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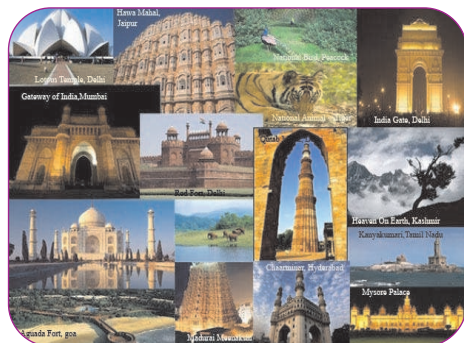
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ATTRIBUTES FOR DESTINATION BRANDING IN CASE OF RELIGIOUS PLACES



Mr. Vaibhav Jaiswal and Dr. Reena Mehta

ABSTRACT :

Marketing of any product or service is a support of any profession as marketing associates between manufacturers and customers; the more you connect, the more you get support. In present days tourism is the fastest rising occupation segments with several performers. To stand out all tourism workers have to apply good policies to reach customers and gratify them. Travailing tendencies have been changed from extensive holiday's trips to small and regular ones due to the progress in communication, transportation and other numerous associated services in tourism segments. Inspiration appeal and impulse issues and persistence of visit have been changed than previous years.

KEYWORDS : Marketing, Branding, Religious, Destination, Holistic Places, Tourism Sector.

INTRODUCTION:

Now the current period of tourism market, about the quality of service customers are very aware, which are offered by the tourism sector. Travel because of the development of evidence about statement and knowledgeable travels very wild and it is faster to get information about your wish. Not only is enough for customers to afford good quality service. Such problems should be speak to accurately by the quality service provider to make an actual condition in the market of hot matters such as security and safety, economics influences, teenager labor, conversational impacts, and rights of workers.

The tourism industry service is biggest developing areas of professional business with a great amount of suppliers. Good quality service, good staff, better place, easily accessible destination and affordable price but even though we need to make an association to able to connect our objective customers. The marketing process helps to connect with our objective customer. A procedure of accurate marketing in tourism is the right process for classifying supply and demand, branding, promotion, market segmentation, marketing research and market research marketing of tourism products, while doing the main points of marketing are there.

IMPORTANT OF BRANDING WHEN IT COMES TO MARKETING:

There is a lot of mis-perception about the branding there are various descriptions, therefore what is branding? So many years (some decades) before branding were distinct as a slogan, design, name, symbol, or sign, or a mixture of these features that recognize products or service quality of any company. The brand was recognized of the features that distinguished the product and or service from the competitor. Today brand is have quit other problematic, but even though important in today's world of marketing.

It is a trust that when a customer attends to your company's name, service quality or product, it is being said that the word "brand" or "branding" is a changing target and improves with the nature of customers; Think of

a mental picture as you represent for consumers as a company, words, creativity and the elements that surround it.

Religious Tourism as Exceptional Attention:

The specified attention of the single persons and groups, which includes custom holiday and entertainment participation, is considered as special interest tourism. Exceptional attention selects to contribute in tourist tourism services or products which fulfill their certain interests; this is the reason that exceptional attention tourism is considered for a different and special purpose. Douglas and Dart (2001) stated the propositions of Poon (1997, 47) about different importance tourism in his book "Special Interest Tourism". And Poon advised that "New tours of the needs of the environmental and social environment of the sites along with packaging on a large scale of non-standard holiday services at competitive prices according to the demands of tourists are also an event".

Traveling through the original enthusiasm of recreational or special attention exercises is distinct as special attention tourism. It may comprise numerous activities, hobbies or a special destination. This kind of tourism appeals a relatively small number of greatly devoted tourists. It is an alternative place for tourism on a large scale; it likes to make busy with tourist specialty quality services or products that meet their different benefits and needs.

Religious tours are a type of special interest tourism, usually involving followers of contemporary religious religions, which are considered sacred sites. Religious locations were not comprehended by pilgrims only, and then similarly visited by non-religious tourists for they have historical, cultural, and religious devotion which straight made effect by the most economic variability of the tourism industry, but this kind of religious tourism is fewer precious by these commercial concerns. It is for the reason for travel is precise tough and it shows a very significant part in their life. So the financial matters play a very essential part to avoid going to a destination.

SOCIO ECONOMIC DIMENSION OF CULTURAL AND RELIGIOUS TOURISM:

Most studies measuring the effect of pilgrimage in particular, believe that pilgrimages to the holy sites are influenced by the flow of tourists. Shinde (2003) Pilgrimage offers a model of tourism mobility, allowing us to understand the conversation between pilgrims and host communities and allied influences. As shown, because of the direct contact of tourists/visitors with both religious traditions, the hosts have an immediate effect on the environment also there is indirect effect on the domestic society and economy. The first and most obvious impact of pilgrimage tourism is through religious tour and visitor contact with religious institutions. However, in addition to religious institutions, sacred sites are often surrounded religiously, providing employment for focused businesses and facilities, such as souvenir shops, travel agencies, hotels and even hospitals, host communities (Evans, 1998). We do. In specific the sale of religious souvenir items, for example symbols and candles, holy water, or further religious stuffs bring in significant revenues, as there is incident in Italy in Assisi and Lourdes in France. As per to Sikaul (2003), this physical perception of attention carried by pilgrims has every time present in human antiquity. Such as, religious tourism can have economic effects as we look at other forms of tourism, such as employment generation, population growth and infra structural development. Lourdes is a good example of Catholic pilgrimage site, how pilgrimage travel can affect the population growth of a destination. Lourdes, which currently receives 6 million pilgrims every year from 140 different countries, has been experiencing continuous population growth since its inception in 1858 as a pilgrimage site. This is in contrast to other cities due to the advent of the people of the surrounding area for employment opportunities provided by Pyrenees and pilgrim age. Zestochova, which has a population of 250,000, attracts 4.5 million pilgrims per year in Poland, due to being a pilgrim center, improving its infrastructure saw. Some religious places have been visited for centuries and the effects evolve over time, but sometimes the discovery of holy sites is sudden, dramatic and sudden changes occur in local residents. Medjorgorje is an example in Bosnia-Herzegovina. Voconic points out that in 1981; there was a sudden increase in the growth of private residence and inflation of land prices due to the discovery of a holy temple. In the Islamic world, the second major pillar of income generated from pilgrims to Mecca is Saudi Arabia's economy after the oil. Pilgrimage generates annual

revenue of approximately \$ 8 billion, and in the last 30 years, Saudi Arabia has invested \$ 35 billion to improve facilities for pilgrims

RELIGIOUS BELIEF IN GENERAL:

Many writers have well-defined religion in many ways, in overall; it is a method that leads people to aware in restraint and continues their regular life in a spiritual manner. The religions could have their own antiquity and the model states to the solid cultural appearances of diverse present generations. Interdisciplinary communication in his inscription in Hollgard, Confluence, 2007/2008 statements the description of religion given by Cicero in the form of devotion of the Gods, as per Richards, "Religion is a system of belief in high faith which is a great faith and commitment It is organized together. There is a universal belief in being higher in all religions "(Richards 2007, 216) Similarly, Keetola has a differentiated view of religion Is defined as Tikon who understand the paranormal beliefs and reactions associated to them and give additional answers in response to the fundamental queries of human presence (Ketola 2008 1 9). But in these descriptions, only atheism has been left for religious believers.

It is predictable that about 80 percent of the people in the world are associated to any of the religion. Many children of the world and people are validly the same religion as their parents, which is one of the leading explanations since people have religious principles in large quantity. There are many issues that impact people to trust in religions. The irrational and human nature is trendy due to one reason, belief in honesty, the hope of death and the collecting of people are the main reasons behind the trust of someone in religion. These factors play an significant part in their survives.

Hinduism, Buddhish, Christianity and Islam, and are the major four religions in the world. The highest percentage of religious are 33% in the world then the second highest is Muslims 19.6% then the third religious are Hinduism with 13.4% and finally 5.9% are Buddhism religious in the world(According to 2015 world religious record detail). As per study of Ketola, the religions are classified into ten historic religious civilizations they are Hinduism, Buddhism, Christianity, Islam, Sikhism, Judaism, Taoism, Western Esoteric, the present religions and Neopaganism.

RELIGIOUS BRAND MARKETING OVERVIEW:

The tourism brand represents a profit commitment that tourists can enjoy a unique soul, it is built on tourism resources or the specificity of the tourism sector, and it is linked to a particular tourism product or group of tourism products, the same Time should show that the commitment and standard of the source is a full tourism brand should have six meanings: 1) Property. It includes beautiful scenery, intense culture, quality service, reliable continuous commitment, good reputation, concern for people's body and mind, joy and happiness, unique experiences, environmental protection etc. The tourist brand should give tourists a unique quality, with the unique experience of national culture and foreign culture, etc. 2) Interests Tourists mainly buy tourism products for the search of one or a few interest. 3) Price tourism brands should reflect the values of tourism enterprises, which include high level of service, reliable commitment, human care etc. 4) Culture As tourism itself is a cultural phenomenon, and tourism brand should highlight the cultural meaning and reflect cultural attributes. 5) Through brand status of personality, physics, historical and cultural personality, highlight and publicity of publicity 6) Promotion of tourist's tourism brand is to attract relevant travel enthusiasts and extend the customer market.

Tourism brand marketing can reach the following properties: (1) Attract tourists due to the hobby of high-level physical and psychological journey, the anticipation of tourism and invention value-added ingesting growths tourists' requirements and demand. (2) Increasing competition can improve tourism brand marketing, prominence and status, increase customers and effective income, so that effectiveness can increase. (3) Dig strong growth possible. Tourism brand marketing can improve the honesty of tourists so that possible tourists can be developed.

INTRODUCTION OF INDIAN PILGRIMS:

India is a vast country, along with various and ancient civilizations, and its religious geography is very complex. To understand the complication of the condition, it is essential to consider two aspects of Indian life: the feature of existence an ethnic and cultural assortment and the ancient ground of many of its religious and cultural observes. 5000-10000 years ago, the process of ethnic and cultural mixing in India was constantly going on in the ancient period. Although changed from other parts of Asia in the north by the sea and in the north, it has experienced different cultural influences, in the north-west and south-east routes. In the 3rd BC millennium, India was known as the Harappan culture of the South and tropical, tribal people and tribal communities, and by the highly advanced Indus Valley Civilization in the Northwest.

The religion, which was identified as Hinduism, did not actually appear for centuries before the Christian era. Hindutva is a gathering of religious beliefs and practices emanating from the Vedas and reproduction of the people of the Harappan people, and is of the enthusiastic, embarrassing and devotional practices of widely-indigenous rural-dependent indigenous cultures of South, Central and Eastern India. Enriching this mixture and moving forward were the joint religion of Jainism and Buddhism. Thus Indian culture has developed an attractive collection of religious beliefs and customs, which extends from simple artificial worship of souls of nature in a common rock or tree, extending extensively, highly codified Brahmin rituals to great pilgrim centers.

In India, one finds the oldest continuous tradition of pilgrimage throughout the world. There is a cultural pilgrimage in the long palace of Manas in India and a major pilgrimage site has actually been identified as a huge and holy place. The earliest source of information about this matter comes to the holy place, and Rigveda AtharvaVed Vedantana is expressed in connection with the confluence of river, in spite of discussions in the book of pilgrimage of river valley, especially, Places are described in the properties. Vedic age pilgrimage alacrity is very common. The Mahabharata (350 BC) or the epic is clear that there is various fractal. More than 300 religious places have been mentioned in the subdivision. Most of the people are considered as residents of the sanctuary of the holy land, and then there is a possibility of entering various areas in Mahabharata and coming under the influence of Hinduism. The Puranas (second 15th century holy book) were shown in the unity of time, due to the increase in the number of listed standards, both tribal holy places and pilgrimage increased due to the increase in significance in a traditional religious form practice.

The Religious Tourism and Pilgrim Destination:

Religious tourism and pilgrim destination in the prose of tourist studies is frequently defined as a traditional tradition tourism, traditional tourism, and traditional heritage tourism and as a form of spiritual tourism by various writers. The situation is tough to give a definite description of religious tourism and the object behind this is that the preparation of traditional and religious travel is done in a synonymously because the profusion of cultural tourists drives to exciting places as part of their travel program and thus they are known as religious tourists.

The simple significance of religious tourism is to travel with the main purpose of facing religious events or motivating products such as culture, arts, ethnic cities and planning. Religions and tourism are associated to both the important method of tourism was in the way of visits to religious places, such as travel to the Muslims for Mecca, Christian Jerusalem and we do Hindus are for Kashi, Amarnath, Tirupati. Religious pilgrimages are always a major element in inspiring people to travel. Tracking Reliance History Back It is observed that major religions have motivated tourism universally as a basis for increasing their religious philosophies.

Marketing Religious Marketing Destination and Tourism:

Tourism development and expansion and related marketing substances will be subjective by religious in any country (Mostly in Asian Country and in that most valuable country is India) and besides outcome of religion on visitor behavior is undisputable it comprises some queries that should be replied by tourists like which destination would be selected by tourist or which product are favorite by visitor. In Indian region the procedure of tourism has been subjective by religious and spiritual approaches of people and people are attentive to visit holy sanctuaries and associated observances. These spiritual places which are the most promising cities located

in countries like, India, Saudi Arabia, Malaysia, Singapore and Qom and Mashhad in Iran

Religion has been converted into a thing, which may sell in the market. As we are aware about religion is established on all types of beliefs, not only should we compete with each other in accumulation to very engaging and relaxation activities. Marketing of religious tourism may be used as a brand name with confidence to certainly contend with the familiar signs and arbitrators through whom religious scenes can make an instant connection with the market.

In connection with the religious relations of religious products and marketing relationships, we are unable to commit our crimes with some faithful comparisons. Religious people can view religion as a means of expressing their belief, while sellers see them as a means of diffusion belief. Religion and marketing associations both depend on the communication and communication of the people's wishes, which are incredibly unreliable. Religions make their importance through means of customs, applies and myths, while marketing can do it with the help of promotion and shopping. Likewise religion is approximately compliant a belief structure and marketing is patient belief about a product. Religion has belief societies, where there are brand societies in promotion/marketing. There are associated relations in religion and marketing, for example, religion is measured as a product and products are measured as religions.

Religious products and religion are both essential foundations for building personality. Marketing trusts are popular in the form of spiritual products through the process of brands. Religious products may or may not be a tag line for example religious courses, these books, spiritual exercises, spokes-persons - priors, priests, or a fusion of all of these can be mediators, for example, priors, priests or TV personalities or certain public statistics are an significant feature of the brand

CONCEPT AND STRATEGIES OF MARKETING:

Marketing is such an activity, which is a set of institutions and procedures for customers to value, customer's partner, and scale, creating, eliminating, distributing and exchanging. Now all vendors have to possess the customer at the center point and they should be fulfilled. To capture this objective to detention the requirements standards and fulfillment of customers, we must go through the appropriate marketing procedure.

The destination would be promoted as a clear emulate if the customers do not know what they will mislead in the future, then no artificial flavor will be involved. Attraction, access, human resources, public and private facilities, image and charter and ultimately importance: these issues should be done in a better destination market. If these above stated points are correctly providing that can make attention unbiased number of tourists to a permanent destination.

To reach our objective, marketing is important in every business particularly the tourism industry is an exceptionally expensive service industry. The customer's needs getting more specific therefore a service provider has to maintain the customer's expectations. Value and quality of service, Safety products and the consequence of the environment are necessary indicators for customers to select tourism products. Known as marketing to be capable to improve apprehend the product and fulfill the customer. Marketing is not only about sales, but it is about selling satisfactory services or things to customers.

Now days to get the information is very easy about whatever information you require, the Internet makes it very easy and fast, before public become aware with all relevant information people plan or plan where-ever to travel. Through the travel agencies the information can also be collected, tour operators and organizations of destination management for making decision service quality, feedback from customer, and ratings of travel book, security, and program and many more essential issues. All the marketing procedure is to make all the material available to customers.

The management process in nothing but the Marketing, which is answerable for the satisfaction, optimism and identification of the requirements of the customer. Marketing plans for the company should be the top accessible situation, strategies and roadmap. In spite of the goal setting there is not appropriate to succeed the goal. Better Marketing is the key to the today's business achievement. Although marketing is not a different process, the significance of marketing is more important in this problematic inexpensivetime.

Marketing tackles should be used well and prudently the client's request should be concluded on revenue generator. If this procedure is correctly sorted then any business can be capable to live on this world's challenging business. Today, every sector is having full of rivalry making its best efforts for customers are the vendors, and customers have lot of new options. Here are many different kinds of marketing methods are available and we can use them as per the requirement of our services and product. There are three best essential obligations however creating a marketing strategy and these are inter-coated. The first is to usual a marketing objective, the second is the target market and the last for the marketing mix is to develop.

MARKETING RESEARCH:

Marketing is an essential component in presenting research services and product that creates worth in the customer's attention. Over time, the observation of the customer variations, for example, in the coming years, the value of this year of convention year is not same. As such, the value-generating facilities cannot be taken with general knowledge; some statistics should be collected then analyzed. The eventual objective of Marketing Research is to director the supervisors to make significant marketing conclusions. Most business reliability attracts customers to repeatedly use their product and a positive communication spreads to other prospective customers. The study is one of the greatest behaviors for customers to make research with a assortment of conferences and to learn more about the difficulties, fulfillment and development of services and services.

MARKET SEGMENTATION:

Before starting any program or proposing a product or service, cultivators would have the accurate information of the objective market and its prospective customers. This is the significant method for identifying targeted customers and their behavior in fact the market can be divided into four types: geographical divisions, demographic divisions, psychological divisions and behavioral divisions. Geographic division is used to recognize the living region of marketing customers. It means that any country, city or village is an important portion to market your product. Aspen-Sional Whenever a religious destination should be practiced for proper country, city or any region related to religion, thus, they should be attractive to travel to a special destination.

In demographic partitions, market integration is prepared on the basis of gender, generation, age, religion, caste, social class and nationalism. Demographic issues are very important in influential the requirements and demands of the consumer as per the comforts of specific target groups it provides the basic knowledge of a customer's aptitude to ingest particular services and products.

Psychological social lifestyle class and personality characteristics are the segment of any consumers. To purchase any product that increases the use of products and company related services to many inspirational components that attract customers. All those areas of religious destination marketing vendors, such as protecting their doubts, need to be able to prove as a variety of activities and destinations as well.

In the practice section, the market is based on a customer's knowledge of knowledge, Atti-Tud, shopping and usage behavior. It is important for marketers to market their religious destination, for example, where and when you want to visit a client, where it is very important to buy a good way, service providers need to analyze the information required to start a marketing plan.

MARKETING MIX:

Market is progressively economical; customers have several selections to purchase the services and products. Any occupational organization has to discover the need of customers and relate the right to way to fulfill the necessities of them. To distribute products and program to require customer in the accurate technique we have a high-class promotional/marketing plan. This extraordinary marketing policy called marketing mix. It comprises price, people, product, place, promotion, physical evidence and process.

People are the strength of any organization. People play's a significant part and that can't be below projected in the influence on promotion/marketing. Employees would be active. Mainly view line officers and customers care staff can make direct impression on how the product and services is stated. We must be attentive

of knowledge and skills of our working strength and inform inspiring them too have sufficient efficiency. Marketing mix has an interconnected influence on each other but people's role will be the significant one regarding marketing.

Process means presence relaxed to prepare a professional with. It means we must be precise cool with customers, occasionally customers inquire lots of queries that make our atmosphere irritated but we have not to be tolerant and capable to do for what we are apportioned. Procedures are difficulties which the most frustrating to a customer that are not deliberate to customer it should be provider's suitability.

TOURISM DESTINATION PROMOTION:

Promotion/Marketing are that measure of marketing which generates consciousness then attention around a services and product for the customers. The company's practices sales promotion, advertising, sales executives and community associations to distribute a message to make attention in a product from objective customers.

BRANDING:

Branding is also an important method for marketing, but when you are marketing destination it is more important because there are many vendors who sell similar products. Beaches, seas, mountains, suns, churches, monuments, and other tourist temptations are not sufficient to make attract tourists if tourist can have a value of the product brand. A product brand value is essential offer exceptional services to the destination and distinguishes them from other service providers. A word, symbol, name, design or any other specialty that separates a seller's service or product from other vendors.

When branding comes ultimately the nation brand comes along with branding. Especially when we are successful to branding a destination ultimately nation's brand plays an important role. There are several such countries or destinies that offer same type of services, but the cultural, economic, security and political and other prestige of the country the destination have a direct impact on choosing.

Branding has many advantages and the most important of them are the following types. It helps in reducing the election between the impacts of many destinations and easing, reduces the risk issue of selecting the destination for a visit, then provides perfect division about the specific destination. In addition, the important purpose of a destination brand is to create liability and exceptional identities to acquire hold of the busy market to be selected by trusted customers.

DESTINATION BRANDING:

Destination branding is the method of increasing a unique personality for a tourist destination and connecting with visitors using a name, a tag line, a sign, a design, or a grouping of these to make a constructive image. Adding all the structures related with the destination branding destination is to create a unique identity of a destination and distinct it from its challengers, like any other brand, sites have their own personal identities, which are unique and unique between themselves; Two places are not equal, based on those unique characters or characteristics, they are branding themselves in a number of places, thus, destination branding, which is a new concept in marketing, is a significant implement in the improvement of a place and that Make a strong brand of place.

CONCLUSION:

This article delivers a general idea on special interest about destination branding about religious places, particularly concentrating towards religious tourism. The visit or from this exceptional awareness tourism has to be concentrated towards belief centered tourism. Numerous types of promotional marketing policies are useful by the vendors to make interest travelers to the destination. This study sketches the condition religious destination. Complete organization, safety and security, accommodation, transportation and other facilities connected with tourism are on acceptable level however the quantity of tourists are not as important as further comparable destinations interest.

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