

# Upgrading and Optimizing Strategies of Tourism Marking System in Scenic Spots: A Case Study of Suzhou

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**Abstract:** Nowadays, with the development of contemporary society and economy, the living standard of the general public has been effectively improved. People are pursuing material and spiritual enjoyment at the same time. The tourism industry has also developed and expanded. The market of the tourism industry is getting hotter and hotter, so we need to do more in this field. Basic work. It should be known that the tourist sign system in scenic spots, which is in great demand in the park, can effectively help tourists play a guiding role in the tour, and is a “compass”. The tourist sign system in scenic spots greatly improves the tourists'sense of experience. Based on the actual situation of tourist attractions in Suzhou, this paper elaborates the status quo of tourist attractions identification system in this area, and analyses the problems existing in tourist attractions identification system, and puts forward effective and feasible relevant solutions, which are conducive to the better development of tourist attractions in Suzhou in the future.

## 1. Introduction

China's garden art has a grand momentum of royal gardens in the north and classical elegance of Suzhou gardens in the south. Landscape construction integrates landscape, planting, architecture and furnishings. Under the hard construction of skilled craftsmen, a number of magnificent classical gardens such as Zhuozheng Garden and Liuyuan Garden emerged. Classical gardens, which are historical treasures, have been well known both at home and abroad. Classical gardens can not only make tourists feel the unique charm of gardens themselves, but also enjoy the pleasure of thoughtful service and journey experience. When the National Tourism Administration examines the grade of Suzhou gardens, one of them is very good. The important assessment condition is the standardization of landscape architecture to the tourist sign system of scenic spots.

## 2. Architecture

After the state promulgated the relevant policies for the evaluation of A-level tourist attractions, there are clear provisions for the guiding sign system of scenic spots. When the National Tourism Administration audits classical gardens, the design style, location, function and content of the guiding sign of gardens have detailed requirements for evaluation, mainly including the following aspects: design style, location, function and post content. It includes the following four aspects:

### 2.1 Rationality of Oriented Marking Location

According to the demands of many aspects in the process of visitors'visiting, the garden can set guidance signs in time to guide the visitors to their destination. The design of guidance signs should cover the general guide map, the introduction of scenic spots, safety tips, the indication of toilet signs, direction guidance and so on. Make every effort not to leave the blank of the logo and not to repeat the logo content on multiple logo designs.

### 2.2 Coordination of Design Style of Guided Sign

The harmony mentioned here is to harmonize the design style of guided logo of tourist attractions with the construction style of Suzhou classical garden environment. At the same time,

designers should ensure the unity of the image of guided logo design of various functions, mainly covering the organic unity of pictures, colors, materials and forms, so that Suzhou classical. Landscape style and coordinated guiding logo design will give visitors a visual enjoyment in the actual presentation process.

### **2.3 Safety of Guided Sign Settings**

From the beginning of the design to the construction and installation of the guide sign system, attention should be paid to the safety of the sign system. The sign board should avoid sharp angle injuries and tourists, and the arc design should be adopted. When installing, the location and height of the installation should be determined to avoid tripping tourists due to improper operation.

### **2.4 Requirements for identifying text and shape**

In Suzhou Classical Garden Scenic Area, the logo shape used should adopt the international common public logo, which should meet the standards. As the auditing object of 5A scenic area, the logo design should include Chinese, American, French, Japanese and Korean five countries. The logo design of Class A scenic area should include Chinese, American, Japanese and Korean characters. The logo design should also be marked with Chinese and British characters.

Through the evaluation criteria of different levels of tourist attractions, we can find that the requirements of the guiding sign system are very strict, which also reflects the concept of humanized service for tourists at all levels of tourist attractions. However, before the relevant policy of grade A scenic spot evaluation criteria in scenic spot classification has been promulgated, there is a huge gap between the design and production of the guiding sign system of the major gardens in Suzhou. Therefore, the design of the guiding sign system for each classical garden scenic spot in Suzhou not only meets the needs of the National Tourism Administration for the grade evaluation criteria of garden scenic spots, but also protects the architecture of gardens, so as to maximize the cultural and historical value of gardens, and to better serve tourism. Tourists, to meet the needs of tourists in the process of tourism.

## **3. Existing Problems of Tourism Identification System in Scenic Spots**

### **3.1 Incompleteness of Signboard Settings**

You know, the function of the guided sign system in tourist attractions is to be able to see the beauty of every scenic spot without the guide of tourists, and to let tourists meet the various needs of tourists in the process of browsing in the scenic area under the guidance of the sign system (such as going to the toilet). For example, restaurants, shopping, tickets for scenic spots, etc. Therefore, according to the requirements of modern guidance sign design, it can be roughly divided into three systems: first, the direction sign system. This part is divided into the design of the general tour map of tourist attractions and the establishment of direction indicator signs. The design of the general tour guide map of tourist attractions is to enable tourists to get a preliminary understanding of the main features of tourist attractions and the distribution of major scenic spots at the beginning of their visit to the park. The establishment of direction indication sign can effectively help tourists to carry out reasonable and perfect guidance function, so that tourists can easily and conveniently reach their destination; secondly, the system of tourist attractions description sign, the establishment of tourist attractions description sign can play the role of interpreter, so that tourists can be able to reach their destination. Without a tour guide, we should have a general understanding of the history of the scenic spots, so as to increase the interest of tourists in the process of visiting, and to supplement their own historical knowledge and cultural reserves; finally, the warning signs of the scenic spots. The setting of warning signs (e.g. taking care of flowers and plants, no smoking, cautious falling into water, no littering, etc.) can help the scenic spots to better regulate the behavior of tourists, and to a certain extent play the role of security officers and civilization supervisors, so that the personal safety of tourists in the scenic areas can be guaranteed, and also can allow tourists to travel. Customers are more confident and safe to visit scenic spots.

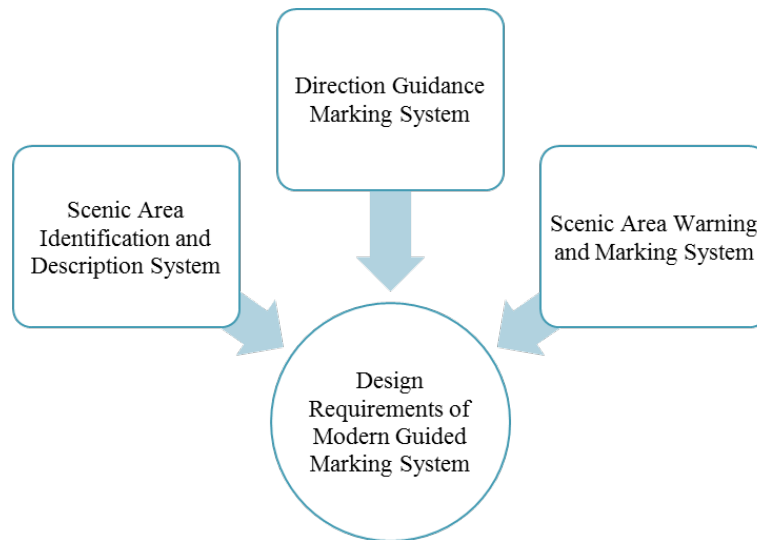


Fig. 1 Design Requirements of Modern Guided Identification System

However, as far as Suzhou classical gardens are concerned, the current scenic area-oriented marking system is not perfect and can not meet the evaluation criteria of national 5A scenic spots. It is mainly manifested in the following aspects: first, the discontinuity of the guiding marking system. In the main line of the scenic spot browsing the road or some small roads, the scenic spot personnel did not set guidance signs, easy to make tourists lose their direction without knowing the scenic spot. The second is the incompleteness of the indicator. For example, the lack of guiding facilities such as toilets and restaurants in scenic spot browsing. In the process of searching for toilets, some of the signs exist, some of them fall because of long time posting or other factors do not exist, or the geographical location of the toilets is too concealed, which makes the tourists unable to meet their needs in time. The preference for scenic spots declined. Another is the incompleteness of warning signs. We should know that classical gardens are an open scenic spot. The morality and quality of tourists are different. The establishment of warning signs can regulate tourists' viewing routes and protect the gardens' buildings from human destruction to a certain extent. However, a garden in Suzhou was not set up properly because of the warning signs, which led to a child falling into the water, and then triggered a parent's appeal.

### 3.2 The inconsistency of logo style

The opening time of Suzhou gardens is relatively short. At first, the setting of the guiding sign system has not been guided scientifically. Local updates make the style of the gardens unable to be unified, resulting in an obvious visual transition and affecting the unique ornamental value of the gardens themselves. There are three main aspects: one is that the style and environment of the logo are not uniform, the other is that the logo materials of different functions are not uniform, and the last is that the logo itself is not standardized.

## 4. The Aspects of Tourism Marking System in Scenic Spots

### 4.1 Layout of logos should be scientific and rational

The logo layout of gardens should play its own role and provide thoughtful guidance services for tourists. The logo layout should also be based on the convenience of tourists, so that tourists can enjoy the major scenic spots in the shortest time during the tour, so that tourists can relax their bodies and minds in the process of the tour, and abandon the usual ones. Study pressure, work pressure or life pressure, enjoy the quiet beauty of the garden in the park.

### 4.2 The Integration of Logo and Landscape Environment

Landscape, vegetation and pavilions in classical gardens are the result of exquisite sculpture, and each part also corresponds to each other and interacts with each other. Therefore, the building of

logo style should also be integrated with the landscape in the garden. The making materials, style building and color application should be as close as possible to the characteristics of the garden scenic area. Coordination.

### 4.3 Interweaving echo of tradition and Modernity

In the manufacture of logos, logos are mostly made of wood. Although wood and garden features are in harmony, the logos of landscape areas are missing due to the long-term exposure of wood to wind and sunshine, short use period and high maintenance costs. In fact, modern technology materials such as aluminium sheet can be widely used in garden scenic spots, which can embellish the long-term landscape on the premise of complete marking system. In addition, in terms of processing technology, to reduce the use of paint, you can use paint film to create logo text and patterns. Make it not fade easily.

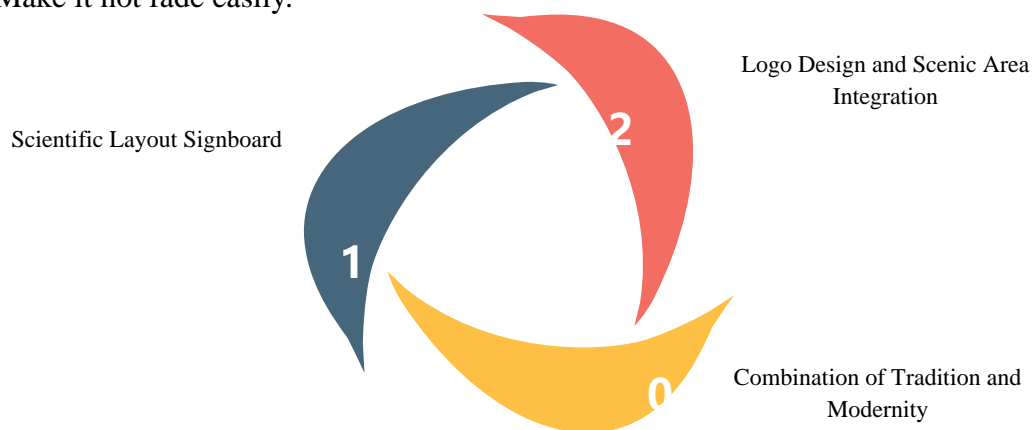


Figure 2 Focuses of Scenic Area Identification System

## 5. Conclusion

Through the analysis of the tourist sign system in scenic spots, we can find that the tourist guide sign system plays an increasingly important role in the process of tourists' visits. Facing the incompleteness of the sign system, the tourist guide sign system in scenic spots should be constantly updated and developed with the changes of the times, combining tradition with modern perfectly. It not only guarantees the integrity of the guiding sign system, facilitates tourists' visits, but also shows the exquisite logo design, and finally presents the unique scenery of the scenic spot.

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