

DESIGN AND APPLICATION OF SIGN SYSTEM FOR YUANJIA VILLAGE SCENIC AREA IN XIANYANG CITY

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ABSTRACT

In recent years, the development of China's tourism industry has been steadily increasing, and people's demand for tourism is also constantly increasing. Folk tourism has also become a hot topic in tourism with the improvement of public consumption level and the continuous development of social economy. At present, some scenic spots are experiencing homogenization, and visual design represented by guidance systems cannot reflect the unique cultural characteristics of scenic spots. As an important component of a scenic area, the guidance system not only has basic guiding functions, but also plays an important role in conveying visual information in establishing the image and cultural connotation of the scenic area. The embodiment of cultural elements in the guidance system of tourist attractions is becoming increasingly important.

This article determines the importance of guiding system design in tourist attractions through research and analysis of the guiding system. Then, a comprehensive interpretation of the concept, constituent elements, and basic design principles of the tourist scenic spot guidance system will be conducted. Then, an on-site survey and questionnaire analysis will be conducted on the current situation of the Yuanjia Village scenic spot guidance system, and the objective problems and shortcomings will be summarized from the feedback of the results; Then, interpret the cultural characteristics and extract symbolic elements of the Guanzhong area where Yuanjia Village is located; Finally, on the basis of following the application principles of Semiotics theory, we added the regional cultural characteristics of Guanzhong, carried out System integration from a higher level of logo system design, guided it through Systems science and sustainable development, and completed the guidance system design of Yuanjia Village Scenic Area.

Keywords: Yuanjia Village, Guanzhong Culture, Folk Tourism, Guide Design

INTRODUCTION

In recent years, with the leapfrog improvement of development level and changes in people's living needs, the tourism industry has developed rapidly, expanding in scale, and improving in quality. People's demand for tourism is also increasing. Tourism has become an important indicator of the improvement of living standards and an important way of life in a well-off society. The position of tourism as a strategic pillar industry of the national economy is also more consolidated. Since 2012, the average annual growth rate of domestic tourism revenue has been around 10.6%. In 2019, the total revenue reached 6.63 trillion yuan, and the added value of tourism and related industries reached 4.5 trillion-yuan, accounting for about 4.56% of GDP. Over the past two years, despite the severe impact of the COVID-19, tourism has experienced great fluctuations, but overall, the pillar position in the national economic structure has not changed. At present, with the end of the epidemic, China's tourism industry has seen retaliatory growth.

At the same time, among urban populations with fast-paced lifestyles and short leisure time, due to limitations in time and space, people tend to choose to travel to rural areas with short

distances and pleasant scenery or rich local cultural atmosphere to achieve leisure purposes (Zhao Xu, Mou Fu, 2018). As a result, short distance tourism-oriented leisure villages have become a common tourist and recreational destination. Driven by the market, some rural settlements outside of cities are actively developing leisure villages in order to achieve appropriate economic returns. Yuanjia Village in Liquan County, Chengyang City, Shaanxi Province is a good example. Yuanjia Village vigorously explores its regional characteristics and rich Guanzhong culture with innovative ideas, develops and plans the "Guanzhong Impression Experience Area" project, and successfully ranks among the ten most charming leisure villages in China announced by the Ministry of Agriculture.

The design of guidance systems was developed in the 1920s under the influence of modernist graphic movements. In the 1970s, the American Institute of Graphic Arts (AIGA) organized the design of new traffic guidance signs for transportation hubs, which are universal, accurate, internationally recognized, and have standardized significance. A total of 34 different guidance signs were designed, bringing great influence to the guidance design around the world. Afterwards, various countries began to use this navigation system, and the standards for world navigation design began to become unified, becoming an important research direction and embarking on the path of internationalization. With the rapid development of the design industry, research on personalized signage design has also been carried out, gradually extending to scenic area signage systems and developing towards international standardization.

This article analyzes the cultural characteristics and local customs of Guanzhong in Yuanjia Village, in order to reverse the pattern of indiscriminate and distinctive folk tourism, scientifically and reasonably plan the design of Yuanjia Village's guidance system, strengthen the cultural image and characteristics of folk customs, and better protect, inherit, and showcase the Guanzhong ethnic culture. In order to further promote the integration and development of the cultural industry and tourism industry in Yuanjia Village scenic spots, promote economic development, drive employment growth, achieve industrial transformation and upgrading, and achieve coordinated development.

RESEARCH PROBLEMS

With the rapid development of China's tourism industry and the increasing demand for tourism from the public, the design of signage systems has become an indispensable part of scenic spots. As a part of culture, the guidance system not only has functions such as guidance, explanation, and instruction, but also is an important component of creating style and shaping culture. Signs can have a large amount of information and can quickly and accurately convey information. However, there is currently a homogenization phenomenon in some scenic spots, and visual design represented by guidance systems cannot reflect the unique cultural characteristics of scenic spots. As an important component of a scenic area, the guidance system not only has basic guiding functions, but also plays an important role in conveying visual information in establishing the image and cultural connotation of the scenic area. The embodiment of cultural elements in the guidance system of tourist attractions is becoming increasingly important. This article aims to improve the reputation, recognition, and satisfaction of Yuanjia Village through the design, application, and research of the guidance system in the characteristic small village environment of Yuanjia Village. It effectively conveys and highlights the regional culture, folk customs, and development concepts of Yuanjia Village's scenic area, and promotes the multifaceted development of Yuanjia Village. By fully understanding the regional cultural connotations, cultural history, and environmental status of Yuanjia Village, we can effectively integrate the design of the characteristic small village and town guidance system with local characteristics.

OBJECTIVES

1. On the basis of fully exploring the culture of Yuanjia Village and the unique culture of the scenic area, the artistic and practical design of the Yuanjia Village scenic area guidance system is improved to solve the problem of low integration between the Yuanjia Village scenic area guidance system design and the culture of the Guanzhong region in Shaanxi, and insufficient integration of artistic and cultural aspects. To make tourists deeply aware of the continued folk culture and characteristics of the area, and to enable all brands in Yuanjia Village to better continue and inherit their unique folk culture.

2. Establish the brand image of the scenic spot, improve the value of the scenic spot itself, and carry out systematic design from visual symbol performance to functional improvement to cultural connotation. By combining relevant theories of navigation system design to solve the problems existing in the current situation of Yuanjia Village's navigation system, this can enhance the influence of the scenic area itself, further enhance the cultural value of the scenic area, enhance the comfort of tourism experience, inherit excellent traditional ethnic culture, and promote local economic development.

METHODOLOGIES AND PROCEDURES

In order to study the design overview of the guidance system in the integration and development process of the cultural industry and tourism industry in Yuanjia Village scenic area, this audience survey mainly focuses on on-site visits, visits to design experts, and online questionnaire surveys.

Firstly, it is about the selection of regional scope. Yuanjia Village Scenic Spot is located at the foot of the famous Li Shimin Zhaoling Mountain in the north of Yanxia Town, Liquan County. The transportation is relatively convenient, including Yinwu Expressway, Longhai railway, Guanzhong Ring Road, China National Highway 312, 107 Provincial Highway, Tang Zhaoling Tourism Line and other lines. In addition, it is planned to be within the half hour economic circle of Xianyang, Xi'an. The passenger buses depart from Xianyang to Yuanjia Village, and Xi'an to Yuanjia Village with high frequency. In addition, In order to further develop the tourism economy, the government and Yuanjia Village Tourism Management Company have planned and opened a bus route between Yuanjia Village Guanzhong Impression and Xianyang, which is more convenient for passengers to travel and play. The selection of the research area in this study focuses on the various tourism design characteristic areas within the Yuanjia Village scenic area, showcasing the design, cultural features, and practical functions of the guidance system used for interaction with tourists.

RESULTS AND IMPLICATIONS

During the research period, multiple on-site visits were conducted to the characteristic small town scenic area of Yuanjia Village, focusing on the current situation of Yuanjia Village's guidance system. The existing relevant guidance systems were classified, including general guidance signs, directional signs, scenic spot signs, and warning signs. Through research, it was found that the guidance signs in Yuanjia Village can be divided into not only indicator sign type facilities but also location sign facilities, It can also be divided into types such as explanatory sign facilities and warning sign facilities, as follows:

The first type: indicating identification facilities. From the perspective of this type of facility, its main function is to provide direction for tourists in the scenic area, and to mark the specific orientation and direction of the specific scenic spot or street (Zhang Lili, 2005). This type of signage facility is often set up at intersections or roadside locations on streets. In the

Yuanjia Village scenic area, some indicator signs are directly hung on the exterior walls of roadside buildings in the scenic area, while others are set at intersections, consisting of three parts: the Yuanjia Village scenic area sign, indicator signs, text, and arrow information, and some also have supporting columns. The sign board is made of composite plastic board, with a combination of deep background color and white characters in color matching. The use of plastic material has characteristics such as wear resistance, water resistance, and corrosion resistance. The sign wall of these two setting methods is more space saving and convenient for updating. The selected color for text messages and arrows in this setting is bright white, which, combined with the dark red background color of the indicator, creates an extremely vivid and impactful visual effect. Make it clear and memorable to visitors at a glance. At the same time, the plastic material used in its material selection can better prevent moisture and corrosion.



Fig. 1 Indication Signs of Yuanjia Village



Fig. 2 Location Signs of Yuanjia Village

The second type: location identification facilities. From this perspective, its main function is to specify the location of the scenic spot for tourists. For example, Qin Qiong Tomb, Hui Min Street, and Art Gallery all belong to this type. In the Yuanjia Village scenic area, its location identification mode not only includes stone carvings and names, but also a combination of modes and types with stone grinding. The former is extremely common in the location identification of tourist attractions, which not only clearly and accurately indicates the location of the scenic area and scenic spots for tourists, but also reflects various cultural connotations such as traditional calligraphy and art in the scenic area. The Yuanjia Village scenic area usually has stone carvings located by the roadside, and its shape is relatively neat. With a gray white brick base and calligraphy art, it can better highlight the cultural heritage of Shaanxi. The stone carvings of Yuanjia Village are mostly in red or yellow font color, and their font is mostly in running script, which can better showcase their unique cultural charm. Stone grinding is an important element of Guanzhong folk culture, showcasing the thematic atmosphere of Yuanjia Village. A gray and white brick base and a wooden scenic spot introduction board are combined with a stone mill to create a signage for the location of the scenic spot, integrating the signage with the natural environment of the scenic spot and making it more integrated.

The third type: Description of identification facilities. Its main function is to introduce and explain the scenic area or related information to tourists through graphic and textual means. Generally, it provides explanations and information on the planning and zoning of scenic spots, as well as the specific distribution and characteristics of scenic spots, for tourists to better understand the relevant information. In Yuanjia Village Scenic Area, this type of explanatory signs is rare. Usually, brick and stone materials are selected as the base, which is reflected by the combination of plastic and wood panels and graphic information. In addition, some are directly engraved on stone tablets.



Fig. 3 Illustrative Signs of Yuanjia Village



Fig. 4 Warning Signs of Yuanjia Village

The fourth type, warning signs. Warning type guidance in scenic areas usually refers to the regulatory guidance of tourists' behavior in the scenic environment. This type of guidance is highly effective in prohibiting warnings and reminders. Due to the abundance of various folk agricultural tools and children accounting for a large proportion of tourists in the Yuanjia Village scenic area, setting up relevant warning signs in important and necessary areas can provide necessary safety tips and reminders for tourists to achieve safety needs.

The questionnaire aims to understand the needs and pain points of tourists, as well as a survey of the existing problems of Yuanjia Village's signage system, so that in future design, improvements and optimizations can be made to the existing problems of Yuanjia Village's signage system from the perspective of tourists, taking into full consideration the needs of tourists. The content and results of the questionnaire survey are organized as follows:

Table 1 Statistical Table of Tourist Feedback Issues

Problems in the Yuanjia Village Navigation System	Number of votes
Improper placement of signage	83
Insufficient number of guide signs	46
Defective graphics or text, not rigorous	56
The design of the signage has a monotonous and unattractive appearance	39
Single style and lack of cultural significance	18
Serious damage to materials and facilities	22
Road sign size issue, too high or too low	9
Lack of information about scenic spots	28

Based on the targeted questionnaire survey above, it can be concluded that the current signage system in Yuanjia Village Scenic Area is not satisfactory in terms of functionality, cultural charm, and other aspects, and has not been able to provide tourists with a high-quality travel experience. There are many problems that need to be improved and improved, and it is necessary to focus on solving and improving them based on the research results and the needs of tourists.

CONCLUSIONS

Through the design of the guidance system for Yuanjia Village scenic area, the importance of cultural elements in the design of the guidance system was discovered. The excavation of culture and the extraction of elements in the design process are based on the cultural characteristics of the scenic area.

Firstly, it is necessary to determine the cultural characteristics and overall image of the scenic area. The establishment of the image of a scenic spot should be based on the combination of local development planning and the characteristics of the scenic spot, in order to find differences from other scenic spots. In this design, the establishment of the image of the scenic area is relatively clear, as different scenic areas have been divided into different cultural display directions in urban development planning. The Yuanjia Village scenic area is a folk cultural area. Secondly, in the design of the navigation system, attention should be paid to human needs. From the perspective of ergonomics, the design of the guidance system should not only meet the needs of normal people but also take into account the needs of special groups. From the perspective of tourist routes, attention should be paid to the layout and planning of guide signs, which should be carried out on a scientific and reasonable basis. Through the analysis of other excellent cases and the summary of the current situation of the scenic area, these existing problems have been solved in this design, meeting people's needs and increasing the recognition of the guidance system. Finally, by exploring the correlation and application methods between Guanzhong Culture and Yuanjia Village Scenic Area, a design approach was provided. However, further exploration of culture is still needed, and some ideas and ideas are not yet mature. Further improvement and improvement are needed. In terms of practical operation, some application technologies are not very proficient, and further learning is needed.

In the research process of this topic, exploring the unique regional cultural characteristics of guide design can better take a meaningful step towards the "distinctive" research of guide system design in future folk scenic areas, and provide theoretical and practical reference for the design of guide systems in folk scenic areas. Its impact and effectiveness are very good. In the investigation, analysis, and research process of the above research, there are also many limitations, therefore, limitations inevitably exist in the research process. In the design of the guidance system for the Yuanjia Village scenic area, it is necessary to strive for perfection and uniformity.

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