

Perspectives on the Use of Interactive Maps in an Ethnocultural Landscape Atlas: An Innovative Approach in Contemporary Cartography

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In the digital era, geography is increasingly acquiring an applied and innovative character, creating a foundation for the transformation of traditional atlas cartography into interactive, multifunctional platforms. This presentation aims to analyze models of virtual tourism based on interactive maps and to highlight their economic potential, particularly in ethnographically rich regions.

Through an integrated approach, the study explores toponymy, geoinformation data interpretation, and the digitization of cultural heritage maps, examining their conversion into tools for education, tourism, and regional development. Special attention is given to the potential of interactive atlases as modern instruments for geographic education, spatial awareness, and the reinforcement of territorial identity.

Virtual tours based on digital platforms not only facilitate spatial interpretation but also generate tangible economic value, while simultaneously creating educational and investment opportunities. Positioned at the intersection of geoinformation technologies, cultural geography, and digital humanities, this approach offers a new perspective on the interaction between space, memory, and identity — significantly enhancing the practical potential of geography and recognizing it as a strategic discipline in the digital age.