

# Role of Cartographic Products in the Promotion of Tourism Based on the Example of Roztocze

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## Abstract

*The technologies of development, issuing, and visualisation of maps have changed over recent years. New forms of presentation have developed. Making maps available on mobile devices considerably increases their range of users. This can be used in a broadly defined scheme of promotion. This is determined in part by the practical function of maps, the mass and common character of their use, visualisation of maps on various information carriers, as well as the multimedial and interactive character of modern electronic maps. The objective of the article is to evidence the usefulness of modern cartographic products for the promotion of tourism. The issue will be presented based on the changing functions of modern maps, and based on the example of Roztocze. Maps evoke tourists' interest in a tourist region. They show its special values and attractions, effectively encourage visits and exploration of the region, and create its positive image. The effect of maps on their recipients is strong due to the presentation of promotional content with the application of modern forms of cartographic communication. Owing to varied cartographic products, Roztocze is promoted both in the virtual (internet) and actual space (on information boards in the field). Abundantly issued tourist maps are available throughout the country, and complement the means of promotion of tourism in the region.*

**Keywords:** tourist map, functions of maps, large format maps, promotion of tourism, tourist region

## Introduction

Maps constitute a universal means of transmitting information, and particularly information with spatial character. The information revolution lasting from the second half of the 20th century resulted in the development of all means of communication (Smolski, Smolski, and Stadtmuller 1999). The process also concerns maps. The technologies of preparing, issuing, and visualisation of maps has changed, and new forms of their presentation have developed. In addition to printed maps, tourists use maps on mobile devices. This considerably broadens the scope of map users, and increases the effect of maps on society. The effect can be used for broadly defined promotion. The use of maps for promotion and advertising is determined in part by the practical purpose of maps, the mass and common character of their use, visualisation of maps in various information carriers, as well as the multimedial and interactive character of modern electronic maps. Because the main recipients of products of so-called useful cartography are tourists, effects of promotion by means of maps can cover the tourism sector. Literature concerning marketing in tourism does not mention the use of cartographic products for promotion. This may result from weak knowledge of functions of maps by marketing specialists, treating maps exclusively as a means of transmitting information on paper (in a slightly unattractive form), or lack of knowledge of modern and innovative forms of cartographic presentation. Therefore, it seems that it is worth presenting a more extensive possibility of using maps in the promotion of tourism.

The objective of the article is to evidence the usefulness of modern cartographic products for the promotion of tourism. The issue will be presented based on the changing functions of modern maps, and based on the example of Roztocze—a cross-border region in east Poland and west

Ukraine, on the eastern boundary of the European Union (map 1). Roztocze is an elevated rampart with a width of 10–30 km and length of 180 km, considerably different from the surrounding physico-geographical regions. It is a region with high forest cover and dominant agricultural function.

Tourism plays an increasingly important role in the multi-functional development of the rural areas of east Poland. This particularly concerns Roztocze, distinguished by high tourism potential. Tourism is considered to have a potential to activate communities through the development of non-agricultural entrepreneurship, including tourism and paratourism services. This is recognised by local authorities, entrepreneurs, tourism organisations and associations, as well as inhabitants. They undertake many activities for the purpose of making the region more attractive and increasing tourism traffic. Therefore, tourism in the region develops very dynamically. This justifies the choice of Roztocze as a tourist region, where tourism can be promoted more effectively with the application of cartographic products.

Map 1. Localization of Roztocze Region



## 1 Promotion and maps in tourism

The development of tourism, particularly in regions with the agricultural function, is determined by a number of factors. One of the most important is effective promotion of the region, defined as encouraging potential tourists to visit. The term is usually defined in terms of objectives of activities. Kaczmarek et al. define promotion as any activities aimed at obtaining customers, increasing sales, and developing a positive image of the company (region) on the consumer market (in the society) (Kaczmarek, Stasiak, and Włodarczyk 2010). Another definition describes promotion as a group of short-term incentives aimed at increasing sales. The incentives are provided in various forms and by various means, including (Briggs 2003):

- printed promotional materials,
- public relations,
- Internet,
- post advertising,

- personal sales,
- fairs,
- joined promotions.

The aforementioned forms of promotion can be applied with the application of various types of cartographic products. Maps published in print and in the Internet are of particular importance. A high supply of printed maps has been observed in tourism fairs in recent years. The largest and most important international tourism fairs in Poland (Tour Salon in Poznań and TT Warsaw in Warsaw) offer from several to more than one hundred titles of cartographic publications, from city maps to tourist maps of regions and countries. This suggests an increasing role of maps in the promotion of tourism.

The usefulness of maps in the promotion of tourism products seems obvious in the aspect of the basic objectives of promotion, including (Richards 2003):

- generating the need to explore the new offer,
- conviction on special values of the company (region's) offer,
- maintenance of demand for already known products,
- encouraging purchases of services,
- encouraging visiting the region or tourist attraction,
- development of a positive image of the company, region, or place.

At least four out of the aforementioned objectives can be obtained by conducting promotion involving both traditional printed maps and maps placed on large format boards in the main points of the region or places attractive in terms of tourism. Maps evoke the tourist's interest in the region, show its values and attractions, effectively encourage visiting the region, and develop its positive image. The possibility of using maps for the promotion of the region is justified with the fact that they are useful to tourists. Many cannot imagine travelling without maps. No other promotional materials include as much information important for tourists as well-designed tourist maps. Moreover, they are relatively cheap and easily accessible, offered in sales points, and often complimentary in tourist information points. The effect of maps on their recipients can be more effective due to the presentation of promotional contents with the application of modern forms of cartography.

## 2 Types of maps in tourism and their functions

Tourism is defined by the World Tourism Organisation as any activities of persons who travel and stay for recreational, professional, or other purposes for not longer than a year with no breaks outside their everyday surroundings, excluding travel with the main objective of paid work remunerated in the visited place (following Kurek and Mika 2007, 12). According to the definition, tourism is a spatial phenomenon. Tourists usually travel to unknown places. Planning such travel and its execution involve the use of tourist, city, and road maps.

This article particularly focuses on tourist maps. Their defining is a relatively difficult task, because a definition can adopt various criteria. The most important criterion, namely content of the map, suggests that a tourist map is a cartographic product with thematic content including information necessary for the tourist to plan and execute travel. The division of tourist maps is also disputable. In the Polish literature, attempts of their classification considering various criteria are presented among others by Trafas (2003) and Kałamucki (2003). The development of various forms of tourism is accompanied by specialised maps useful for their practice. Considering their content, tourist maps can be divided into three groups, each constituting an important instrument in the promotion of tourism:

- general tourist maps,
- specialised tourist maps,
- thematic tourist maps.

The first group includes the most abundant products, both in terms of number of presented tourist regions and production volume. They are usually used by so-called average tourists looking for information. The second group includes maps used in various forms of qualified (specialised) tourism (e.g., map of canoeing tourism, or map of a cycling trail). It is the fastest developing group

of maps, although their recipients constitute a minority, and the maps are issued in low numbers. The third group of maps includes products concerning a single subject—so-called monothematic maps—e.g., a map of castles in the Lower Silesia, a map of sacred objects in Małopolska, or a map of camp sites in Poland. Such maps are more seldom prepared, and are issued in lower numbers. They complement general tourist maps, and are purchased by tourists particularly interested in a given subject.

The presentation of the possibility of use of maps in the promotion of tourism should also include their functions. Considering traditional printed maps, the following functions are distinguished: communication, operational, and cognitive (Saliszczew 1998). The communication function involves transmitting spatial information, operational—solving various practical tasks (e.g., related to navigation and orientation in space), cognitive—permits obtaining information on spatial phenomena occurring in nature and society. These three basic functions are also fulfilled by tourist maps.

Żyszkowska (2003) presented functions of maps in civilisation. The author divided functions of maps into four levels. The first level covers the functions of record, modelling, and transfer of spatial information. The second level is related to the purpose for which properties of maps are used. It includes the informative, orientation, analytical, explanatory, exploration, and forecasting function. The third level concerns utilitarian functions, and includes among others military, didactic, and economic functions. The highest fourth level includes social functions such as: development of attitudes, conduct management, and culture-forming function. Functions the most useful in promotion occur at the second level. All of the functions are fulfilled by tourist maps and therefore they should be used for the promotion of tourism.

Summing up the above discussion and restricting it to tourist maps, the following functions can be distinguished: information, cognitive, educational, planning (e.g., for planning trips), orientation, navigation, graphic (as a composition element), and promotional. Due to fulfilling these functions, maps are useful gadgets. The tourist purchases them voluntarily, convinced that they will help and facilitate penetration of tourist space. Due to this, elements of the content promoting the region included on both sides of maps effectively reach the tourist.

What elements of the content of tourist maps make them an effective promotion tool? Good tourist maps have a detailed topographic part. They show the main features of the landscape of a given region, emphasising the ones of importance for the tourist. They present the land relief, river systems, natural and artificial water bodies, forests, and other forms of land cover. Moreover, tourist maps present the spatial distribution of the special values of a region and its tourist attractions. Tourism infrastructure is also an important element making the values and attractions of a region accessible for tourists. The map editor can skilfully manage the cartographic message, emphasising elements of the content which are the most important from the point of view of the promotion of tourism. This way, the cartographer contributes to the promotional function of maps. The reverse side of the printed map is its important element. The reverse side usually includes sheets (fragments of maps in larger or smaller scales—e.g., plans of centres of cities), text on the region's sightseeing attractions, a list of tourist trails and cognitive paths with their description, information on tourism objects and services, and special tourism services. The reverse side of the map is also used for the promotion of tourist attractions.

### 3 Modern forms of presentation of maps and their promotional potential

Not only the content of cartographic products and their reverse sides contribute to effective promotion of tourism. The form of presentation is equally important. As mentioned in the introduction, the development of digital technologies permitted the presentation of maps in various forms and through various media. The cartographic message was enriched by movement (animated maps), sound, and the interactive and multimedial character. Modern cartographic products adopt the following forms of presentation:

- printed maps on paper,
- maps published on the internet,

- maps for mobile devices with the location and navigation function,
- large format maps placed in the field on boards or other carriers (printed and displayed).

Owing to the Internet and mobile devices, modern maps are not static images any more, but dynamic, interactive, and multimedia cartographic products. Maps do not only have the location purpose, but also serve tourists as a guide. The interactive character of maps is gradable depending on how many tasks a user can perform (Kowalski 2003). Interactive maps are distinguished by intuitiveness and are equipped with tools—e.g., for marking objects, changing the range and scale of the map, or alternative visualisation of objects (Peterson 1995). Promotion and advertising specialists can effectively use the interactive character of maps. Another important feature of modern maps is their multimedia character defined as the possibility of exerting an additional effect on the reader of maps by means of various stimuli (text, image, sound, and movement). The objective of the application of various media in cartography is to increase the effectiveness of the message. It turns out, however, that new attractive media used in cartography are frequently overwhelming for the user. Form can dominate the cartographic message, and the user is not able to interpret its content correctly (Cartwright 1998). Only skilful application of media can increase the effectiveness of promotion by means of tourist maps.

#### 4 Maps on large format boards as a form of promotion and visual advertising

In recent years in the public space, both in centres of cities and in tourist regions, a number of large format boards has appeared displaying maps with varied content and purpose (fig. 1.). The boards usually include cartographic products such as tourist maps, plans of cities, administration maps, maps of tourist trails and cognitive paths, and varied types of pictorial and advertising maps. The maps fulfil the function of outdoor advertising aimed at providing the message in various places, at specified times, with content adjusted to the location and recipient. Because outdoor advertising has been subject to criticism, marketing specialists are seeking new media for the purpose of communicating the planned message. They often use maps for this purpose, although they are usually not prepared by cartographers but by graphic designers. Due to this, they involve a number of faults, and do not fulfil the promotional function properly. Tourists are likely to use professional large format maps, and the number of this type of product is rapidly growing. Skilful application of this form of cartographic message can be of high importance for the promotion of tourism.



Fig. 1. Large format map on a board at Siedliska village

#### 5 Application of maps in the promotion of tourism in Roztocze

Roztocze is a tourist region increasingly frequently presented on maps. Printed tourist maps are available for purchase. Information folders include numerous cartographic illustrations. By the 1990s, only three titles of classic tourist maps were issued. Evident progress in the development



of tourist maps of Roztocze only occurred at the end of the 20th century. Today, approximately a dozen titles of tourist maps at various scales and for various recipients are available for purchase. New channels of distribution of maps have developed. In addition to traditional sales in bookstores and other sales points, the Internet is also used. A number of titles are distributed free of charge at tourist information points in Zamość, Zwierzyniec, Krasnobród, and Susiec. Maps are also distributed in tourism fairs and during outdoor promotional events.



Fig. 2. Welcome sign at the border of Turobin Commune

Roztocze is presented in numerous large format maps available in the vicinity of tourist attractions, on trails, and at tourist information points. Maps and plans of cities on information boards are placed in tourism centres: Zwierzyniec, Krasnobród, Józefów, Susiec, in the Roztocze National Park, and in landscape parks. Promotional functions are also fulfilled by maps constituting elements of small tourism infrastructure, and particularly gazebos serving as places of rest for tourists.

Welcome signs have also appeared recently at transport routes, and on boundaries of cities, communes, districts, and provinces (fig. 2.). Importantly, the installations are increasingly frequently equipped with maps fulfilling the graphic as well as location, orientation, and cognitive function.

Maps from the area of Roztocze function on numerous websites of tourist and agritourist organisations and associations and municipal and communal offices. They are often interactive and multimedia presentations—e.g., maps placed on websites of the Local Tourism Organisation Roztocze and the Susiec Commune (fig. 3.). This form of publication largely increased the scope of means of exerting promotional impact on users, and increased the spatial range of promotion of Roztocze in the form of maps.



Rys. 3. Interactive map at website of Roztoczańskie Stowarzyszenie Agroturystyczne w Suścu (see: <http://www.susiec.com.pl/interaktywna-mapa-roztocza-srodkowego>)

Owing to varied types of cartographic products, Roztocze is promoted both in the virtual (internet) and actual space (on information boards in the field). Abundantly issued tourist maps are available throughout the country, and complement the means of promotion applied in the region.

## Conclusions

Maps are insufficiently appreciated by promotion and advertising specialists as an important medium and promotion tool. Due to their features and functions, maps constitute a perfect tool of tourism promotion, and make it more effective. The area of Roztocze includes numerous information boards with maps directed at tourists visiting the region. Modern forms of information transfer, including the internet, mobile phones, and other mobile devices, permit the use of interactive and multimedial maps. This considerably increases the useful values of maps, and extends the possibilities of their application in the promotion of tourism. In order to properly fulfil promotional functions, maps must be professionally prepared in accordance with the achievements of science, technology, and cartographic arts.

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