Associations between colors and affective words related to tourist attractions

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Abstract: We have developed a tourist map system based on the way people create associations between colors and affective words related to tourist attractions. This study examines such associations. In the first experiment, a participant was required to choose one color from among the seven rainbow colors and one gray-scale level from among seven gray-scale levels to associate with an affective word related to a tourist attraction. In the second experiment, a participant was asked to name a tourist attraction evoked by an affective word, and then choose a color and gray-scale level to associate with the attraction, as in the first experiment. The results indicated that an affective word could be tagged to a specific color and gray-scale level in relation to a tourist attraction, and that the color images of some affective words could be related to color images of the attractions evoked by those words.