TOURISM ATTRACTIVENESS OF A REGION AND AN IMAGE CREATION THROUGH PRODUCTS

Summary

The purpose of the article is to analyse relationships between tourism attractiveness of a region and its tourism products. The importance of tourism products development for new image of a region is stressed and a complexity of products has been shown as a factor shaping tourist’ satisfaction. Branding of tourism products is seen as component of competitive image of a region/tourist destination. The need of special product policy development has been stressed and its role for complementary supply activities is shown.

Translated by Barbara Marciszewska