

## Class 4c ~ Tourism Direction Signs

At the moment it does not seem as if this sign class is very successful in providing an acceptable alternative to the clutter of unappealing and illegal signs currently being used for directing the tourist to facilities, activities and attractions. The following issues may play a role in this regard:

- Insufficient sign control.
- Ignorance of the need for the proper management of outdoor advertisements and signs in the tourism industry.
- Class 4(c) signs inadequate for directing tourists to facilities.
- Procedure for application and approval of tourism direction signs inefficient.

The SADC-RTSM makes provision for Tourism direction signs by means of the following:

- [Tourism guidance signs](#) covering attractions, services and accommodation.
- [Tourist Route Marker signs](#) GE18 to GE18.5 for indicating tourist routes which links a number of tourist facilities over some distance.

According to SADC-RTSM only generic symbols may be used for signing service facilities. However, a need does exist to know exactly which service facilities are available to the traveller at which point. It is therefore often felt that apart from generic symbols indicating facilities such as food outlets or filling stations, brand logos or the names of such facilities should also be allowed on tourism direction signs at turnoffs to towns or at off-ramps. Incorporating the American Logo Sign concept into Class 4(c) may be considered for this purpose. However, since SADC is not willing to incorporate any commercial advertising into the SADC-RTSM such logo signs will have to be provided for in the SARTSM. It may be argued that commercial advertising should not form part of tourism direction signs. On the other hand commercial advertising are already allowed as part the South African Road Sign System in the form of [Class 2h ~ Street name advertisements](#) and [Class 2i ~ Suburban](#) ads. So why not make commercial logos part of Class 4c as well? The logo sign concept is visually acceptable – the only problem may be an information overload if too many facilities of the same kind need to be indicated at a specific turnoff or off-ramp. In such cases an information lay-by or even an outdoor advertising node may be considered.

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## American Logo Signs



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