Utilisation of remote sensed data for the preparation of maps enables effective presentation of the natural, cultural, social and economic values of rural areas. This could be a basis for elaborating a new type of maps for the promotion of agrotourism. The paper presents problems associated with the establishment of tourist values of rural areas and estimates the components of categories and structures of the rural landscape. The role and importance of data from aerial images and the principles of integrating these data with cartographic and other information is discussed in view of elaborating new type of tonal-vector pictorial maps promoting rural areas. The problem is illustrated with studies carried out in the town and commune of Warka.

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