

# Cartographic Visualisation of the Territorial Attractiveness

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## Abstract:

The concept of attractiveness of an area (Servillo et al. 2012; Lysgård & Cruickshank, 2013) is critical in assessing the potential and appeal of geographical areas for particular target groups. The concept of attractiveness is expressed by a broad spectrum of sub-characteristics, including attributes, parameters and factors that define the potential of an area in terms of a particular theme. Attractiveness is fundamentally seen as a balance between supply and demand dynamics (Formica & Uysal, 2006). On the one hand, the supply aspect of attractiveness is embodied by the unique set of characteristics inherent in a given territory (Figure 1). These characteristics, which can range from natural resources and geographical location to infrastructure and cultural heritage, contribute to the attractiveness of an area. On the other hand, the demand side of attractiveness is shaped by the specific needs, preferences and requirements of the intended target group (Figure 1). The perspective of this group influences data selection, data classification, input data weighting choices, evaluation methodologies, and how findings are communicated and presented, including maps and other cartographic products.

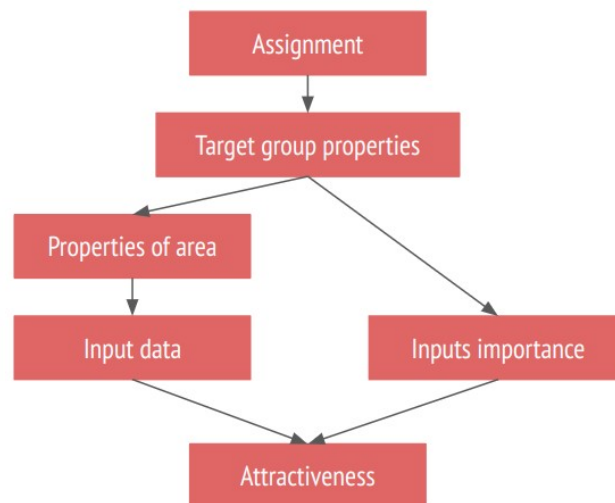


Figure 1. General process of data-driven assessment of territorial attractiveness.

Given the broad and diverse nature of potential target audiences, which can vary from investors and policymakers to tourists and local communities, it becomes necessary to adopt a presentation approach that is accessible and understandable to all stakeholders. This requires careful consideration of how evaluation results are visualised and shared, ensuring clear and effective communication.

In response to these considerations, this paper explores, compares and analyses different cartographic visualisation techniques used in data-driven attractiveness assessment. These methodologies have been innovatively developed and refined throughout several distinct studies by a research team from the University of West Bohemia in Pilsen (Czechia) and the international association Plan4all (Cerba, 2020; Cerba et al. 2021; Cerba et al. 2022; Cerba, 2024). The study explores a diverse set of maps and mapping applications (Figure 2), highlighting differences in cartographic

representations, geographic coverage ranging from continental to local scales (municipality level) and different levels of user interaction. This comprehensive analysis sheds light on the effectiveness of different visualisation strategies in conveying complex data. It offers insights into adapting these approaches to meet the nuanced needs of different target audiences, thereby increasing the utility and impact of area attractiveness assessments.

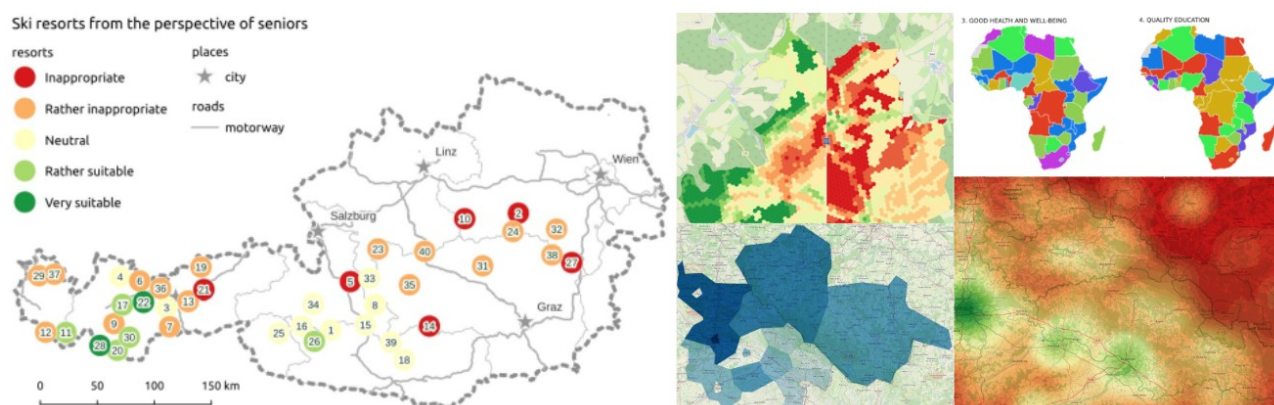


Figure 2. Examples of visualization of territorial attractiveness.

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