Research on the Design of Cultural Park Interpretation System——Taking Panjin City Gujia Culture and Customs Holiday Park as an Example

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Abstract. Inside the scenic spot, the interpretation system is an important way to strengthen resource protection and manage the communication between tourists and institutions. It helps tourists to quickly obtain information and also feedback the quality and management level of the scenic spot. Taking Panjin City Gujia Culture and Customs Holiday Park as an example, this paper analyzes the shortcomings of the existing interpretation system during the planning and reconstruction period of the park, and re-designs and improves the park interpretation system in combination with environmental psychology. The park's interpretation system and the enhancement of visitors' understanding of the cultural connotations of the scenic area are of paramount importance.

Keywords: Interpretation system; Environmental psychology; Humanized planning.

1 Foreword

With the development of the economy, people pay more attention to cultural parks, and it is very important to establish a humanized commentary system in cultural parks. The Cultural Park Interpretation System helps visitors understand specific cultural information through the use of various forms of communication media to further communicate between visitors and management.

A large amount of data indicates that there are still many problems in the interpretation system of domestic cultural parks. The problems are as follows: (1) The interpretation system cannot meet the needs of tourists to increase knowledge. Many cultural parks do not have a perfect interpretation system, and the scientific significance of the scenic spots. It is not high, and it pays more attention to service functions, but the educational function of regional culture is relatively weak; (2) It is found from the survey that many scenic spots have no formal tour guides and lack guide service functions; (3) The interpretation system is imperfect. At present, there are many problems in the traffic guidance signs, the scenery explanation cards, the warning letters and the service guidance signs of many scenic spots; (4) Visitor Center commentary The service system is not perfect. The tourist centers in many scenic spots in China completely ignore the commentary function of the scenic spots in the park. This leads to the lack of a comprehensive understanding of the scenic spots after the tourists arrive at the scenic spots, which directly affects the tourist quality of the tourists. Therefore, designing a humanized commentary and guidance system is an important issue. [1]

2 Influence of theoretical analysis of environmental psychology on the design of interpretation system

2.1 The basic psychology of tourists in the environment

Environmental psychology mainly studies the interaction and interrelationship between environment and human psychology. On the one hand, the influence of environment on human psychology, on the other hand, the research on people's environmental needs, so the improvement and improvement of environmental quality also affects. People's psychological perception. Environmental psychology has been widely used in design, especially in different spatial places to give people different psychological perceptions, thus guiding people to produce different behaviors. When the cultural park commentary system design is based on the deep excavation of cultural connotations, some color elements and image elements can be used to provide visitors with a
rich visual experience and a more pleasant mood for tourists. [2]

2.2 The influence of social factors of the environment on the design of the interpretation system

The social factors of environmental psychology also influence the planning and design of the interpretation system. The sense of the sense of the tourists' psychology, the feeling of crowding, the privacy problem, the belonging of the personal space and so on all influence the tourists' satisfaction with the park and affect the tourists. Judging the rationality of the design of the park. Moreover, in a large park, reasonable allocation of space is very important, so the interpretation system inside the park should be designed in the early stage of the park planning. [3]

2.3 Rational relationship between human and nature design

The perception of the park by tourists in psychology is not only reflected in the attitudes and social factors of the tourists themselves, but also in the integration with nature. The beautiful natural environment will greatly increase the satisfaction of tourists to the park, because the visual landscape theory often thinks that in most cases, visitors can experience the different natural landscapes through the natural factors of the park. Get a different experience. And research shows that natural elements are very effective in relieving the stress and health of tourists. Therefore, when planning the design park interpretation system, the design of the commentary display system should be integrated into the surrounding environment. The choice of color must conform to the aesthetics of tourists and cannot escape from the overall environment. [4]

3 Case of Panjin City Gujia Culture and Customs Holiday Park

3.1 Park Introduction

The Gujia Culture and Customs Holiday Park is located in the surrounding area of Gujia Village, Panjin City, with a total area of about 6,000 acres. The Gujia area is now in the stage of reconstruction design, designing and renovating the reconstruction project of the Gujia Culture and Customs Holiday Park, designing the park planning and interpretation system, and proposing a more humanized high-quality commentary system design. According to the profound cultural background of Panjin City, this design takes the theme of “military” and divides the Gujia Culture and Customs Holiday Park into three major sections – Shuangtaizi Ancient City Military Culture Park, Yuejie Shuixiang Commercial Comprehensive Leisure Area and Shuiyun Mountain House Humanities Resort. (1) Shuangtaizi Ancient City Military Culture Park is based on the theme of “Army in the City”, building the Ming City Wall Shuiyu City, showing the patriotic style and daily training life scene of the soldiers of the Ming Dynasty; (2) Yuejie Shuixiang Commercial Comprehensive Leisure Area is based on the Ming Dynasty Shuixiang City Commercial as a prototype, imitating the comprehensive leisure area of tourism commercials built by Suzhou Mudu Ancient Town; (3) Shuiyun Mountain House Humanities Resort is based on the stacked mountains and waters of the Ming Dynasty classical gardens to create artificial landscapes and Classical gardens have the quality of Jiangnan classical gardens.

Figure 1. A parcel map of Gujia Culture and Customs Holiday Park.

3.2 Planning and design research

According to the theoretical basis of environmental psychology, combined with environmental psychology, the Panjin City Gujia Culture and Customs Holiday Park will be re-planned to give visitors a more comfortable experience.

Figure 2. Conceptual Planning and Design of Gujia Culture and Customs Holiday Park.
Table 1. Conceptual master plan project name.

| Area name                                     | specific project                   |
|-----------------------------------------------|-----------------------------------|
| Shuiyun Mountain House Humanities Resort      | Shuiyun Mountain House Vacation hotel Star Hotels Featured Inn |
| Yuejie Shuixiang Commercial Comprehensive Leisure Area | Yuejie Shuixiang Commercial Street |
| Shuangtaizi Ancient City Military Culture Park | Granary Kitchen Barracks Theater hall General house Water Army Wharf Training ground Beacon Archery range |

3.2.1 Increase the card system project comment function

The construction of the signage system is of paramount importance. Due to the lack of interpretation functions of the old scenic spots, it is necessary to increase the introduction of the specific project by the signage system when constructing a new guide system. When designing the scenic spot project introduction card, according to the environmental psychology, the design of the licensing system should be carried out under the personal experience to show the external image and the inner cultural connotation of the scenic spot, and the number of interpretation cards according to architecture and aesthetics. Dimensions are planned and designed.

3.2.2 Add a tour guide service site

Add a tour guide service to an obvious place near the Visitor Service Center. The location must be chosen close to the entrance gate and where visitors can find it quickly. The façade design of the tour guide service station should be consistent with the environment, and the tour guide service function should be added inside the tour guide service site. At the same time, a wireless tour guide explanation system should be added to reduce the need for guided explanations when the flow of people is large, and all the scenic spots should be announced. Guides and language, set up multimedia video introduction system.

3.2.3 Strengthen the unified construction of the brand display system in the park

In the park, the seven functional brand display systems should be planned and designed separately, which not only enables visitors to clearly distinguish the functional brand, but also makes the design of the seven types of branding systems consistent with the environment. Among them, the seven functional brand display systems are - logo image type, panoramic map type, purpose guide type, sight description type, environmental education type, warning type, service type card display system. In addition, the on-site commentary facilities should also include education and service facilities. For the “military” themed holiday parks in Gujia, the small-scale signs such as scenic spots should be added according to the scenic streamline, relying on the traffic route and the structure of the nodes. And large-scale signs such as logo-type panoramic maps are set on the periphery of the scenic spot to achieve the information diffusion effect of the complementary regions in the scenic area.

3.2.4 Strengthen the commentary system of the visitor center

The establishment of the Visitor Center must play a role in providing visitors with information, consulting tours, education, rest and other service functions, and it is best to build a central reception area that integrates accommodation, catering, shopping and other service functions. The setting of the visitor center of the park should be reasonable, the scale is appropriate, the facilities are complete, and the functions should meet the conditions of complete service staff, skilled business and warm service.

Figure 3. The intent map of Gujia Culture and Customs Holiday Park visitor center.

The construction of the visitor center should have the following functions: (1) Provide basic information of the Gujia Holiday Park to ensure that visitors can obtain all the graphic materials of the scenic spot; (2) provide consulting services, and can take personnel consultation, telephone consultation and computer design. In the form of touch screens; (3) providing visitors with rest facilities; (4) selling research materials, literature, various publications and tourist souvenirs related to cultural holiday parks.
4 Summary

The well-established Gujia Culture and Customs Holiday Park Interpretation System is a platform for people to understand the rich tourism experience of the resort park and an important element influencing tourism behavior. The scientific construction of the interpretation system of the Gujia Culture and Customs Holiday Park should play an important role in protecting ecological resources, improving the ecological environment, and rationally and effectively utilizing the internal landscape and promoting the sustainable development of the park. When the planning of the Gujia Culture and Customs Holiday Park Interpretation System was completed, the special plan of the commentary system was continuously based on the needs of tourists. While increasing the knowledge of tourists, it truly appreciated the potential value of the tourist area and constantly improved the satisfaction and revisit of tourists. Rate and develop.

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