

Abstract

The tourist industry has already become one of the economic activities that many countries pay much attention to in recent years. Among tourist activities, the map has great effect on planning trip programs and seeking sight-seeing for visitors. However, there are not clear and sufficient information about the tourist maps since those lack real design and elements of maps. This study analyzed and induced the designing features of Taiwan tourist maps according to scale, annotation, map information, symbols, media, format, inset map, picture, and advertisement. The conclusion reveals that Taiwan tourism maps are transformed from transportation map, pictorial symbols were employed a great quantity, and map elements are incompletely.

Besides, the present research found that general readers prefer the line sign of hierarchical organization and color mixture. For point symbols they prefer pictorial symbols, and for the area symbols they like the design of district colors. But the reader took the related map curriculum, then they like the line symbols line sign of hierarchical organization. For the positional symbols they prefer pictorial symbols, but for areal symbols, they prefer single color. The findings reveal that a reader that once was subjected to map's education, the preference of map sign, definitely close to the rule of designing map.