

SELECTIVE, SUBJECTIVE OR EXCLUSIVE TOURIST MAP

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Abstract: By the representation way, by the manner of selecting the elements represented graphically in a determined natural or administrative area, by the geographic location, the tourist map can have various subjectivism degrees. In the case of the present study, using a methodology tested in the specialty literature, there are analyzed the advantages and disadvantages which can be provided by an orientation and information cartographic material at the level of a tourist resort (Băile Felix) by location and content. Through this analysis and exemplifications, there are provided good and bad practice examples in the tourist planning and organization politics on the promotion and information segment, by placing boards with cartographic material. The objectivity and complexity of such a map changes when it is elaborated for a certain area (public or private) and it represents "by extraction" only certain elements from the same area, excluding the others of the same type. Under such circumstances, a type of selective, subjective and exclusive map is created.

Key words: tourist map, subjective map, exclusive map, selective map

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INTRODUCTION

The map is a means of representing certain territorial realities in stylized form, at scale and which can be simple or complex. As type, a tourist map, useful for orientation, through the way of emplacement and the represented elements can enter into the category of subjective, exclusive or selective cartographic representation. Certainly the specialty literature (Hocking & Keller, 1993; Cazalais et al., 2000; Gunn & Var, 2002; Muntele & Iațu, 2003; Bailey et al., 2007; Castaldini, 2008; Hall, 2009; Castaldini et

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al., 2005; Castaldini et al., 2009; Ilieș, 2007; Bailey, 2009; Ianoș et al., 2010; Ancuța et al., 2015), with a wide cartographic material typology (Muehrcke, 1986; Beguin & Pumain, 2010; Regolini-Bissing, 2010; Ilieș et al., 2011; Ielenicz & Comănescu, 2013; Ilieș et al., 2014; Kozma, 2014; Ilieș et al., 2015), identifies such a selective type used to represent elements of a certain type on a basic cartographic background which also includes other different elements or of the same type. The objectiveness and complexity of such a map changes when it is created for a certain area (public or private) and it presents “by extraction” only certain elements from the same area, excluding others of the same type. Such a cartographic representation, positioned in the public domain and intended for tourists, has minimum positive for “the target group” by excluding the other support elements which compose the respective tourist system. Such an example can be identified in Băile Felix resort (Bihar County) by placing a map of orientation and presentation of tourist potential elements through the exclusive method, meaning that various elements are projected on the map (hotel restaurants, swimming pools etc), which belong only to one company or property form (Figure 1), and all the other elements of the same type are excluded or represented as background, without identification marks. Such a map is usually placed in the private space or belonging to an institution (Figure 2) with orientation role.



Figure 1. Băile Felix. Tourist map of the SC Turism Felix SA (source: www.felixspa.com)

When it is placed in the public domain or, as in the current case, in the key points of a tourist system of national interest, the situation changes significantly. Further on, we shall analyze the beneficial effects and the losses of such a cartographic material in accordance with the lay-out location and with its content.

METHODS AND METHODOLOGY

The map represents means of special expression of phenomena and through the conventional signs method, the map gains a series of characteristics (Coteț & Nedelcu, 1976, 98) adaptability and variability; the representation of a high number of phenomena and their complexity; for quantitative expression, their sizing occurs; the most important characteristic is suggestiveness. With a tourist map, the followings can be obtained (Ielenicz & Comănescu, 2013, 216) a realistic purpose; a unitary conception regarding the content of the elements which should be on the map in accordance with the map topic

and the correct proportion scale. The use of the cartographic method has facilitated since oldest times the population's or tourists' access, in the case of the tourist map to information referring to tourist resources, infrastructure elements and specific objectives (Favreto, 2005; Ciangă & Dezsi, 2007; Slocum et al., 2009; Ilieș M. & Ilieș G., 2015).



Figure 2. Băile Felix. Tourist map of the President Hotel & Aqua Park Resort (source: President Resort)

Irrespective of the representation method, the tourist map tends to be a complex, comprehensive and explicit map, facilitating the access to useful information, for orientation and scale distances. An interesting aspect is that “in order to avoid the achievement of illegible representations with hundreds of signs on them, in the cartographic representation the insignificant details are eliminated and the essential ones are kept” (Dulamă, 2006, 11). An endeavor is right in this respect only if the selection is objective and not exclusive. The various ways of cartographic representation of a tourist space have a common objective, to provide correct information to the beneficiary, respectively to the person reading the map (Bailey, 2009; Regolini-Bissing, 2012; Widmer, 2011; Ilieș et al., 2014). According to the definitions from the specialty literature, a thematic map “highlights an element or a group of elements..., ...there are represented phenomena which can be located and the connections between them with the help of qualitative and quantitative symbols, laid on a landmark background” (Dulamă, 2006).

Whether it is an analytical map or a synthetic one, in the case of the current study we present the effects of a thematic cartographic material placed at the level of a tourist resort and whose objective thematic and content value derives from placing it within the public or private system. In the tourist planning and organization systems (Murphy, 1994; Williams, 1998; Ciangă & Dezsi, 2007; Gunn & Var, 2007; Ilieș, 2007; Hall, 2009), such a material is elaborated and emplaced in order to generate maximum effects at the level of the entire territorial system (Ianoș, 2000). At the same time, it is the result of a diverse data base, easily accessed and graphically presented with the help of the GIS instrument (Dransch, 2000; MacEachren & Kraak, 2001; Harrower, 2003; Lobben & Patton, 2003; Favreto, 2005; Bailey et al., 2007; Castaldini, 2008).

THE ANALYTICAL COMPONENT

A map analysis refers to the content elements with their particularities generated by the representation manner (Figure 3 and 4). Their interpretation (reading) “implies the deciphering and understanding the realities of a territory or of a phenomenon with the help of graphic means used in representation on the map” (Dulamă, 2006, 53),

Depending on the destination and the emplacement of the accomplished material, in the case of the exclusive map a part of the support elements, respectively of the same type, are intentionally eliminated in order to highlight only a part of them. The endeavor is correct in the case of thematic maps (Figure 5 and 6), those which research a phenomenon (synthetic maps), but not in the case of mass tourism maps placed on public domain. However, the undeclared purpose of such maps, intuited by specialists, is to create a certain advantage for elements belonging to the same category. For example, if in the resort there is a number of hotels, on the map there are represented only some of them, the only selection criterion being the property one (Figure 1).



Figure 3. Sighetu Marmăției Municipality and Maramureș Land. Tourist maps
(source: Ilieș M. & Ilieș G. 2015)

Practically, in our work, the following elements are analyzed: location, property type, representation elements and the typology of represented tourist resources. The essence of such a thematic map derives from the relationship between: type of elements, spatial positioning and target group.

Case study: the tourist map of Băile Felix resort

The localization elements position the map at the entrance into Felix resort from the north side, from DN76 from Oradea, respectively in the resort's central park (Figure 7). According to the localization in the Băile Felix tourist system, the map is of public interest and the deontological representation norms should reflect as truthfully as possible the local realities. In consequence, the importance of a thematic (tourist) map is provided by its emplacement and the represented elements. In this case, positioning the map at the entrance and in the resort center is done according to the tourist planning and organization strategies.

Content elements

A thematic map usually shoes elements of the same type according to function and purpose. As a general rule, a tourist map intended for the public is more complete if it includes more orientation landmark elements, respectively of natural or anthropic

support (Figure 1-4). Along time, several types of the resort's tourist maps have been elaborated, but each time the purpose was to present many information about the tourist system as a whole and very rarely focused on the same type of objectives.

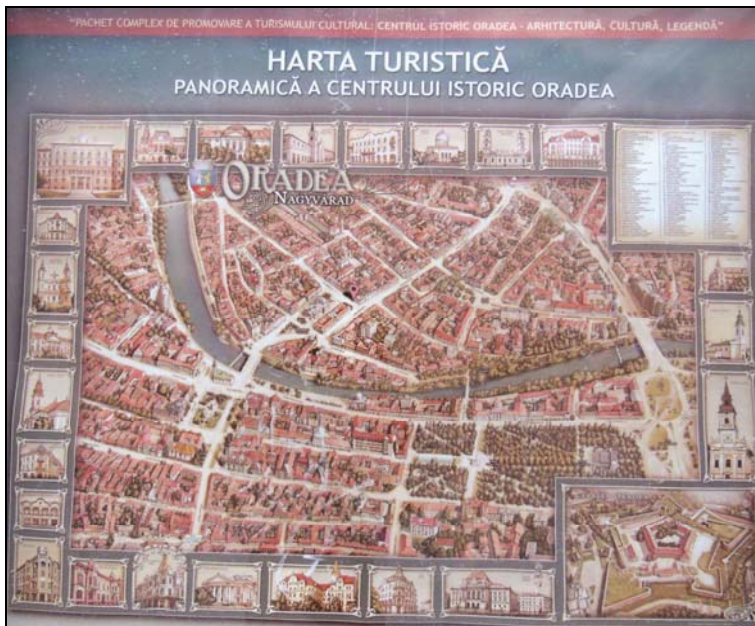


Figure 4. Oradea. Tourist map of the historic center of the city (source: Oradea City Hall)



Figure 5. Sighetu Marmatiei. Tourist map location in the historic center of the city on the main street (basic image sources: 2015DigitalGlobe, 2015; Google Earth, 2015; Ilieş M. et al., 2015)

A tourist resort must always be regarded as a complex system whose functionality degree is determined by each and every objective (Figure 5). In the case of the map from figure 1, on a background which includes the entire resort area, there are presented in

relief only the objectives belonging to a single institution (SC Turism Felix SA), ignoring (by lack of representation or by symbolic representation), for example, all the other objectives of the same type (Figure 1 and 7). Another practice, of economic nature and whose distribution does not imply fixed emplacement on the public domain, is the one by which it is represented on a map only a certain category of infrastructure objectives which usually have financial supported (sponsorship) the cartographic material.

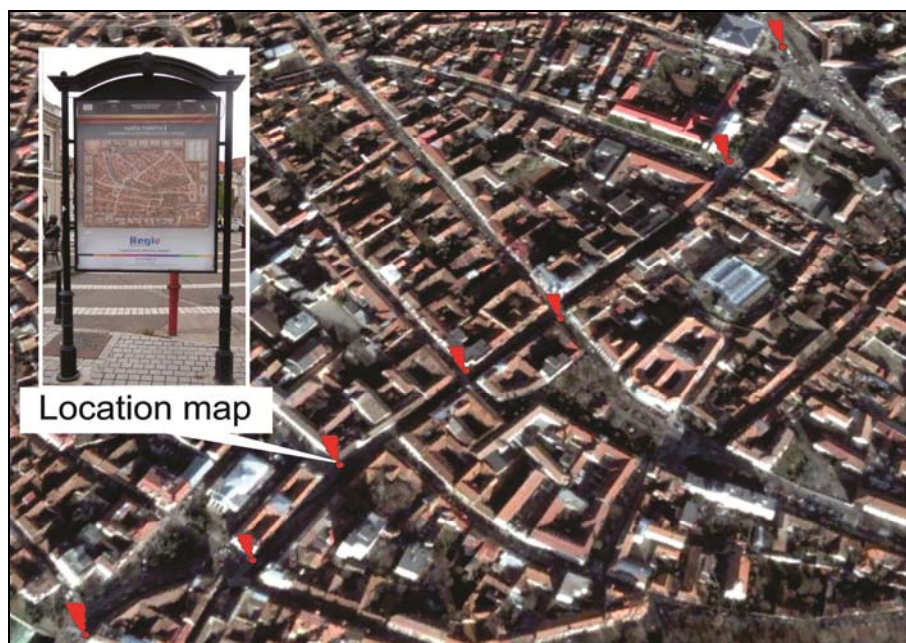


Figure 6. Oradea. Tourist map locations in the historic center of the city on the main pedestrian street (basic image sources: 2015DigitalGlobe; Google Earth, 2015; Oradea City Hall)

Relationship between content (quantity and quality) and emplacement (geographic position)

At the level of this study it is analyzed the orientation complex tourist map which refers to a naturally delimited area, a locality or tourist resort. The necessity of such a study derives from a practical spirit having as purpose the elimination of any type of subjectivism under the circumstances of a public space.

Good practice

In the multitude of cartographic material variants which have appeared and are currently sustained by a virtual support (on-line), an important role is played, especially for orientation and practical spirit, by the map transposed on boards placed in places of maximum visibility, in polarization points or various important locations from a locality or tourist resort area. Such examples are the tourist maps from the central parts of the cities (Figure 5 and 6) or tourist resorts and which present detail elements regarding the tourist infrastructure, objectives and other institutions which do not have tourist destination but are part of the support city infrastructure (medical centers, post offices, shops etc).

The quality of these materials derives from content and complexity, *quantitatively*, their *number* is significant and the third element, position, is emphasized by *emplacement*. In both situations, whether it is about quality or quantity, an important role is played by the geographical emplacement. A good practice example is presented in figure 5 at the level of Sighetu Marmăției city. The board with the two complex and

detailed maps is placed in the central part of the city with the purpose of orientation and providing as complete information as possible for those who are interested (Figure 3). Selectivity exists only from the typology point of view and not from that of belonging of the tourist objective or infrastructure element.

Another good practice example is the tourist map of Oradea city central part which differs from the first example by the representation method (image suggesting 3D; Figure 4) and by quantitative valence concretized through a significant number of boards positioned in interest points in the city's central area (Figure 6).

In the two situations of good practice in tourist planning and organization regarding the promotion and facilitation of access to information, on a high qualitative background and with a complexity determined by the number and variety of represented elements, the difference results from the quantity-emplacement relationship: one board with a complex map placed in the central part (Figure 5) and several boards with objectives placed in key points (Figure 6) in the central area.

Subjective practice

Using the same scheme supported by the relationship between quality-content-complexity, quantity-number and geographic position-emplacement, at practice level referring to objective tourist promotion, there are situations when at the level of a public space one of the characteristics can be subjective. Such a subjective practice example is encountered in Băile Felix resort on the public domain, by correct placing of tourist map boards (at the entrance and in the center of the resort) (Figure 7), subjectivity is provided by content, representing tourist objectives and infrastructure elements, selected based on the property criterion (public, mixed or private) (Figure 3).

For such practices, there are analyzed the elements which compose the structure of such an endeavor and the particularities which determine the subjectivism of a cartographic material of this type. The analytical component refers to the emplacement on public (Figure 7) or private domain, to density (number of boards) and to material content (represented elements) reported to the territorial unit which determines it (natural, administrative unit or tourist resort) and which is cartographically represented.

1. *The geographic position* respectively the emplacement can be on the public or private domain. In the case of the current study, we exemplify with two boards with cartographic material placed:

a) *On public domain* (Figure 3 and 7) by the map of Băile Felix resort. Such a map is usually placed in the central part or at the resort entrance and is characterized by quality, quantity, complexity and a much diversified content which is representative for the represented area. The indispensability of such a cartographic material, placed on public domain, is to represent the spatial reality as truthfully as possible through a great number of elements, without being selected according to the property regime. In the case of the map placed in Băile Felix resort, we notice the placement on public domain, correctly positioned for the target group.

b) *On private domain* by the map of the President balneal complex (Figure 7), part of Băile Felix resort. In this case, on a board with stylish cartographic material (Figure 4), it is represented the spatial structure of the President balneal complex. Such an "internal" practice is correct and it respects the principles of a professional deontology.

2. *The cartographic material content* usually determines the subjective character in relation to the geographic position (emplacement).

a) *On public domain*, in the case of the examples from figures 2, 3, and 4, we notice a correct, complex and professionally accomplished content, the derived objective being to correctly inform about the territorial realities useful to the tourist, irrespective of the property form.



Figure 7. Băile Felix. The content and location of the selective/subjective/exclusive map A (SC Turism Felix SA) and normal map C (President Spa Complex) comparative with content from map B (Băile Felix Spa)
(Data sources: www.felixspa.com; www.turismfelix.ro; www.DigitalGlobe.com; President Complex Spa)

In the case of figures 1 and 7, we present an example of incorrect practice. Subjectivity is provided by the subjectively selected and represented elements, by representing only those which belong to SCT Felix (mixed sector) while other infrastructure elements or tourist objectives are eliminated, irrespective of the property type. More than that, such a material eliminates most of the tourist objectives as well. It is an example of incorrect practice which is not recommended in the tourist planning and organization strategies because it does not encourage the systemically integrated functionality at the level of the tourist resort. Usually, in such cases the target group does not identify the property form, respectively the subjectivism induced by the author.

Unfortunately, such a practice extracts from the tourist system only a part which is presented as exclusive, the other elements being poorly or not at all represented, and using representation artifices under the form of certain background elements without identity or without being represented. In figure 9, we present the differences between the two cartographic materials, easily suggesting a significant support part of Băile Felix tourist system, however unrepresented or subtly eliminated by background forms.

Such a selective map, according to the deontological norms, should be placed within the subsystem it belongs to at which it represents (the case of figure 8) and not on public domain. Such issues occur in the case of complex tourist systems of the heterogeneous tourist resorts and centers type under the aspect of property type, of infrastructure elements and of tourist objectives.

b) *On private domain*, in the case of figure 7, we notice the encompassing of all elements which support the tourist act. Actually, the functionality of such a private or mixed subsystem is organically connected, more or less determined, by the rest of the elements belonging to the same system.

CONCLUSIONS

We appreciate that by the analysis of an orientation and information cartographic material under the aspect of content and geographic emplacement, an extremely useful tool is emphasized in promoting a tourist system. At the level of this study, two situations are regarded. On one hand, there are clearly presented the advantages of a correct and objective practice at the level of a complex and heterogeneous tourist system, irrespective of the property regime of the elements composing the tourist system and on the other hand there is an incorrect practice, subjective, selective and without main support in the tourist planning and organizing of the space. In the second situation, the relationship between the placement spot of the board with the map and the cartographic material content emphasizes a major discrepancy visible through the “suggested” components of the person who visualizes the map. In both situations, there are presented the advantages and disadvantages which can be brought in the promotion of a tourist system by a cartographic material created subjectively under content and presentation manner aspect. It is a type of subjective and exclusive map.

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