

## A Study on the Planning of Urban Road Traffic Signs Based on the Leisure Involvement of Self-Driving Tourists

**Authors :** Chun-Lin Zhang, Min Wan

**Abstract :** With the upgrade development of the tourism industry from the simple sightseeing tour to the leisure and vacation, people's travel idea has undergone a fundamental change. More and more people begin to pursue liberal and personal tourism, so self-driving tourism has become the main form of current tourism activities. With the self-driving tourism representing the general trend, the importance of convenient tourism transportation and perfect road traffic signs have become more and more prominent. A clear urban road traffic signs can help visitors quickly identify the direction and distance to the tourism destination. The purpose of this article is analyzing the planning of urban road traffic signs which can bring positive impact on the participation in the recreation involved of self-driving tourists. The content of this article is divided into three parts. Based on the literature review and theoretical analysis, the first part constructs a structural variance model. The model is from three dimensions: the attention of the self-driving tourists to the urban traffic signs along the road, the perception of the self-driving tourists to the road traffic signs itself, the perceptions of the self-driving tourists to the tourism destination information on the traffic signs. Through this model, the paper aims to explore the influence of the urban road traffic signs to the leisure psychological involvement and leisure behavior involvement of the self-driving tourists. The second part aims to verify through the hypothesis model the questionnaire survey and come to preliminary conclusions. The preliminary conclusions are as follows: firstly, the color, shape, size, setting mode and occurrence frequency of urban road traffic sign have significant influence on the leisure psychological involvement and leisure behavior involvement of the self-driving tourists. Secondly, the influence on the leisure behavior involvement is obviously higher than the influence on the leisure psychological involvement. Thirdly, the information about the tourism destination marked on the urban road traffic signs has not obviously influence on the leisure psychological involvement, but it has distinct influence on the leisure behavior involvement of self-driving tourists. The third part puts forward that the planning of urban road traffic signs should focus on the angle of the impact of road traffic signs on people's psychology and behavior. On the basis of the above conclusions, the paper researches the color, shape, size, setting mode and information labeling of urban road traffic signs so that they can preferably satisfy the demand of the leisure involvement of self-driving tourists.

**Keywords :** leisure involvement, self-driving tourism, structural equation, urban road traffic signs

**Conference Title :** ICURPT 2017 : International Conference on Urban, Regional Planning and Transportation

**Conference Location :** Bangkok, Thailand

**Conference Dates :** December 18-19, 2017