

# **A Brief Talk on Environmental Experience Graphic Design in the Construction of Characteristic Tourism from Signage Design**

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**Abstract.** With the continuous development of the national economy and the improvement of the design industry, the wayfinding system has gradually been accepted and valued by the public, and the research on the wayfinding system of the public environment has become more and more in-depth. In recent years, the research on the wayfinding system has begun to develop into the integration of human culture and cultural implantation in the environment, forming a new visual system design concept, Environment Graphic Design. With the deepening of research, environmental graphic design has once again developed and deepened, studying the detailed experience of people in the environment and presenting it in the form of graphic design. That is, Experience Graphic Design. This article will discuss the application of environmental graphic experience design in the construction of characteristic tourism from the perspective of signage design.

## **Introduction**

In the post-epidemic phase, as the level of vaccines and medical care improves, the country's gradual opening and recovery of the economy means that history has begun to move towards a new stage. The huge wheels of infrastructure construction have begun to slowly turn, and construction in various places is being restored and unfolded in an orderly manner. Combined with the promotion of tourism policies, the construction and development of characteristic tourism projects in various regions are in full swing. While the infrastructure construction is gradually improved, it also brings new problems. The homogeneity of many characteristic tourism projects has intensified, and only the construction of hardware infrastructure is done. The characteristics no longer have characteristics, and the experience of visitors, residents and managers is ignored. The following will discuss the graphic design of environmental experience in the construction of characteristic tourism from the perspective of people and experience in characteristic tourism projects.

## **1. Understand the Graphic Design of Characteristic Tourism and Environmental Experience**

### **1.1. Understanding of Characteristic Tourism**

This article no longer explains the meaning of characteristic tourism, nor does it discuss the definition and characteristics of characteristic tourism. It only understands the relationship between characteristic tourism and the design from the perspective of environmental experience graphic design.

In a broad sense, based on a certain area, a settlement that integrates local characteristics and culture to achieve the purpose of leisure tourism can be called a characteristic tourism project. This scope includes a wide range of content and has different classifications. Featured scenic spots, feature towns, feature towns, tourist cities, etc. can all belong to the scope of feature tourism. There are not only tourism methods that integrate with local residents, but also completely ecological natural scenery or historical sites. In the state of large-scale development of tourism and tourism,

conventional tourism and shopping can no longer meet the increasing demand of people. Young people have a joke: "Tourism is to leave the place where you are tired of living, and go to the place where others are tired of living", which fully shows that the market demand for tourism is increasing and developing year by year. At this time, characteristic tourism gradually entered people's vision with the development of the market, which is an inevitable trend of market development.

## **1.2. Environmental Experience Graphic Design and Characteristic Tourism**

Signage design has undergone many changes in the domestic development stage. Now, with the progress of society and the gradual deepening of academic exchanges and research, it has developed from a single public guide to studying the experience of various types of people entering the space environment. Due to social and historical reasons, most of the domestic characteristic tourism constructions focus on infrastructure construction. It is used to improve the local infrastructure environment-repair roads, renovate buildings and various facilities, renovate the environment, and even rebuild new buildings and gardens. The construction of these infrastructures has indeed improved the visual appearance of the project site, and at the same time improved the overall atmosphere of the environment, bringing a good experience to local residents and visitors. The design and construction of infrastructure, due to the limitations of the market environment, reference standards, and cost constraints, have caused similarities and imitations in infrastructure construction in various regions. For example, when walking between a small town in one place and a small town in another place, the architectural design, road planning, and tourist routes are almost the same, and even tourist souvenirs are the same. Such a homogenous approach, no matter how the travel mode changes (self-driving, traditional, individual or family or group), it will cause the visit experience to deteriorate. There are often complaints among tourists: where to buy souvenirs are beads, and finally found that even the place of production is exactly the same, it is not as cheap as online shopping directly sent home [1].

Looking at the above problems, the core problem is that the characteristics are not obvious, the overall culture is not well explored, and the construction of the hardware facilities has ignored the creation of soft space. The characteristic two characters of characteristic tourism need to dig deep into local characteristics, creatively combine new techniques and thinking, and put them back in front of the public to form a unique cultural temperament [2]. In contrast to the wayfinding system, in recent years, most tourism project wayfinding systems have been able to express certain project characteristics on the basis of complete functionality, and excellent wayfinding systems are also emerging in endlessly. With the increasing requirements of tourism projects, the wayfinding system is no longer satisfied with functional design. The basic function of orientation has been transformed into a visual extension of memory to deepen the impression of visitors, enhance the cultural connotation of the project and space cognition, and other deeper design depth [3]-environmental graphic design. This term has been developed overseas for many years, and it is still in a budding state of use in China, more and more designers are beginning to realize that Signage design is no longer a traditional functional guide. Environmental graphic design will eventually bring the design of the Signage system to a whole new level.

Compared with environmental graphic design, a further development is environmental experience graphic design. Starting from various humanistic experiences in the environment, looking for various problems in the environment, using graphic design techniques to solve and present them, focusing on people and experience [4].

Tourism is ultimately an economic industrial chain. Featured tourism drives the development of local characteristics, attracts more business opportunities and investment, and ultimately promotes the development of the local economy. This is a huge subject that covers a variety of different industries and functional departments. This article will not repeat them one by one, but only separates the human graphic experience from this huge subject. Analyze and talk about the creation of soft space for characteristic tourism and the improvement of tourism experience from the perspective of environmental experience graphic design.

## 2. Analysis of Environmental Experience Graphic Design in Characteristic Tourism Projects

### 2.1. Groups in Characteristic Tourism Projects

The ultimate core of design is to solve problems. In the previous chapter, we mentioned two key points in environmental experience graphic design, one is people and the other is experience, while graphic design is the specific form of solution.

For the "people" in the characteristic tourism project, it is subdivided into multiple groups: visitor group, occupant group, builder group and manager group, corresponding to different groups, they hold different concepts and perspectives, and the experience of the space environment in the characteristic tourism project is different, and analysis and judgment are needed.

**2.1.1. Visitor groups.** The visitor group is the largest mobile group in special tourism. On the macro level, when they come to a certain area for a certain purpose-play, interview, business, shopping, etc., they are regarded as visitors to that area. Visitors have different purposes, age groups, and social nature and needs. They are the most active group in the characteristic tourism environment. When you come to a place, what you want to see, what you want to play, and what you want to know directly affect visitors' perception of the environment. In this group, due to the difference in age and cognition, each visitor has a different focus: There are hoping that the whole family can have something to see and play, there are food tours, there are characteristic architectural styles, and there are reporters interviewing and seeking business opportunities... All kinds of purposes have brought all kinds of visitors. Whether they can meet their psychological expectations is the key to enhancing the characteristic tourism experience.

**2.1.2. Resident groups.** The resident group is the "indigenous people" in the characteristic tourism. This group is huge and complex, and has its own understanding and emotions about the place where they live for a long time. Compared with the visitor group with short timeliness, this group's requirements for space experience are closer to practicality and function. The residence is divided into permanent residence, short-term rental and commercial-residential co-ownership. The length of residence determines the degree of acceptance of spatial changes, and whether to engage in business determines the demand for visitors.

**2.1.3. Builder group.** The definition of the project by this group is more concentrated in the design and construction. The quality of the design determines the degree of construction and cost. These degrees and costs determine the direction of the group's attention to the project.

**2.1.4. Group of administrator.** From the perspective of the project, the manager occupies a pivotal position in the characteristic tourism project. How to balance the needs of all parties, introduce more good solutions, and at the same time take into account the groups that are active in this space, while reducing costs and improving efficiency, is the result that every manager wants to achieve.

### 2.2. Experience in Special Tourism Projects

What I talked about above is the basic element that makes up the environmental experience-people. In the environmental experience graphic design, the experience of various groups of people affects the final presentation of the project, and the experience of all parties needs to be balanced, rather than just considering or focusing on one aspect. Visual graphics are the most intuitive recognition element of human experience. Visual experience is the first experience people get involved in special tourism projects. This experience is not only presented in the spatial environment, when people decide to understand this area, they have entered people's visual range through various channels: websites, reviews, circle of friends [5], etc., here is the relationship between environmental graphic elements and promotion [6]. The use of environmental graphics can present local characteristics in the form of visual graphics. Through various professions in the environment, the local characteristics are organically integrated into all parts of the environment, making the project more directional and specific. In a complete characteristic tourism area, the graphic elements show different changes due to the different types of carriers: architecture, gardens, advertising, and promotional materials. It also presents different effects due to different construction

operators and plays different roles.

**2.2.1. The experience has begun without setting foot in the environment-promotion and publicity.** Due to the development of the Internet, people's clarity about the purpose of travel depends to a large extent on their understanding and cognition before the start of tourism. This cognition has become extremely rapid and important in the Internet era. Visual experience is the most important element of people's experience, and a desirable tourist destination often leaves a very deep impression on promotion and publicity [7]. Traditional promotion modes: advertisements and leaflets have been gradually replaced by faster methods, and promotion and publicity are more clearly divided into active promotion and passive promotion.

In the Internet age, people communicate and communicate in the most efficient way. Chat software, Moments economy, hot reviews, and short flash videos have become the most common means for modern people to understand and communicate with the world. For a large number of information sources, people began to try to select the information they wanted from a large number of information and pay attention and trust it. This information may come from a circle of friends that you read easily, a short video you saw inadvertently, or a travel anchor you have been following... These sources of information will become effective means of promotion and publicity, and the best way to capture the public's attention in modern times. Traditional special tourism projects have also begun to change, and they have begun to build an Internet celebrity economy and a young economy. The most contacted case is the introduction of the Chinese Palace Museum. The characteristic industrial chain in the past two years has completely transformed the stereotyped impression of the Forbidden City and attracted the attention of a large number of young people: The brand-new visual image, the creation of online celebrity visual check-in points, the design of characteristic commemorative products, and peripheral cooperation products are all a visual feast with the characteristics of the Forbidden City. These products, videos, and webpages have been infinitely promoted and expanded with the reposting and promotion of the public, firmly engraving the impression of the Forbidden City in the public's perception. From the online experience, the visual image promotion of the Forbidden City is successful [8]. The Forbidden City began its transformation from the beginning, establishing a new image for external promotion, and establishing new visual product channels. These are all active promotion. In the later period, consumers began to drive the promotion. When the entire Internet promotion and promotion wheels began to turn, they were passive. The promotion of the project has brought huge development advantages to the project. With the application of 5G and technological progress, this promotion will become broader and faster. At this moment, the impact of environmental experience graphics on publicity and promotion has a strong recognition and cognition. People will collect and remember visual elements that match the characteristics of the project from the vision. This memory determines people's first impression of the project and future recognition, so the environmental experience graphic design has been hidden in the publicity and promotion of the project before setting foot in the environment.

**2.2.2. Graphic design of environmental experience is the surprise and highlight of special tourism.** From the initial understanding and leaving memory to the transition in the project, a good environmental experience can once again deepen the impression of visitors. The visitors of special tourism have been analyzed above, and the purpose is very clear. And a good environmental experience is not only reflected in the creation of characteristics, but also in the planning and guidance of the project with the management operator. Environmental experience is an experience process from macro to micro. Regardless of whether the space is independent of the outside world (with clear geographical boundaries), when entering a characteristic tourism project, the planning of the tour route is a question that every visitor will think about. These visitors hope to go on a food tour; there are hopes for parent-child outings; there are hopes to visit historical sites and so on. How to design tourist routes that meet their needs for all major visitors is one of the key elements for the success of featured tourism projects, and the graphic design of environmental experience can provide good visual memory for these routes.

During the visit process, the visiting crowd will have different ways of visiting due to the focus and time relationship, and the experience graphic design provides different services and highlights for these different ways of visiting people: For visitors who come in a hurry and have time constraints, the marking system in the environmental experience graphics can provide the visitors with a clear destination and the time they need to arrive. A complete wayfinding system design can strengthen the tour route planning, allowing visitors to reach the corresponding destination according to their needs, and at the same time integrate distinctive visual patterns into the wayfinding system to solve the problem of attribution of project characteristics [9]; For people who have a certain amount of time to visit and experience the area, in addition to the basic functions of the wayfinding system, the environmental experience graphics can establish a good detail experience method, and transform or blend into the casual details of the project. Such as guardrails, floors, seats, etc., these integrations do not need to consume a lot of money, nor do they need to overthrow the original environmental elements. However, the environmental experience graphics let visitors discover inadvertently and become a small surprise during the tour. These little surprises carry the wayfinding elements of the characteristic tourist area and have strong wayfinding attributes. Although they are different from the directional wayfinding of the wayfinding system, they deepen the impression of visitors in another aspect of memory. Visitors will experience the dedication of construction managers and the exquisite local life. For local residents, these small exquisites have not subverted the environmental space they have been accustomed to for many years, but have promoted the exquisiteness of the environmental space elements, allowing these old elements to give birth to new connotations.

**2.2.3. Environmental experience graphic design can become a promoter of the economic industry chain.** The characteristic tourism is firstly the highlight, and the establishment of the characteristic is not to add new and artificial "characteristic" elements to the original foundation, but to deeply discover the connotation of local culture. On the basis of connotation, new creativity and expression techniques are used to present and promote, and the process of discovering that the local cultural connotation has not been used for new use is precisely the highlight of the environmental experience graphic design. Expressing local culture in the form of graphic design and presenting it with visual means are the basic elements of experience graphic design. The process of refining local culture will give birth to many bright spots that can be connected in series. For example, the discovery of food can trigger the establishment of special catering. The origin of food involves local historical and cultural characteristics, and these characteristics will trigger local unique or key discoveries. These activities that locals take for granted will bring visitors' curiosity and experience demand for the project. When these seemingly messy spots are connected with the graphic design of environmental experience to become a "cultural festival" and "experience zone", these activities will become a great highlight, providing a good background support for the economic introduction of characteristic tourist areas. The good environment experience brought by graphic design will create many check-in points, attracting Internet celebrities and photography enthusiasts. Their arrival will become the largest local promotion platform, allowing more people to know about the project and experience unique "net celebrity" tourism. Once a virtuous chain is formed, the local area will become a high-quality economic industrial chain, continuously transporting resources and visitors to the local area, thereby improving the level of local economic development and creating more excellent characteristic tourism environmental resources [10].

### 3. Summary

The core of the design is to solve the problem. The core of the development of characteristic tourism is the economic industry chain. The development of the Signage system design into an environmental experience graphic design can not only solve the most basic functional problems, but also establish a complete visual graphic highlight in the project. Connect the scattered environmental areas with graphic design techniques, and at the same time, you can discover the deep cultural connotation of the project. Guide specialty tourism to find its own characteristics of

tourism production capacity, so as to improve the overall quality of the project while improving the details of the environmental experience, and reduce the negative impression that the homogeneity of the characteristics causes visitors to be less interested. Deepen visitors' experience and visual impression, and achieve a better promotion and publicity space; for the occupants, avoid subversively changing the occupant's space, respect and even explore and develop living habits that conform to the local culture. At the same time, improve the local economic efficiency, increase the income and economic level of residents, and achieve the harmonious symbiosis of characteristic tourism and humanistic life; for construction managers, unnecessary repeated investment and waste are reduced, and the publicity and promotion of the project is further promoted. Good environmental experience and cultural construction are of great significance to the promotion and development of economic industries.

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