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Faculty of tourism and business logistics -
Gevgelia**

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ISCTBL**

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



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Faculty of tourism and business logistics – Gevgelija

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PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,
December 2017

Editor
Nikola V. Dimitrov Ph.D. *Dean*

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PRINCIPLES AND METHODS OF CARTOGRAPHY IN TOURISM

Blagoja Markoski¹

ABSTRACT

A map is a document and an instrument of multidisciplinary significance, which, among other things, has a distinct functionality in the field of tourism. The article covers the principles and methods of mapping in tourism.

The aim is to provide tourism workers with more precise information about the principles of cartographic expression, so that they are able to demand more appropriate requirements in the process of the immediate development of a specific tourist map. In this context, the inevitable cartographic elements, cartographic means of expression and the most appropriate cartographic methods for making a tourist map are emphasized. Some short remarks regarding the use of tourist maps are also included in the text.

Key words: *tourist map, cartographic mapping, cartographic expression.*

INTRODUCTION

A map as a document possesses an exceptional information power and its relevance is evident in its use in general and particularly in the tourism domain. In order for it to perform its function and attain its power, certain cartographic principles must be followed and appropriate cartographic methods must be used in order for the planned content to be translated from objective reality into geographic space. In this context, the principles and methods of cartographic expression are hereinafter explained.

PURPOSE

Our purpose while emphasizing the principles and methods of thematic mapping in tourism is to elaborate on some specific knowledge from the field in addition to the general knowledge. These principles and methods are more precisely regarding the processes of thematic mapping in tourism in the sense of representing tourist values on a map and using tourist cartographic products.

¹BlagojaMarkoski, Institute of Geography, Faculty of Natural Sciences and Mathematics, “Sts. Cyril and Methodius” University - Skopje, Macedonia

PRINCIPLES AND METHODS

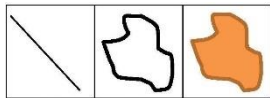
Tourist maps are part of a large array of thematic maps. They vary according to scale and territorial scope, as well as content. However, thematic maps falling under this category are basically produced using same or similar principles, cartographic means of expression and methods/ways of thematic mapping.

Principles of thematic mapping in tourism

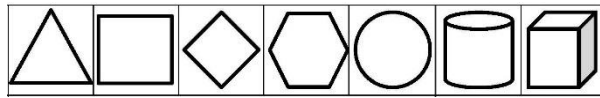
The use of tourist maps regarding scale and territorial scope is the main determinant defining their principles. Tourist maps need to be subject to the following principles: general towards specific; clear and unambiguous; stronger colors; cartographic accuracy; association and correlation; more important towards less important and unavailability of content.

Methods of thematic mapping in tourism

The process of thematic mapping uses various cartographic means of expression (boundary lines, colors, geometric signs, symbolic signs, scalars and vectors, immediate explanations, alphanumeric symbols, surfaces, diagrams and a number of elementary signs) and methods/ways of thematic mapping (qualitative partitioning, range, movement lines, symbols, cartodiagrams, cartograms, vectors, isolines and dotting). The production of tourist maps often involves the use of a combination of multiple means of expression and methods of thematic mapping.



LINE
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GEOMETRIC IMAGES

GEOMETRI
C FIGURES



SYMBOLIC SIGNS

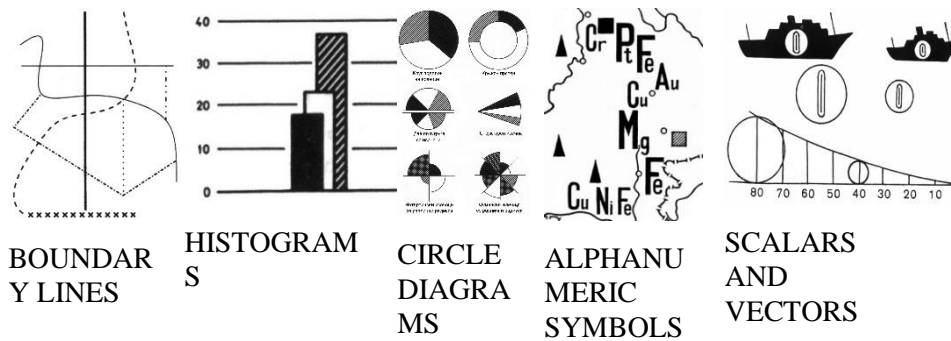
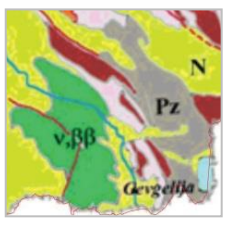


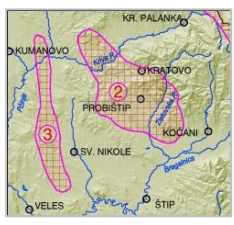
Fig.1. Examples of various cartographic means of expression (Markoski 2003)

The use of methods/ways of mapping tourist content envisages a structure of combinations of various cartographic means of expression. Other accompanying factors are inevitably taken into consideration in the process.

Fig. 2. Map excerpts. Examples of various methods/ways of thematic mapping



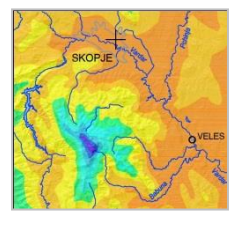
QUALITATIVE PARTITIONING



RANGE METHOD



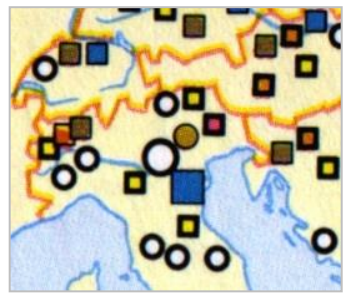
CARTOGRAM METHOD



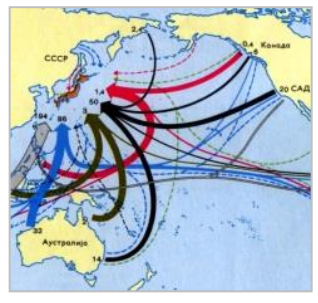
ISOLINE METHOD



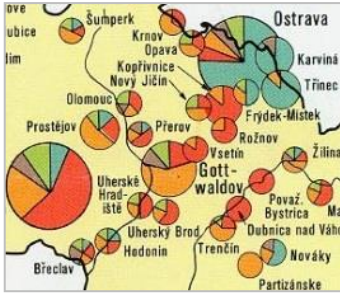
MOVEMENT LINES METHOD



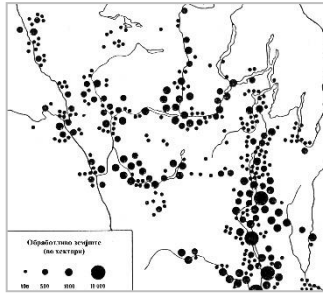
SYMBOL METHOD



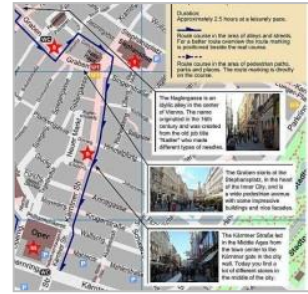
VECTOR METHOD



CARTODIAGRAM
METHOD



DOTTING
METHOD



IMMEDIATE
EXPLANATIONS

Source: Markoski, 2003;

<http://www.city-walks.info/Vienna/City-Tour.html>;
<http://www.loc.gov/rr/geogmap/guide/gmildma.html>)

Mapping factors in tourism

Cartography in tourism is conditioned by a few factors, such as: map size; map scale; tourist subject matter; use of the specific tourist map; scope of tourism content.

Territorial size as a factor affects the production of a tourist map in the way that the larger the territory, the bigger the reduction of tourist objects. For a general representation of the geographic structure, simpler methods are selected to represent relief, hydrography, infrastructure etc. This means applying the methods of shading, elevation points and simpler lines for linear objects and display of the most noteworthy tourist objects.

Map scope is a factor closely related to the size of the surface. Smaller scale is used for larger territories. An optimal scale for thematic mapping is the 1:200000 scale, since it allows for clearer mapping of tourist objects. However, due to bigger map user demands (mapping, orientation and overland movement needs), maps depicting smaller territories are produced and larger scales such as 1:100000, 1:50000, 1:25000 and more detailed ones are used.

Tourist subject matter is a factor determining what kind of scale and what types of methods are used to depict content. The approaches used vary depending on whether it is a tourist hunting map, manifestation tourism map or a wellness tourism map.

The use of the map in the case of tourist maps appears as a factor in the choice of methods of mapping. For example, the range method would be used to delimit specific territories, however it would not be used at all in some maps; the map diagram method might also not be used at all etc., but a method that most definitely would be used in a tourist map of city territories is the movement lines method applied on a large scale.

The volume of tourism content largely depends on the scale and size of the territory, namely for a larger territory there follows a smaller scale and a more general tourism content. It means that the denser the tourist objects the more probable it is to

choose a larger scale of the map or to produce specific tourist maps for separate tourist localities and objects.

Mapping recommendations in tourism

Tourist maps as part of the wider list of thematic maps have to fulfill certain cartographic standards, for example:

- they have to be made in some cartographic projection (to own a geographic graticule or rectangular coordinate grid),
- they have to have a scale (preferably a graphic one). Scale is determined according to territory size, meaning that the larger the territory, the smaller the scale and vice versa),

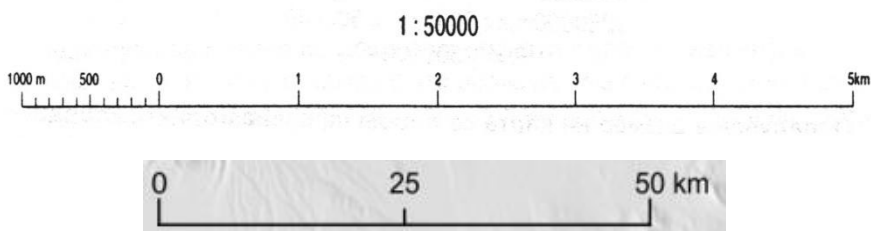


Fig.3. Examples of a graphic representation of scale

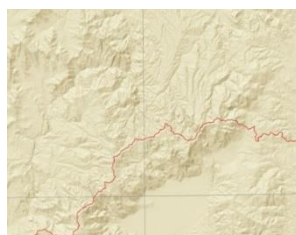
-they have to have a general geographic basis (reduced elements of relief, hydrography, infrastructure, settlements, geographic inscriptions etc.). The principle followed is the larger the territory the simpler the relief model (a recommended method is the method of shading with an achromatic scale and elevation points, since they provide the best clarity of general and thematic map content.

In practice, a need occurs to measure tourist maps and use them for orientation and movement in geographic space, so the principle smaller territory-larger scale is followed and the isohypse method is used.



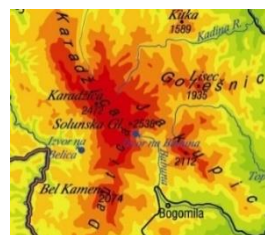
RELIEF BASIS

MONOCHROMATIC SCALE



RELIEF BASIS

ACHROMATIC SCALE



RELIEF BASIS

POLYCHROMATIC SCALE

Fig. 4. Relief basis for medium and small scale maps (Markoski, 2003)

-the thematic content has to be emphasized and associatively oriented (objects and figures to be shown according to the presence of tourist values. Mapping should be done using picture and associatively stressed signs in tourism, vignettes, mini-photographs, art creations and accompanying information of interest to tourism).



Fig. 5. Excerpt of a clear small-scale tourist map (Markoski, 2007)

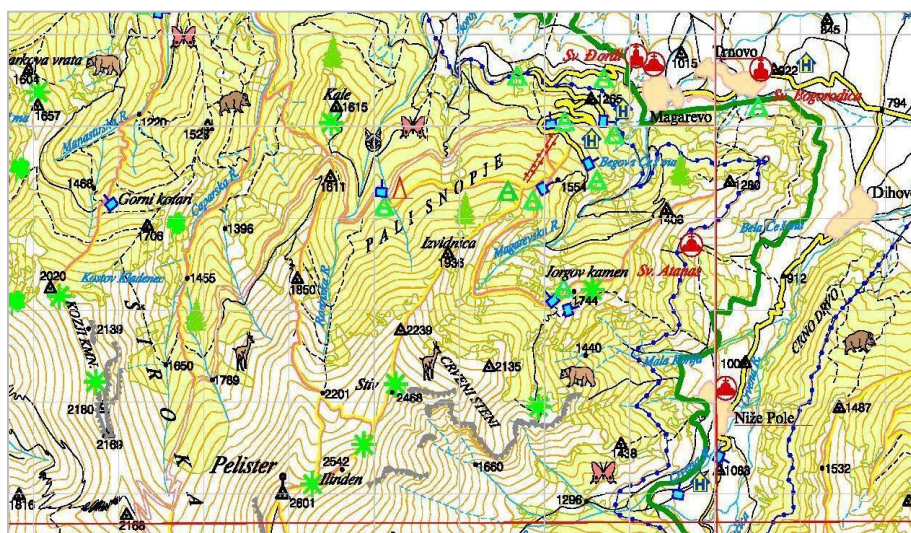
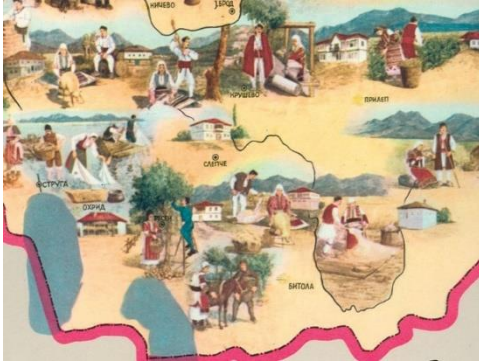
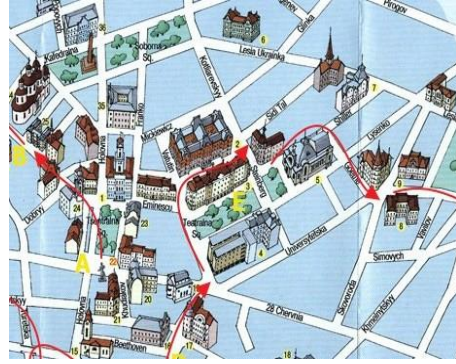


Fig. 6. Excerpt of a clear large-scale tourist map with the possibility to measure, orient and move over land (Markoski B., Dimitrov V. N., 2013)



ART CREATIONS



VIGNETTES

Fig. 7. Excerpts of tourist maps developed with art creations and vignettes

Sours: <http://jornalmaker.com/tourist-map-of-vienna-austria/>
<https://whereismacedonia.org/maps-of-macedonia/>

TOURIST MAPPING IN ELECTRONIC MAPS

Contemporary ways of mapping are mainly based on terrestrial, aerial, navigation and satellite imaging. Particularly notable are web-oriented electronic cartographic products. They provide a representation of the entire surface of the Earth (including detailed high-definition representations of urban areas, such as Google Earth, Via Michelin, Here etc.) with the possibility to determine the geographical position of a point on Earth's surface. That is an extremely important element, since it provides complete navigation of objects on land, at sea and in the air, meaning that it is of great use to drivers and (in the context of tourism) tourist guides. However, this type of maps pays more attention to general geographic content, geographic location and traffic communication. The tourism foundation is present, but has certain disadvantages, therefore there is no need to update apps with tourism content, photo interpretations, links etc.

Tourist mapping in electronic maps basically follows the same principles, methods and cartographic means of expression. In that sense, one of the tasks of tourism workers is a more complete presentation of tourist values before potential tourists with all accompanying elements of internet communications.

MAP USE

As a universal document with enormous information power, maps - whether in analogous or digital form – are a powerful tool in general, particularly in the tourism domain. That is the very reason why tourism workers must be familiar with the values in tourism, mapping those values and mapping (according to the cartographic standards) and use of cartographic products. What is almost inevitable in the process of using tourist maps is knowing the rules of reading maps in the sense of: accurate geographic orientation on map according to the cardinal directions (today's maps use

North for orientation), use of scale in cartometry (measuring distances, time, land slopes etc.), determining geographic location on land using the coordinate grid, accurate orientation on analogous excerpts of electronic maps and on electronic maps in relation to the direction of north, so that no errors in movement are made. The few aspects of map use listed above are a foundation which needs to be constantly used and upgraded by tourism workers.

CONCLUSION

Map production is the job of cartographers, however developing tourist maps always requires the assistance of specialized persons from the area of tourism with the purpose of a more complete and more consistent representation of tourism content. Tourism workers need to practice: wider use of maps as a means the tourism field; development of good quality tourist maps; excellent knowledge and correct use of tourist maps and wider acceptance and use of tourist maps.

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