APPLICATION OF THE SWOT ANALYSIS IN CARTOGRAPHIC PRESENTATION OF TOURIST ATTRACTIONNESS OF RURAL AREAS

Key words: SWOT analysis, pictorial maps, agrotourism

Summary

The paper describes a possibility of using the SWOT analysis in cartography. This is a research method that enables to estimate the optimum range of tonal-vector content of pictorial maps focused on presentation of tourist attractiveness of rural areas. The name of the method is an acronym of: Strengths, Weaknesses, Opportunities and Threats.

Tonal-vector pictorial maps are made of two graphically different pictures i.e. the tone graphics and the vector graphics. The first are aerial photos, the second are traditional topographic maps. All studies and experimental works associated with estimating the content of pictorial map are referred to these materials.

Upon the SWOT analysis, the cognitive values resulting from visualization of the same elements in an aerial photo and topographic map were evaluated and trends were established in creating integrated picture of the map. Studies were carried out in the town and commune of Warka.

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