

The Use of Web-Based Dynamic Maps in the Promotion of a Geotourism Destination – the Case Study of Titel Loess Plateau (Vojvodina, Serbia)

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Nowadays, the concept of geoheritage has achieved an increasingly important role, not only in the field of geosciences, but also nature conservation and tourism. New trends in tourism have seen the evolution from mass tourism to sustainable tourism and the recognition of its associated activities, such as geotourism. Given the presence of unique and attractive geological regions in Serbia, there are some intentions by certain organisations (National Board for Geoheritage, Nature Protection Institute and Chair of Physical Geography of Department for Geography, Tourism and Hotel Management from Novi Sad) to develop and promote several geotourism destinations in Serbia.

As the most common medium used to promote tourist destinations is the World Wide Web. Amongst the great advantages of the internet in the tourism business is that it enables the customer to have much easier and direct access to a very large amount of up-to-date information and visual description of desirable location than traditional printed media. This study presents several thematic interactive maps of the Titel loess plateau and its surrounding area, based on data obtained by the Nature Protection Organization of Serbia and representative papers from the Department for Geography, Tourism and Hotel Management from Novi Sad.

The aim of this paper is to demonstrate a case study of how geotourism destinations could be marketed effectively on the Internet by employing interactive thematic maps used within this future tourism destination web site and other up-to date media. This paper has shown that it is possible, with small investments and effort while making these maps, to promote certain destination and provide potential visitors with all the necessary information – a truly cost-effective improvement in communicating with potential income-generating tourists.

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