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The Design and Application of Guide System in Yuanjia Village Scenic Area, Xianyang City

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Abstract

In recent years, with the improvement of mass consumption level and the continuous development of social economy, the scale and quality of tourism industry are also constantly improving. Folk tourism has become a hot spot of tourism because of its rich folk cultural characteristics. Yuanjia Village, located in Yanxia Town, Liquan County, Xianyang City, is one of the rural tourist attractions with rich folk customs in Shaanxi Province. Based on the research and analysis of the guide system of Yuanjiacun scenic spot in Xianyang, this paper determines the importance of the guide system design in the scenic spot. Through the field survey and questionnaire analysis of the current situation of the Yuanjia Village scenic spot guidance system, the paper summarizes the objective problems and deficiencies. Finally, through the system of science and sustainable development of the design concept to its ideological guidance, to the Yuanjia Village scenic area of the guide system design put forward the corresponding comments and suggestions.

Keywords: Yuanjia Village, Folk Tourism, Guide Design

Introduction

In recent years, along with the development level and the change of people's living needs, the tourism industry has developed rapidly, the scale has been expanding, and the quality has been continuously improved. 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 living in a well-off society. The status of tourism as a strategic pillar industry of the national economy is also more consolidated. Over the past two years, despite the severe impact of



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the new crown pneumonia epidemic, tourism has experienced great fluctuations, but overall, in the national economic structure, the pillar position has not changed. At present, with the end of the epidemic situation, China's tourism industry is ushered in retaliatory growth.



Fig. 1 Main Gate of Yuanjia Village Fig. 2 Tourist Reception Center of Yuanjia Village

Source: Figure from www.baidu.com

Yuanjia Village, as the representative of Guanzhong Folk Village, also has the lack of regional culture and the vague guide to tourists in the design and construction of its guide system. In the process of the research on the design of the visual guidance system of Guanzhong cultural characteristic folk tourism scenic spot, the design of the visual guidance system of Yuanjiacun is the most realistic and influential reference and background. This paper analyzes the cultural characteristics of Guanzhong and local folk customs in Yuanjiacun, in order to reverse the pattern of no difference and no characteristics of folk tourism, scientifically and reasonably plan the design of Yuanjiacun guide system, strengthen the cultural image and cultural characteristics of folk customs, and better protect, inherit and show the national culture of Guanzhong. Therefore, it will further promote the integrated development of cultural industry and tourism industry in Yuanjia Village Scenic Spot, promote economic development, drive employment growth, and realize industrial transformation and upgrading and coordinated development.

Research Objectives

Firstly, on the basis of fully excavating the culture of Yuanjiacun and the characteristic culture of the scenic spot, the artistry and practicability of the design of the guide system of Yuanjiacun scenic spot are improved, and the problems of the low degree of combination



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between the design of the guide system of Yuanjiacun scenic spot and the culture of Guanzhong area of Shaanxi Province and the insufficient integration of artistry and culture are solved. Let tourists deeply perceive the folk culture and characteristics of the place, and let all brands of Yuanjiacun and its characteristic folk culture continue and inherit better.

Second, 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 perfection to cultural connotation. Combining with the theory of guiding system design, the problems existing in the current situation of Yuanjiacun guiding system are solved, so as to enhance the influence of the scenic spot itself, further improve the cultural value of the scenic spot, enhance the comfort of tourism experience, inherit the excellent traditional culture of the nation, and boost the local economic development.

Methodology

(1) Summarize the induction method. This study will be the main theory and practice of effective way to integrate the full text. With reference to books and literature as a theoretical support, and to read professional academic papers as an auxiliary, the author's theoretical knowledge background and thinking basis at the postgraduate study stage as the core. In addition, on the basis of on-the-spot investigation, collect relevant typical cases, form the transformation from perceptual to rational knowledge, and complete the final summary and induction.

(2) Investigation and analysis method. On the basis of existing research data, carry out on-site investigation and user data collection for Yuanjia Village, analyze the investigation results to draw effective conclusions, record and summarize and analyze the relevant problems that need to be solved and can be adjusted and improved in the environmental guidance system of the scenic spot.

(3) Questionnaire survey method. In order to more truly understand the behavior purpose and way-finding process of people coming to small villages and towns with cultural and tourism characteristics, combined with the results of previous field interviews, considering different age differences, educational level, social background and other factors, the questionnaire was designed with easy-to-understand sentences. At the same time, in order to



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ensure the reliability of the questionnaire, the questionnaire was randomly distributed in the pilot villages and towns, filled in on the spot and collected. Later statistics and analysis of data.

Result

1. Overview of Natural Resources and Traditional Culture in Yuanjia Village

Yuanjia Village has a beautiful and pleasant ecological environment and is a beautiful village where nature and humanity complement each other. Yuanjiacun natural landscape and cultural landscape each other, is an important tourist destination in the west. Deliberately attracted small streams, around the village, like Lijiang in Yunnan Province, where the stream Ding Dong sound, to Yuanjia Village added aura, attracted popularity. There are many peach trees in the tourist area. Whenever the peach blossoms are in full bloom, there are colorful flowers and buzzing butterflies. In addition to peach trees, apricot trees, pear trees, there are other flowers and trees, lush forests, fragrant flowers and plants, rich species of animals and plants. Yuanjia Village is rich in ecological resources and beautiful environment. Here for leisure and holiday tourism, you will have a fresh feeling of returning to nature.

There are many scenic spots preserved in Yuanjia Village, most of which are rich in history and culture, and the representative one is Zhaoling Museum. Guanzhong area where Yuanjiacun is located can be said to be brilliant, and the well-known "800-mile Qinchuan" is also a very important part of the middle reaches of the Yellow River with a long history in China.

2. Introduction to the Survey of Yuanjia Village Navigation System

During the research period, we conducted on-the-spot investigation on Yuanjiacun characteristic town scenic spot for many times, focused on the current situation of Yuanjiacun guide system, and classified its existing guide system, including general guide sign, direction indication sign, scenic spot sign and warning sign. Through the investigation, it is found that the guide signs in Yuanjia Village can be divided into not only the indicator type facilities and the location mark facilities, but also the explanation sign facilities and the warning sign facilities.



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Fig. 3 Indication Signs of Yuanjia Village



Fig. 4 Location Signs of Yuanjia Village



Fig. 5 Illustrative Signs of Yuanjia Village



Fig. 6 Warning Signs of Yuanjia Village

3. Analysis of research situation

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:



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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

4. Analysis on the Guide System of Wuzhen, a Characteristic Town

Wuzhen is located in the center of Hangjiahu Plain, located in Tongxiang City, Zhejiang Province. As one of China's top ten charming towns and one of the top ten historical and cultural towns, Wuzhen can not only enjoy the comfort and convenience of modern life, but also feel the simple and fresh water life, fully meeting the tourist needs of sightseeing and vacation. The design of the guide visual also uses some characteristic elements, which presents the style characteristics of the ancient towns in Jiangnan of China.



Fig. 7 Guide view of Wuzhen Henggang Figure 8 Wuzhen Characteristic Signs

Source: The above picture is from <https://image.baidu.com>

In the design, the characteristic elements symbolizing the local culture are selected for design, and the antique charm is retained in the material selection. The bamboo guide board



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is integrated with the building, which is very coordinated with the ancient buildings of Ming and Qing Dynasties and the old streets in the scenic area.

5. Work Design and Analysis

Firstly, interpret the cultural characteristics and extract symbolic elements of the Guanzhong area where Yuanjia Village is located; On the basis of following the application principles of Semiotics theory, add the regional cultural characteristics of Guanzhong, and carry out System integration from a higher level of logo system design. In the study of the cultural characteristics of Guanzhong, a series of regional cultural features such as gatehouses, shadow puppets, window frames, Jinghua culture, and the Silk Road are highlighted.



Fig. 9 Design of Yuanjiacun Road Sign System



Fig.10 Design of the guide system for the toilet in Yuanjia Village

Source: The above picture was designed by the author

In response to the requirements of the brand culture of Yuanjia Village, the design of the guidance system for the Yuanjia Village scenic area has been completed, providing new ideas for the construction of a distinctive guidance system and cultural brand for similar folk tourism scenic areas. Through this approach, tourist attractions with regional characteristics, cultural backgrounds, and folk customs can also better achieve the goal of differentiated and distinctive development.

Conclusion

Through the design of Yuanjiacun scenic spot guide system, we find the importance of culture in the design of guide system. In the design process, the excavation of culture and



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the extraction of elements are based on the cultural characteristics of the scenic spot. In the research process of this topic, to explore the unique regional cultural characteristics of the guide design, can better for the future of the folkloric scenic area guide system design "characteristic" research has taken a meaningful step, and for the folkloric scenic area guide system design provides a theoretical reference and practical reference, its impact is very effective. In the process of investigation, analysis and research, it is also restricted by many conditions. Therefore, the limitations in the research process must exist. In the design of Yuanjiacun scenic spot guide system, we should try our best to perfect and unify.

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