Investigation and Analysis of Beijing Olympic Forest Park Tourism Interpretation System

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Abstract. In this paper, the author takes the Olympic forest park as the research object and investigates the Olympic forest park tourism interpretation system through the study of the sampling survey of 300 visitors inquired by some related problems. The aim which the author examined is giving some improve mental measures and providing some guidance for other forest park of Beijing, according to the present situation of Olympic forest park tourism interpretation system and the willing of the 300 respondents. The study found that the independent interpretation system is not perfect and the leading interpretation system has some deficiencies. It needs to improve some aspect certainly, although tourists pretty satisfy the whole system of the park which a stream of visitors came here everyday. The author proposes some suggestions at the end of the article, and hopes to consolidate and improve the satisfaction and loyalty of tourists to the scenic spot.

1. Introduction

Forest park, with its good forest landscape and ecological environment, using a variety of functions of forest [1], provides people with a set of a certain scale tour, vacation, recreation, healthcare facilities, scientific education and cultural entertainment in one place. Forest park interpretation system can use all kinds of material and media activities, pass for specific information on forest park visitors a communication service process. It is a kind of informal education activities, and recreation in a rich tourists experience at the same time, to convey knowledge [2-7].

2. Beijing Olympic forest park tourism explanation system survey

About 300 tourists are visited. About 34.5% of tourists is to relax and relief stress for the purpose of tourists to the Olympic forest park, there are 28.7% of visitors have a happy time with family and friends, easy visitors to the park's main purpose is to do sports and parenting [8-13].

2.1 Frequency of visitors using the Olympic forest park's travel commentary

After investigating 300 respondents in the park to visit during mainly take the way of explanation for the independent browsing placards way, external guide explanation and ask passers-by also took part. In the absence of an in-house tour guide, it is the park's top priority (Table 1).

Table 1 Frequency of visitors using the Olympic forest park's travel commentary

Explanation way	response		Case percentage
	N	percentage	
Browse the explanation card by itself	208	51.1%	72.2%
The tour guide commentary	105	25.8%	36.5%
Consulting passers-by	90	22.1%	31.3%
Other way	4	1.0%	1.4%
total	407	100.0%	141.3%

2.2 The importance of self-guided commentary CARDS (Table 2)

Table 2 The importance of a commentary card

	frequency	percentage	Effective percentage	cumulative percentage
Very important	85	28.3	28.3	28.3
important	180	60.0	60.0	88.3
general	34	11.3	11.3	99.7
Not important	1	.3	.3	100.0
total	300	100.0	100.0	

74.7% of the respondents to the Olympic forest park placards evaluation is satisfactory, the remaining 25.3% think generally, not dissatisfied and very dissatisfied with the situation. This is in line with the park's 5A status. In the end, the Olympic forest park has done a good job in explaining card (Table 3).

Table 3 Need to improve explanation card

	response		Case percentage
	N	percentage	
Improve scenic guide	144	15.8%	48.0%
Improve road sign	164	17.9%	54.7%
Improve Environmental placards	202	22.1%	67.3%
Improve scenic spot placards	92	10.1%	30.7%
Improve Regulations billboard	56	6.1%	18.7%
Improve Resource protection token	78	8.5%	26.0%
Improve Facilities sign	107	11.7%	35.7%
Improve safety sign	71	7.8%	23.7%
total	914	100.0%	304.7%

2.3 Evaluation of the overall interpretation system of the Olympic forest park (Table 4)

Table 4 Evaluation of the overall interpretation system

		frequency	percentage	Effective percentage	cumulative percentage
satisfy	satisfy	36	12.0	12.0	12.0
	satisfy	188	62.7	62.7	74.7
	general	72	24.0	24.0	98.7
	Not satisfy	4	1.3	1.3	100.0
	total	300	100.0	100.0	

The results show that 74.7% of visitors to the Olympic forest park, the overall system is satisfied with, think generally accounts for 24%, 1.3% of tourists are not satisfied with park interpretation system (Table 5).

Table 5 Need to improve explanation card

		response		Case percentage
		N	percentage	
a	sign	131	16.5%	43.7%
	The narrator of scenic	216	27.2%	72.0%
	Visitor center	157	19.7%	52.3%
	Multimedia explanation system	83	10.4%	27.7%
	Electronic interpretation system	55	6.9%	18.3%
	Explanation publications	74	9.3%	24.7%
	Broadcast interpretation system	79	9.9%	26.3%
	total	795	100.0%	265.0%

3. Advice with the guidance in the park

Standardize the interpretation of staff in the park and train them regularly. Reasonable layout and design guide commentary content to avoid the monotony of the commentary content. Only in this way can visitors be knowledge and understanding of the park [14-18].

3.1 Advice with self-guided commentary in the park

Self-guided narration should focus on people-oriented, and reinforce the appeal of the content of commentary. The explanation system must be people-oriented, and it should be considered for tourists. The height, distance, Angle, location, size, color, etc. Are all put in place for the visitors.

3.2 Advice with the park's internal travel commentary system

To establish the system for maintaining and updating the interpretation system and setting up the evaluation and improvement system of the commentary system. The evaluation and improvement of the commentary system is also the top priority of the forest park. Only set up the evaluation mechanism can know where their hand was not very ideal, which is to improve and further opportunity, can let more visitors enjoy the pleasure of forest park,have nice experience to visit.

4. Conclusion

Through Beijing Olympic forest park scenic area interpretation system of fieldwork and survey analysis, understand the current status, advantages and disadvantages of the park interpretation system and the existing problems, the deficiency existed in the scientific analysis and gives the corresponding solutions. It gives some guidance to the future development of the Olympic forest park. Beijing Olympic forest park will be able to better serve tourists and improve the visibility and reputation of the park according to the advice.

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