

Class 4e ~ On-site Tourism Signs

Background

Due to a general shortage of funds for providing information at tourist attractions sponsors can play an important role in this regard, especially in preparation for the 2010 World Soccer Cup. Currently a large number of tourist attractions, varying from historical buildings to nature trails, cannot even be identified by means of a simple name sign. Apart from basic name signs a great need also exists for more detail background information. By providing such signs and information panels sponsors will receive promotional benefits in return by being allowed to display names, logos and short slogans on these signs and panels.

Responsible Authorities

Provincial and local tourism authorities need to play an initiating and coordinating role in identifying needs for signs and information panels at tourist attractions and in obtaining sponsors for this purpose. Various other institutions such as provincial nature conservation bodies, museum services and the South African Heritage Resource Agency (SAHRA) may also play an important role in this regard.

Additional Benefits for Tourists and Communities

Sponsors may even make a more substantial contribution by:

- Covering the cost of brown tourism signs directing the traveller to tourist attractions ([Class 4c](#)). No information of the sponsor may be displayed on any brown tourism sign, but such signs will ensure more people visiting tourism sites/ attractions where they will eventually be exposed to the sponsor's information on Class 4e signs.
- Providing amenities at tourist sites such as benches, picnic tables and litter bins which may also be used for displaying promotional information.

Basic Design Principles

The most important principle under consideration is preventing commercial advertising from becoming a primary concern. Tourism information should always be of greater importance than promotional information, while all information should be aimed at tourists on foot and not at motorised traffic.

Sign structure, sign content (copy and graphics) and supplementary facilities need to reflect something of the nature and character of the attraction and its environs in

order to make a contribution to local character and sense of place. Signs and amenities need to be robust and vandal proof. Standardised, monotonous sign structures and facilities should be avoided.

Information representing a sponsor should be incorporated into the sign in a seamless manner, without dominating the sign or any supplementary facility in terms of size, colour or any other design element. In the case of smaller name signs or information panels in the urban environment the back of such a sign may be considered for sponsor information.

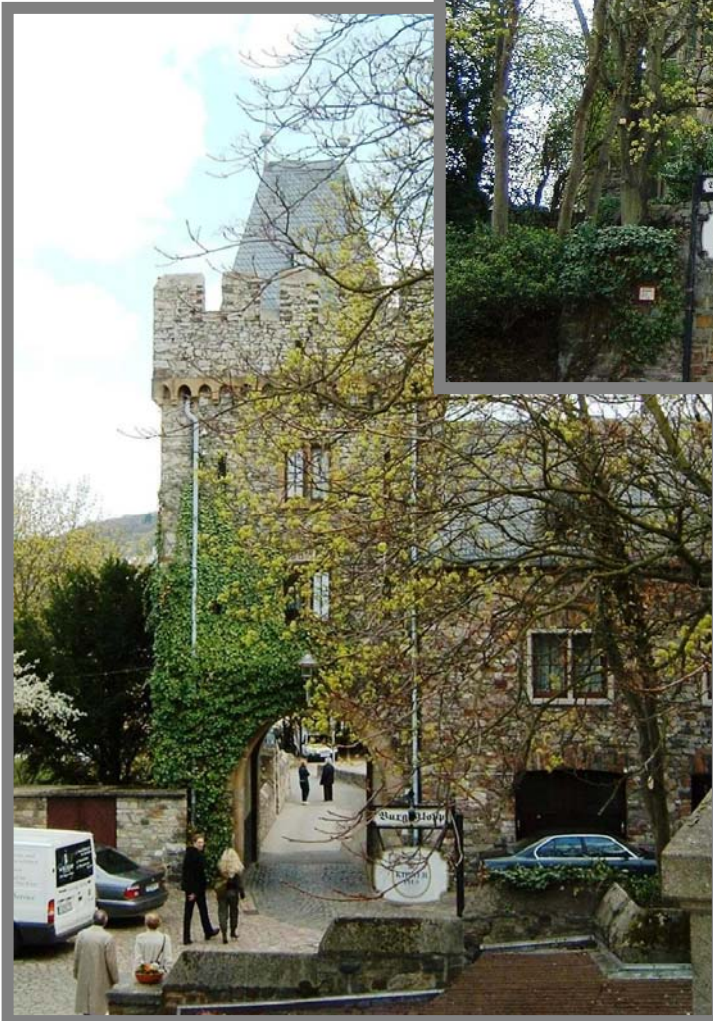
Benefits for Sponsors

This sign class will provide the following benefits to the sponsor:

- Displaying the name, logo and contact details of sponsor on signs, information panels and amenities.
- Displaying short advertising slogans on signs and amenities.
- Improving the sponsor's image by means of his/her contribution to tourism development, employment opportunities and community upliftment.
- Obtaining a green image by providing information on the local ecology which will not only be of benefit to the tourist, but will also serve a purpose of environmental awareness raising amongst the public. Providing information on litter prevention and similar environmental campaigns may also be considered.
- Providing additional coverage and publicity opportunities to sponsors at tourism information centres and by means of tourism publications.

Coordination with Class 2e Signs

Amenities such as street furniture are also being provided for in [Class 2e ~ Street furniture & large posters in pedestrian areas](#), which covers both urban and rural environments. The necessary coordination therefore needs to take place between Class 2e and 4e signs.



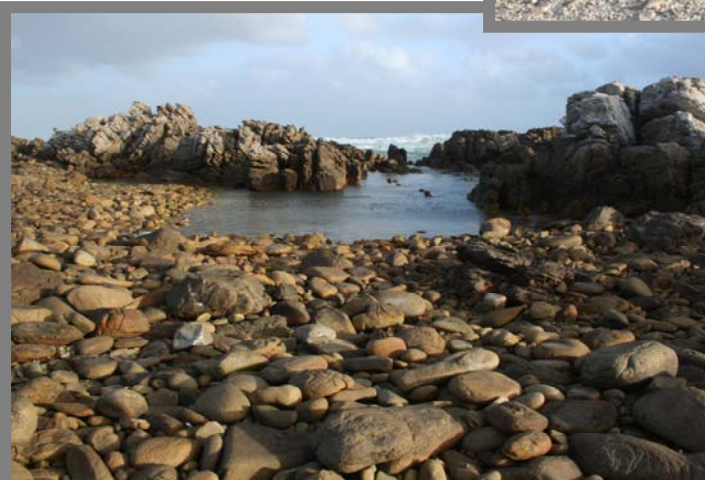
Castle Klopp in Bingen, Germany. The panel representing the sponsor is dominating the sign in terms of size and corporate colours. The name panel only dominates in terms of position. However, in this case all the design features of the sign, including the design colours, are in almost perfect harmony with the visual elements of the tourist attraction and wider environment and are actually contributing to local sense of place.



Whale-watching information panels at Hermanus, one of the best shore-based whale-watching spots in the world. Sponsors may play an important role in providing similar information panels at a large number of other tourist attractions in the country.



Cape Agulhas –
the southernmost point of Africa



Sign (above) indicating the southernmost point of Africa. Local stone and pebbles used for constructing this sign reflect the harshness of the environment and contribute to the local sense of place.

An information panel (right) providing information on great ocean explorers – a fitting topic for this part of the South African coast. The inexpensive log structure fits well into the environment. The tourism logo and the logo of the Department of Environmental Affairs & Tourism are displayed at the top right hand corner of the panel. Such logos can just as well be replaced by the logo of a sponsor in the case of sponsored signs.





Another southernmost point – this time in Asia (left). A good example of total harmony between sign content, structure and environment in terms of form, colour and texture.



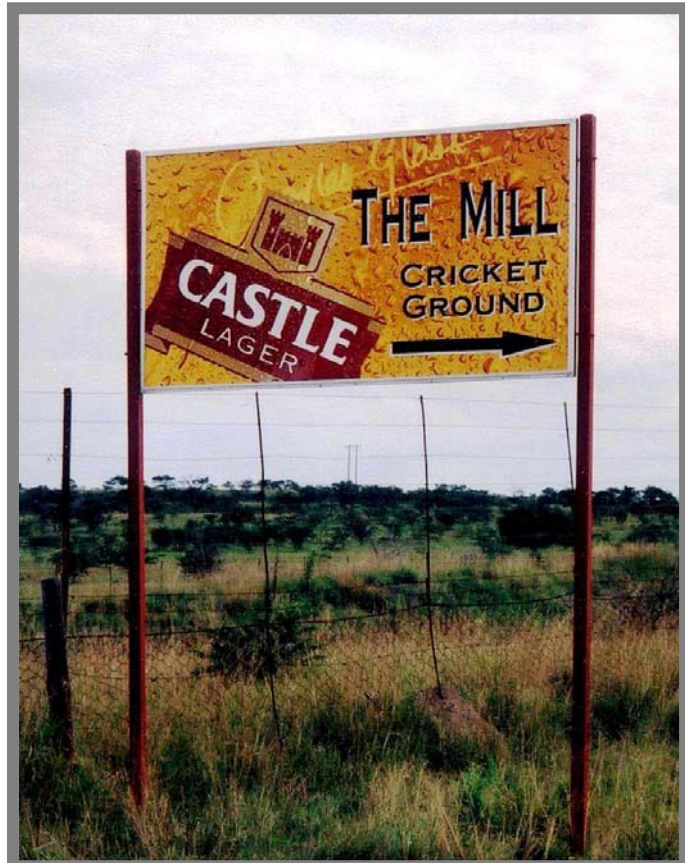
Maps indicating tourist attractions in Madrid and Paris (top left and right). The backsides of these structures make provision for commercial advertising (right). Signs like these may just as well be provided under [Class 2e](#) ~ Street furniture & large posters in pedestrian areas.





A total dominance of sign content by the sponsor's interest (left)! A sponsored sign of this nature should never be allowed for indicating any tourist attraction.

A good example of the need for tourism signs being exploited by a sponsor (right). Apart from dominating the sign content sponsored signs should not be used to direct the traveller to a tourist attraction, but should be aimed at the tourist on foot at the attraction itself. Tourism direction signs are provided for by means of [Class 4c](#).



Compiled by Frans Jordaan