation of culture, and at the same time play a role in rendering the cultural landscape. Tourism Marking System The continuous improvement of the Tourism strategy Comprehensive implementation, and play a certain role in promoting the better development of tourism.

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