Title: Influencing of the Horizontal Position of Logo Sign Text in Scenic Spot of Tourist Information

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ABSTRACT

Signs of tourist attraction LOGO refer to visual objects that can provide tourists with specific functional guidance and other information about scenic spots. The tourist attraction LOGO sign is a relatively important part of the scenic spot identification system and is the primary visual object for tourists to understand and search for scenic spot information, mainly through the visual perception of tourists on the LOGO and perception of the evaluation of the impact, and the size of the LOGO, color and location, and other factors have an important impact. However, the current scenic area LOGO also has so many usability issues, like the LOGO design and placement of inappropriate LOGO text and pattern. This paper takes the level position of the LOGO text and text of scenic spots as the independent variable and the fluency of information processing as the intermediary variable. First, the study focuses on the direct impact of the level of the LOGO graphic location of tourist attractions. Second, the second part of the study verifies the regulating effect of the categories of tourist attractions. Thirdly, this paper examined the mediating role of information processing fluency. This part adopts the experimental method, designs, and selects the more appropriate virtual scenic stimuli through experiments, and investigates the intermediate mechanism in the process of the influence of the horizontal position of

the LOGO text and text of scenic spot on the evaluation of tourists' scenic spot. The results show that: the matching degree of visual information processing mode and the horizontal position presentation mode of scenic spot LOGO text and text will significantly affect consumers' information processing fluency and scenic spot evaluation, which confirms the role of information processing fluency.

Keywords: scenic spot signs, tourist attraction LOGO sign, landscape text, horizontal position information, processing fluency, scenic spot category, logo evaluation