

Guide Design for Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town Under Service Design Theory

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ABSTRACT

With the continuous development of society and the improvement of people's living standards, tourists' attention to red tourism is increasing, and the importance of red navigation systems is becoming increasingly prominent. This study takes the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town as the field investigation object, aiming to promote the effective transmission and in-depth understanding of red cultural information through service-oriented design. A specific design plan has been proposed to address the pain points of low recognition and unclear information levels in the current memorial hall navigation system, in order to enhance the red cultural and tourism characteristics of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town and provide corresponding empirical references for the development of other red tourism.

Keywords: Red tourism, Guide system, Service design.

1. INTRODUCTION

Red tourism is a national strategic requirement, and its development is encouraged by numerous national policies. In 2011, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the "2011-2015 National Red Tourism Development Plan Outline", which was the second red tourism development plan outline released by the country after the "2004-2010 National Red Tourism Development Plan Outline". The development of red tourism in the country entered a new era.[1]

2. RED TOURISM GUIDE SYSTEM

2.1 Explanation of the Concept of Red Tourism

Red tourism is mainly based on the memorial sites and landmarks formed by the people led by the CPC in the revolutionary and war period, and the revolutionary history, revolutionary deeds and revolutionary spirit it carries as its connotation. It

organizes and receives tourists to carry out thematic tourism activities to remember, learn and visit.

2.2 Overview of the Red Tourism Guide System

The guide system, as a comprehensive spatial information system that guides people to act according to the illustrated information within a certain public space,[2] is one of the important ways for scenic spots to provide services and conduct science education for tourists. It is also an indispensable means for scenic spot managers to exercise their responsibilities of protecting resources and regulating tourist behavior.[3] The red tourism guidance system plays a crucial role in inheriting historical memory and promoting revolutionary spirit. It not only provides directional guidance and information interpretation for tourists, but also serves as a bridge connecting the past and future, history and reality. In famous red tourism destinations such as Jinggangshan, the design of the navigation system not only considers accurate information transmission, but also integrates interactive experiences, such as interactive

guidance integrated through mobile applications, allowing tourists to have a deeper understanding of revolutionary history during their visit, thereby achieving the purpose of education and inspiration. As American designer Charles Ames once said, "Design is not just about appearance and feel, design is about solving problems." The red tourism guidance system effectively promotes the inheritance and development of red culture by solving the problems of information transmission and experience optimization.

2.3 Definition of Service Design

Service design, as an interdisciplinary and comprehensive research method, is widely applied in various fields of disciplines. The concept of "service design" first appeared in the field of management. In 1982, Shostack first proposed the idea of "how to design a service" in the "European Journal of Marketing", emphasizing the importance of "service" as the center and "design" as the means [4]. In 2008, the "Design Dictionary" published under the auspices of the International Design Research Association gave a more official definition to "service design", which means setting the functions and forms of services from the customer's perspective, conveying efficient and recognizable information, and thereby enhancing the customer experience.[5] In China, Luo Shijian and others have summarized the service design hierarchy model, which elaborates on service design from the ontology layer, behavior layer, and value layer. [6] In summary, the core thinking of service design is to put users at the center and enhance the service and experience of the entire system from a comprehensive perspective. Research should not only focus on the system design between people, things, behavior, society, and environment, but also pay attention to the value transmission and sustainable development brought by the service process. [7]

3. CURRENT STATUS RESEARCH ON THE GUIDE SYSTEM OF MEMORIAL HALL OF HUBEI-HENAN-SHAANXI SOVIET GOVERNMENT IN GEPAI TOWN

The Gepai Town Memorial Hall of the Hubei Henan Shaanxi Soviet Government is located on Gepai Street in Gepai Town, Lantian County, Xi'an City, adjacent to Zhashui County to the south and

Shangzhou District to the east, 48 kilometers away from the county seat. This is a revolutionary memorial hall that integrates cultural relic collection, exhibition, and propaganda and education functions. The foundation was laid in 1997 and officially opened to the public on July 1, 2001, under the jurisdiction of Lantian County Cultural Relics and Tourism Bureau. This place is located in the deep mountains of Qinling Mountains, surrounded by mountains, and is known as a natural oxygen bar and summer resort.

The guide system of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town is very unified and complete, fully in line with the atmosphere of the red scenic area. However, there are some problems that cannot meet the psychological needs of tourists who come to visit, as shown in "Table 1".

Table 1. Analysis of the guide system of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town

Guide signage hierarchy	Illustration	Analysis
First level guide sign		<p>At the entrance of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town, there is a panoramic view, which uses a signboard pasted on the wall in the form of a map. It does not indicate the functional zoning of the entire scenic area, the specific location of public facilities, etc., and is not coordinated with the appearance and surrounding environment, lacking interactive experience.</p>
Information description identification		
Second level guide sign		<p>Place a secondary guidance system above the exhibition hall that tourists must pass through to facilitate timely direction identification while walking. But the information presentation is not clear, tourists cannot efficiently obtain effective information, and it is incompatible with the overall environment.</p>
Directional indication type identification		
Third level guide sign	No	<p>Indicate the name of each facility, and the most basic information identification information is often combined with other types of identification. Different exhibition halls should have corresponding exhibition hall signage, so that visitors can have a clearer understanding of the content displayed in the exhibition hall.</p>
Information description identification		

a Source: Self-drawn by the authors.



Figure 1 Guide system design with theme function.



Figure 2 Guide system design with educational function.

The guide system in the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town mostly adopts a deep red color scheme, which is stable in color without losing its connotation, and is very in line with the temperament of the memorial hall ("Figure 1"). The strong contrasting colors of white and gold further enhance the solemn and dignified atmosphere of the red scenic area, and can better express the tribute and gratitude to the heroic leaders ("Figure 2", "Figure 3").

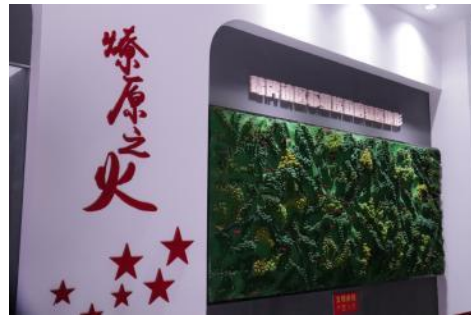


Figure 3 Guide system design with educational function.



Figure 4 Guide system design with broadcast.

The Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town has an intelligent voice explanation system that can provide intelligent explanations through mobile phones and wireless networks ("Figure 4"). It combines portability and intelligence, ensuring that visitors can scan codes to learn about the corresponding red history during their free activities.

4. GUIDE DESIGN UNDER THE SERVICE DESIGN CONCEPT

4.1 The Necessity of Service Design

Implementing the service design concept into the guide system design of Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town can effectively integrate the relationships and processes of various elements within the guide system. On the basis of meeting the requirements of information exchange with tourists, the research focus will shift to the design of the "tourists - guide system - Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town" service system, promoting comprehensive thinking and driving

design innovation throughout the entire service process, deepening the red culture conveyed in the process of red tourism, and paying attention to the

two-way development of tourists and the memorial hall, as shown in "Figure 5".

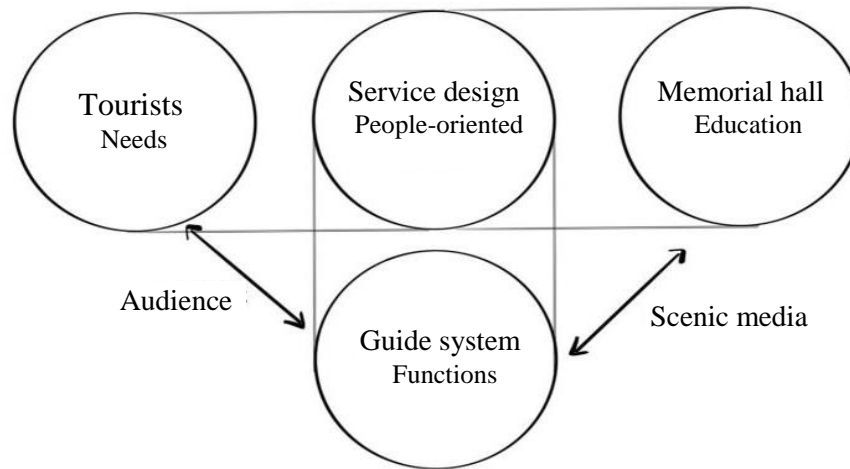


Figure 5 Relationship diagram between service design and the guide system of Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town.

4.2 Accurately Conveying Information

The first is to clearly indicate the route. This refers that the guide system of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town should accurately convey key information such as location, direction, and destination to help tourists visit smoothly. For example, clear signs should be set up at the entrance, corners, and key passages of the exhibition hall to indicate the direction and name of different exhibition halls.

The second is to mark important locations and clearly indicate the important locations within the memorial hall, such as the lecture service area, rest area, bathroom, etc., to facilitate visitors to quickly find the required service facilities and truly understand the services that tourists need during the design process.

4.3 Reflecting the Characteristics of Red Culture

The first is the fusion of color and style, red is the theme color of the Red Memorial Hall, and the guide system should choose red as the main color tone, or supplemented by black or gray, to convey the weight of history, while ensuring that design elements can guide visitors to browse the memorial hall smoothly. In terms of design style, fonts and patterns with a sense of history and solemnity can be used to reflect the connotation of red culture, while also being easy to read, ensuring clear

communication of information, and echoing the overall atmosphere of the memorial hall.

The second is to tell the red stories and use some areas of the navigation system, such as display boards and electronic screens, to briefly introduce the red stories and historical background in the memorial hall, enhancing tourists' cultural experience and educational significance.

4.4 Meeting the Needs of Different Visitors

First, it is necessary to consider providing accessible guidance services for special groups such as the elderly and disabled, such as setting up wheelchair access signs, Braille signs, etc. to ensure that they can smoothly visit the memorial hall. At the same time, for child visitors, more vivid and interesting guidance forms can be used, such as cartoon patterns, interactive signs, etc., to enhance their interest in visiting.

Second, it is the multilingual services. In order to meet the needs of visitors from different regions and countries, the guide system should provide multilingual signage, including common languages such as Chinese, English, French, etc., to ensure the comprehensibility of information.

4.5 Being Easy to Use and Maintain

The design should be concise and clear. The design of the signage should be simple and elegant,

avoiding overly complex patterns and text. By using intuitive symbols and graphics, visitors can quickly understand their meanings. For example, the designers can use a red flag icon to represent the themed area of a red memorial hall, and use a character avatar to represent the service center.

Regular maintenance and updates are also required, and the guidance system needs to be checked and maintained regularly to ensure clear, readable, and complete labeling. With the development and changes of the memorial hall, there is a must to update the guide content in a timely manner to adapt to the new display layout and service needs.

5. ANALYSIS OF THE CURRENT PROBLEMS IN THE GUIDE SYSTEM OF THE MEMORIAL HALL OF HUBEI-HENAN-SHAANXI SOVIET GOVERNMENT IN GEPAI TOWN

5.1 *Lack of Unified Design Style and Identification System*

The guide system of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town lacks a unified design style and guide system, causing confusion for visitors during their visit. The styles, colors, fonts, and other features of some signboards, indicators, and signs are different, making it difficult for tourists to quickly identify and understand them. Therefore, the memorial hall should establish a unified guide system design standard to ensure that each signboard maintains consistency in style, color, font, etc., and improve the recognition efficiency of tourists.[8]

5.2 *Inaccurate or Outdated Information*

The information in the memorial hall guide system is inaccurate or outdated, leading to tourists being misled or unable to obtain accurate information. For example, information such as exhibition time and location may have changed, but the information on the signage has not been updated in a timely manner, and specific information displayed in each exhibition hall cannot be obtained from the first level signage. Therefore, the memorial hall should regularly check and update the information in the guide system to ensure that visitors can obtain accurate and timely information.

5.3 *Lack of Interactivity*

The guide system of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town lacks interactivity and cannot provide personalized route recommendations or related information query functions, resulting in tourists being unable to plan their tours based on their personal interests or needs. Therefore, the memorial hall can introduce advanced interactive technologies such as touch screen query systems, AR/VR guided tours, etc., to provide visitors with a richer guided experience. At the same time, the memorial hall can also use big data to analyze tourists' behavior and interests, and recommend more personalized tour routes and activities for them.

6. DESIGN STRATEGY FOR THE GUIDE SYSTEM OF THE MEMORIAL HALL OF HUBEI-HENAN-SHAANXI SOVIET GOVERNMENT IN GEPAI TOWN UNDER THE SERVICE DESIGN CONCEPT

6.1 *Color Design*

In the design of the guide system for the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town, the choice of main color and auxiliary color is also crucial. As shown in "Figure 6", according to the design positioning of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town, the unique colors of the Red 25th Army period have been extracted, with deep red and black as the main colors, to express the solemn and serious atmosphere of the red scenic area and the special historical background, while also making the memorial hall more recognizable. In psychology, the emotion expressed in red is passion and grandeur, while the emotion expressed in black is solemnity. Together, they form the theme color of the memorial hall's guide system, aiming to convey the uplifting red culture to tourists and create emotional resonance between them and the memorial hall.

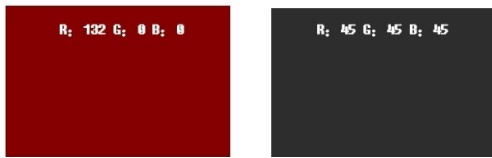


Figure 6 Standard colors.

6.2 Signboard Design

6.2.1 Design of First-level Guide Signage

The layout of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town is relatively clear, but the names of the exhibition halls, the order of visits, and the content displayed in each exhibition hall are not clear. It is necessary to simplify information through graphic design to improve the efficiency of tourists receiving information, as shown in "Figure 7". When designing a tour guide system, various advanced scientific technologies should be applied to provide tourists with a brandnew experience based on the completion of the guidance system's indication function. The design of signboard follows the design concept of "people-oriented" and integrates interactive experience into the design of signboard. The designers use touchable panels and touchable maps to enrich the form of signboard, while also considering the functionality of signboard. The use of aluminum alloy material can ensure its service life. Through the combination of interesting shapes and interactive experience, the signboard integrates indication, intelligence, aesthetics, and fun. The multi-sensory fusion design enriches the emotional experience of tourists and meets their specific needs for the guide system. The appearance of the signboard is mainly linear, with deep red and black symbolizing the Red 25th Army's Long March period, further deepening visitors' understanding of the historical background of the memorial hall. The integration of intelligent design and service design can better stimulate tourists' emotional experience. This pleasant travel experience will accompany tourists throughout their lives. Whenever they recall this memory, they will feel pleasure, which is the significance of service-oriented design.



Figure 7 First-level guidance of Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town.

6.2.2 Design of Second-level Guide Signage

The main content of the secondary guide of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town includes maps and directional information, with the main guide signs such as the main scenic spots in the red scenic area. The guide signs are clear and concise, with strong continuity, and are usually placed at road intersections, tourist routes, and densely populated areas to facilitate tourists to identify directions in a timely manner while walking. Different colors are used to distinguish different courtyard areas, and the exclusive color system of the red scenic area is applied to the guide system, bringing tourists vivid red memories and the most intuitive emotional experience.

When designing the signboard, while ensuring a unified style, the scale relationship of the signboard should also be considered. Taking people-oriented as the foundation of design, it is necessary to grasp the scale relationship between the signboard and people and the environment, and carefully consider to ensure the comfort of people while reading. In the design of this guide system, aluminum alloy has been chosen as the main material for the signboard. Aluminum alloy has strong plasticity, slow

oxidation, excellent coloring adhesion, durability, and is not easily discolored. While meeting the rich color requirements of the signage system in each exhibition hall of the memorial hall, it can also convey the indomitable and courageous spirit of red, creating a good red atmosphere unconsciously. The appearance of the signboard is mainly linear and has strong directionality, giving tourists a psychological suggestion to continue their tour and subtly influencing their travel behavior.



Figure 8 Second-level guidance of Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town.

6.2.3 Design of Third-level Guide Signage

The third-level signage of the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town includes directional signs for the scenic exhibition hall and introduction signs for the exhibition hall. The overall style continues to use the design style of the first-level signage, but it needs to highlight key information, make it easy for tourists to identify, and have ornamental value. Representative red stories or deeds of red figures in

the exhibition hall are displayed on the signboard, highlighting the characteristics of the exhibition hall, promoting red culture, and allowing tourists to feel the influence of red culture during the tour, as shown in "Figure 9".

Voice guidance has been installed in the third-level signage and in crowded areas to solve the problem of visual obstruction caused by high passenger flow. At the same time, the voice system can also assist vulnerable groups by providing voice guidance services for tourists with visual impairments, providing more humane services for the public and allowing them to feel humanistic care while playing in the memorial hall.

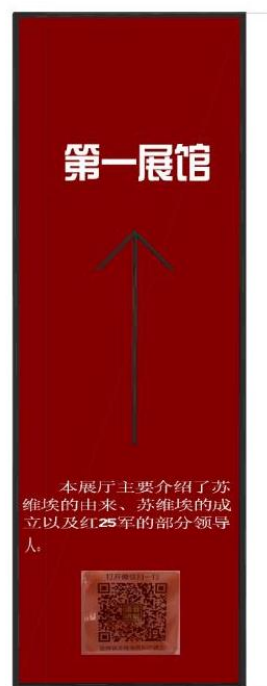


Figure 9 Third-level guidance of Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town.

7. CONCLUSION

Studying the design of the guide system for the Memorial Hall of Hubei-Henan-Shaanxi Soviet Government in Gepai Town from the perspective of service design theory is of great significance for promoting the cultural dissemination and exchange of the Red 25th Army, and enriching the spatial cultural expression of the Red 25th Army.

Red scenic spots are important places to showcase red culture, and the design of their guide system must possess the unique qualities of red

culture. The red guide system is not only a directional indicator, but also an important carrier for inheriting the red gene and promoting the revolutionary spirit. It perfectly integrates the weight of history with modern design concepts, guiding visitors on the path to the depths of history in red venues and revolutionary sites. This article aims to address the problems and deficiencies in the existing red tourism guide system, propose relevant optimization design strategies, construct a service blueprint for the red tourism guidance system, and apply it to design practice to demonstrate its feasibility, further improving tourists' experience in red travel, meeting psychological and physiological needs, and using new forms to provide tourists with more humane and modern services, injecting new vitality into red travel.

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