

Design strategy for regional pictorial guide for vitalization of foreign travelers

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Background and purpose of research

As South Korea has entered the era of becoming world-wide tour nation, more than 10million foreign travelers have been welcomed, Independent travelling among foreign travelers has been on the rise.

However, guide system of guide signs that foreign independent travel needs is insufficient, and development for pictorial guide for them is exigent.

Foreign independent traveler pursues cultural understanding and regional characteristics of visiting site. They prefer places permeated with life and culture instead of well-known tourist attractions, which is why many of them visit folksy traditional markets. However, because there is not any tour information guide sign for foreign travelers in such places, they have difficulty in acquiring information.

Although Korea Standard(KS) public guide enacted by Korea Industrial Standard include tour graphic symbols, most of them represent facilities and actions, and no symbols represent regional characteristics. KS public guide are meant to enable convenient use by anyone regardless of difference in language, nation, ethnicity, and culture, but they can only be used in common locations such as airport, bus stations, and terminals. In order to address such problem, this study aims to develop pictorial guide that reflect culture and distinct regional characteristics and seek design strategy of pictorial guide of regional characteristics to improve tour of foreign travelers.

Realities of individual of foreign tourists who visited Korea

As South Korea has entered the era of becoming world-wide tour nation, more than 10million foreign travelers have been welcomed, Independent travelling among foreign travelers has been on the rise from 64.4% in 2012 to 66.2% in 2013.

In the past, foreign travelers availed group tours based on package prepared by travel agencies. As they travelled famous landmarks according to assigned itinerary as instructed by travel guides, there was no need for tour information guide. However, as independent travel has become more popular, travelers now choose places to visit more freely according to their individual preferences. As they have to decide for everything in the itinerary, they require more detailed tour information guide.

Division	2013	2012	2011	2010	2009
Independent travel	66.2%	64.4%	65.0%	62.6%	62.4%
Group travel	27.7%	25.3%	26.5%	26.9%	26.7%
Airtel	61%	10.3%	8.5%	10.6%	10.9%

2013 Foreign tourism Survey

Current status of the signs and Busan tourists

The proportion of personal travel of foreign tourists to visit Busan has been increased significantly every year. In particular, 80 percent of many visiting Japanese tourists Busan, 40 to 50 percent of Chinese tourists are free travelers personal. These are not the spot is well known, life and culture travel region prefer such as location and food that has infiltrated, Busan City are using a total of 149 graphic symbols to the basic provisions the public guidance graphic symbol KS A0901 series that provides in Korea standard information network. Commercial shopping, tourism, graphic symbol was 92. Commercial shopping is being used in Busan, most tourist graphic symbols, was often to location as is intended to mean a facility behavior presentation.

Improvement pictogram and evaluation

This study focused on Busan Metropolitan City and its international market and Jagalchi market that foreign travelers visit most often, 6 of the food information guides including dried fish, used and provided by Busan city in traditional markets, were modified. Moreover, special products of Busan like Gijang seaweed and anchovies, popular street foods of international market like Busan fish cake, seed-filled Korean pancake, Busan fried tolu pocket, Busan mixed glass noodles, and live fish sold in Jagalchi market were selected to be included 13 kinds of pictorial guides that were developed in this study. Convenience sampling method was used for 30 male and female of 19 years and above from China, Japan, and Hong Kong, the three countries that visited Busan most often, and awareness of pictorial guides was investigated. After investigation, each response was collected, averaged, and finally converted to percentage score.



Improvement pictogram

Foreigners China 30.8% that you understand the terms of the cover of the guide map, Japan 15.4%, was 23.1 percent in Hong Kong. Therefore, it was the understanding of measurement to target the foreigners there are plans to Busan Have you visited the travel or to visit, Degree of understanding for the dried fish is China 70%, Japan 63.3%, Hong Kong 80%, Sashimi is China 6.7%, Japan 53.3%, Hong Kong 33.3%, Accessories China 93.3%, Japan 100%, Hong Kong 100%. Kitchenware is China 96.7%, Japan 93.3%, Hong Kong 100%, glasses is China 100%, Japan 100%, Hong Kong 100%. Lacquerware is 중국 10%, Japan 26.7%, Hong Kong 36.7%, Gijang pinnatifida is China 50%, Japan 40%, Hong Kong 63.3%, Gijang anchovy is China 33.3%, Japan 46.7%, Hong Kong 60%, Busan Fishcake China 70%, Japan 86.7%, Hong Kong 90%, Seeds Hotteok is China 53.3%, Japan 40%, Hong Kong 66.7%, Busan Fried tolu pockets is China 80%, Japan 70%, Hong Kong 66.7%, Busan Bibim noodles China is 80%, Japan 90%, Hong Kong 93.3%. Live fish is China 43.3%, Japan 86.7%, Hong Kong 53.3%.

Conclusion

As pictogram visualizes figures in symbols, anyone without prior education has to be able to immediately understand. However, because pictorial guides developed in this study had too distinct regional characteristics, foreign independent travelers had difficulty in comprehending in one look. Only after their meanings were properly explained, the travelers could understand. In order to address this issue, it is suggested that tour information guidebook is provided to foreign independent travelers. As they are able to understand and recognize pictorial guides beforehand, it is expected that inconvenience of acquiring information in visiting site is minimized.