# TOURIST MAPS' SYMBOLOGY IN THE UNITED ARAB EMIRATES (UAE)

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## Abstract

United Arab Emirates (UAE) has become a popular tourist destination with millions of people visiting different parts of UAE each year. There are many ways to identify these tourists' attraction points whether by using tourism maps, tourism guidebook, tourism brochures and more on internet portals and web sites "icons". In this research project, the researchers display and describe a series of cartographic symbols design for UAE's tourist maps that are produced by different organizations among the seven emirates. The methodology that was used on the research tested the usage of visual (graphic) variables among the UAE's tourist maps such as: size, shape and colour. The results of the test showed that there is lack of uniformity (lots of differences) in graphic variables of tourism symbols used on tourist maps around the UAE different seven emirates. Therefore, these differences may confuse the map users in searching symbols, understanding symbols and interpreting symbols. A survey questionnaire distributed to visiting tourists and they have expressed the confusion in map symbols among the different emirates. In conclusion, this paper addressed the need for a standard for map symbology in the UAE.

*Keywords*: Graphic Variables, Symbols, Tourist Map, UAE, Visual Search