

# AN ANALYSIS OF THE CONDITION OF THE TOURIST BRAND AND TOURIST ATTRACTIVENESS OF THE PODKARPACKIE REGION BASED ON THE BRAND ASSET VALUATOR MODEL

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## Abstract

**Introduction.** There are many factors which determine the attractiveness of a region for tourists. However, such assessments are, relatively rarely, a result of the analysis of the presence and condition of regional tourist brands and their perception among visitors. The analysis and assessment of the condition of a brand can be carried out using the BAV (Brand Asset Valuator). This is an extremely interesting and useful tool which explains the dynamics of behaviour of brands on the market and diagnoses their “health”, supporting the process of their long-term management. **Materials and methods.** On the basis of the results of a pilot study, an attempt is made to measure the tourist attractiveness of the Podkarpackie region through the assessment of regional tourist brands and their features which are important from the point of view of the inhabitants of the region. The BAV model was used to analyse 32 tourist products. The applied research methods include the Mann-Whitney test, Spearman’s rank correlation coefficient, and the chi-square independence test. **Results.** The mapped data analysis based on the BAV model showed that 16 out of 32 products assessed were located in the leadership quadrant. The majority of the remaining products were in the development or decline phases. **Conclusions.** The presence of branded tourist products and their number have an impact on the tourist attractiveness of the region. The following aspects of the region were considered the most attractive: nature (natural surroundings, natural values, and ecological aspects), heritage (historical heritage and monuments and presentation of important past events), and tourism (tourism and recreation offerings).

**Keywords:** tourist brand, Brand Asset Valuator, tourist attraction, Podkarpackie region