



DESTINATION BRANDING IN UTTARAKHAND: AN ANALYTICAL STUDY OF TANGIBLE AND INTANGIBLE FACTORS

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ABSTRACT :

A recent trend in India's socio-economic space is the rise in domestic and international tourism both in bound and out bound tourists. Another significant change is the expectation of quality and standards amongst the tourists, they are looking for world class facilities in all categories of tourism be it leisure, health religion etc. Each state is trying its best to develop and promote its tourist spots as destinations to visit as it helps to develop the local economy and add to prosperity. This paper attempts to study the tourists opinion regarding expectation and satisfaction over the various attributes of the tourist destination and the problem faced during their stay, and their views regarding branding of Uttarakhand.

KEYWORDS : *Destination branding, tourism attributes, tangibles and intangible elements, expectation and satisfaction.*

INTRODUCTION :

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance nature or beauty, offering leisure, adventure and amusement or health benefits. Spirituality, traveling interest, day by day development in tourist places has become an essential topic of research in business and travel area. This current study is concerned with research of the destination branding strategies of Uttarakhand tourism state of India its economical implication, infrastructure and destination.

Maximum destinations globally are conflicting for more and more private tourism, in which their appearance as a tourism destination plays significant character. Branding is a technique which benefits the destinations to make a anticipated image, and impact tourists to visit the destination on the basis of that desired image. Therefore, destination branding is becoming a very hot and burning topic nowadays in tourism industry. Branding is the process of differentiating one's product from its competitor. Thus, role of branding here is to attract more and more inward tourism to a destination.

For a no-hit branding of a destination wherever there are several divisions and sub-divisions, it's terribly essential to create an applicable design. A right design or framework would facilitate in branding the destinations that consists of the many units and sub units in a very clear and smooth method. Now-a-days, marketers and managers need to manage a fancy structure of brands that is currently called the complete design of the organization, and a destination during this case. Therefore, it's terribly essential for a destination to brand itself on the basis of some such design which might brand the specified image of a destination in a very non-confused manner. This could cause communicate the tourists the acceptable and desired image of the destination similarly as what should they expect concerning the destination before their visit.

TOURISM IN INDIA:

Tourism in India is economically imperative and is rapid growing industry in India. WTTC calculated in the year 2016, 9.3% of the nation's GDP of 14.02 lakh crore or 9.6% or more than 40.343 million jobs increased by 9.3%. It is predicted that by the year of 2027 (10% of GDP) 6.8% of the annual growth rate is expected that is 28.49 lakh crores. India's medical tourism sector was projected to be worth 3 billion US dollars in October 2015. By 2020 it is estimated to be worth \$ 7-8 billion. In 2014, the medical tourism traveler that is 184,298 foreign patients traveled to India to take medical treatment.

88.8 million Foreign travelers arrived in India in 2016. In 2012, the number of domestic tourists for all states and Union Territories was 1,036.35 million. There was an increase of 16.5% in 2011. It clearly indicates the immense potential that the country has as a tourist destination and the role tourism can play in economic development.

In the year 2017, according to the Travel and Tourism Competitiveness Report India is ranked 40th out of 136 countries.

Uttarakhand is a state in north indian region of Himalayas. The state is popularly known as Devbhumi (land of Gods) due to the presence of numerous Hindu pilgrimage sites. As a result, religious tourism forms a major portion of the tourism in the state. Major tourists attractions in Uttarakhand include the Char Dham and the various other places such as haridwar, rishikesh, nainital Mussorie, Dehradun, Rudraprayag.

SELECTION/DECISION OF DESTINATION:

Tourists travel for a variety of reasons ranging from fun, adventure business to health and recovery, to learn the latest or understand the past. For every type of reason to travel and for all types of travelers the real secret an success of their travel depends upon the careful right selection of destinations and this is where destination branding can play a pivotal role in making the right decision. Not only the right decision would be taken but it would also help in the branding of the destination and increasing the economic prosperity and popularity of the city or region thereby benefiting the whole employable ad business economy.

Past studies related to destination selection focus mainly on identifying important features that affect destination selection; Professional Decisions and Elements Analysis are the main methods. In addition to the above, the destination selection material is focused on the cost effectiveness and the direct impact of the destination features such as space, weather, quality and value. Milam and Pismum (1995) showcase the highlight of the destination and an interesting feature familiar to the destination. He suggested that with destination (i.e., the previous visit) was significant on future objectives and therefore, tourists of select decisions could be carried out in a more advanced stage. Moreover, many studies are related to knowing the motivation of happiness that will affect the destination preferences; However, the choice of destinations with experimental selection literature has focused a lot on the effect of tourism inspire.

REVIEW OF LITERATURE

The one of the significant definition of tourism destinations by Buhalis (2000, p. 97), he defined the tourism destinations as geographical areas and can be interpreted as amalgams of tourism products and services. They offer an "integrated experience to consumers".

According to Pike (2004), destinations are places that attract visitors for a temporary stay and range from continents to countries to states and provinces to cities to villages to purpose built resort areas.

Although branding is not a new concept, the study of destination branding is a relatively recent addition to the field of tourism research (Ricardo, 2009). The notion of branding has only recently started to expand into the tourism industry and apparently became a topic of examination in the late 1990s (Pike, 2002; Tasci & Kozak, 2006).

According to Kerr (2006, p. 277), a destination brand is defined as a “name, symbol, logo, word or other graphic that both identifies and differentiates the destination; furthermore it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of destination experience”.

Another most recognized definition of destination branding is presented by Cai (2002, p. 722), who claims destination branding is “selecting a consistent element mix to identify and distinguish it through positive image building; unlike typical goods and services, the name of a destination brand is relatively fixed by the actual geographic name of the place”.

Destination promotion has to operate as a mechanism to facilitate regional development objectives and to rationalize the provision of tourism; ensures equitable returns on resources utilized for the production, delivery of tourism services; needs to care for the regeneration of resources used in the destination.

Therefore, destination promotion is a strategic mechanism and not only a sales tool. As such, it requires a certain way of strategic thinking with a particular focus on local stakeholders and destination resources (Sharma & Dogra, 2011).

Marketing practitioners and scholars have tried to understand the impact of destination images and personality on location image (Hosani et al., 2006). Destination branding aims to implement branding principles and plans to encourage tourism and thus, tourism marketing is directly related to it Destination branding is related to the creation of a tourist destination image (TDI), which is a collection of images or images about a place or destination of future tourism. Similar trends can be seen in the case of location brands for countries and provinces of the country (Siegel, 2011). Therefore, destination branding for location branding and location brand equity is considered to be the most important aspect.

It is particularly relevant to understand the circles which have built destination brand equity (Konneck and Gartner 2007) as the concept of power (1980) as a tourist destination image and especially a destination brand.

O.S.Kandathi (1994) Department of Applied Economics Cochin University of Science and Technology (CUSAT) examined "Economics in Kerala Tourism Industry and Special Reference to Seaside Tourism". His study emphasized the traditional component of the tourist, the impact of multiplier concept and the tourism layout under the five-year plan.

The destination brand has been described as an effective tool in which the ability to create emotional appeal and brand image is important to the marketing success of tourism. (Leesen 2001). In our days, the branding of destination and all the more particularly of urban areas, has picked up an uncommon force among city authorities (Anholt, 2010). In that capacity, put advertisers are endeavoring to settle the city as a brand, with the motivation behind elevating to existing and potential target gatherings; and separate themselves from each other, to affirm their distinction in quest for different monetary, political or socio-mental destinations" (Kavaratzis and Ashworth, 2005, p. 183). Living in reality as we know it where rivalry is furious, the time has come to begin considering finding better approaches to enhance the picture of the city with the reason for pulling in travelers.

Gnoth (2002), for instance, sees destination branding as an administration procedure that prompts a vital arrangement to manufacture a brand character in view of destination properties chose on the premise of intensity, uniqueness and wanted personality. Hall (1999) characterizes the center target of destination branding as the creation of a steady, engaged correspondence procedure, in view of the determination of an accumulation of center impalpable esteems existing in the brain of the shopper.

"Destination branding passes on the guarantee of an important travel encounter that is exceptionally connected with the Destination; it likewise serves to combine and strengthen the memory of pleasurable recollections of the Destination encounter" (Goeldner, Ritchie, and Mac-Intosh 2000; Kaplanidou and Vogt 2003) (referred to in Hassan et al., 2010).

This point of view is additionally reflected in a few calculated models (Echtner, Ritchie, 1991; Baloglu, Mc Cleary, 1999; Gallarza, Saura, Garcia, 2002; Larsen, George, 2004; Hankinson, 2005). Destination picture has a key part for tourism advertisers; a few specialists (e.g. Mayo 1973, Mayo and Jarvis 1981, Woodside and Lysonski 1989) have delineated that destination picture and traveler's buy choices are emphatically related. Woodside and Lysonski (1989) set out a general model of explorer destination decision. The model recommends that destinations to visit mirror a destination's level of explorer mindfulness, its inclination to end up some portion of the decision set and its full of feeling affiliations or level of saw enthusiastic fascination. In this manner, destination picture comes about an essential issue in a person's travel buy related basic leadership and that the individual explorer (dis)satisfaction with a travel buy relies upon a correlation of his assumption about the destination or a formerly held destination picture, and his apparent execution of the destination (Chon, 1990)

Balakrishnan (2009) likewise separated that destination require more consideration for branding when contrasted with corporate, item and administration brands; Tourism is subject to large scale ecological elements like governmental issues, fear based oppression, infection flare-ups, climate/normal conditions and money variances.

OBJECTIVES OF THE STUDY:

1. To study and identify the brand building elements existing in the branding and promotion of Uttarakhand as a tourist destination.
2. To study the role and contribution of brand building elements both tangible and intangible in the promotion of Uttarakhand as a tourist destination.
3. To study the impact of brand building elements on destination brand building of Uttarakhand.

HYPOTHESIS:

H0: The opinion of tourists regarding Expectation and satisfaction over the various attributes of the tourist destination and the problem faced during their stay, and their views regarding branding of Uttarakhand in the state are equally distributed.

RESEARCH METHODOLOGY

Research Design: Descriptive Research

Tools for data collection: Primary and Secondary

Sampling Design:

Stratified random sample plan would be adopted in such manner that it covers all the demographic strata of tourists.

Sample size **200 tourists**

Instrument for Data Collection:

The survey instrument will be **self-structured questionnaire** based on the previous review of literature. The survey instrument will have the following two sections:

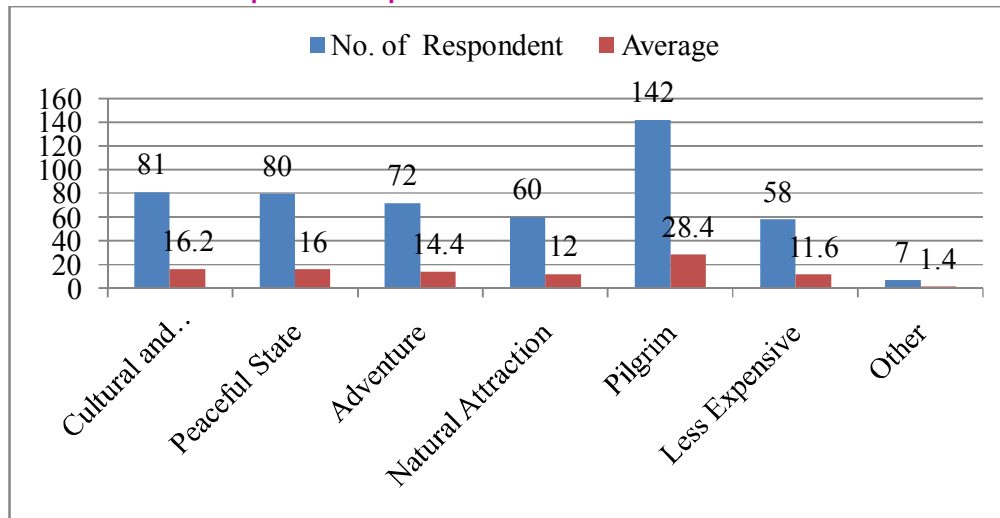
1. First Section will deal with the demographic profile of the respondents.
2. Second Section will be related to the questions on Brand Building Elements (i.e. on Symbolic elements, Intangible / Tangible and Functional Elements), Destination Branding, Destination Promotion and Destination Brand Building.

Analysis and Interpretation of Data/ Tools and Techniques:

Data analysis will be done by applying various statistical tools with the help of software packages such as SPSS and Microsoft Excel. Data collected have been analyzed and interpreted with the help of Mathematical Methods, Statistical Method, and Graphical Method.

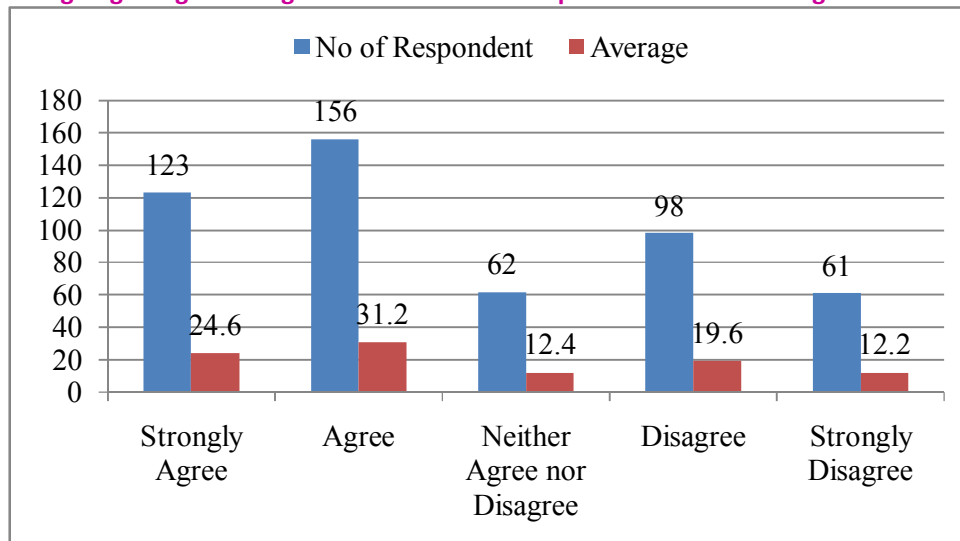
Analysis

Description of Respondent Motivation to Visit Uttarakhand



The above table describes about respondents motivation to visit Uttarakhand and it is observed that 81 (16.20) respondent said cultural and heritage of Uttarakhand is the motivational reason to visit Uttarakhand, 80 (16.20) respondent said the motivation reason to visit Uttarakhand is due to it is Peaceful state and they want to spend their vacation time in this peaceful state, 72 (14.40) respondent’s motivational reason is due to the sportily adventure in this state, 60 (12.00) respondent motivational reason is due to natural attraction, and most of the respondent said pilgrim is the motivational reason for them to visit Uttarakhand and most of these respondent are domestic (Indian) respondent, 58 (11.60) respondent said Uttarakhand is less expensive state and that is the reason to motivate them to visit here and remaining respondent said due to some other motivational reason they visit to Uttarakhand.

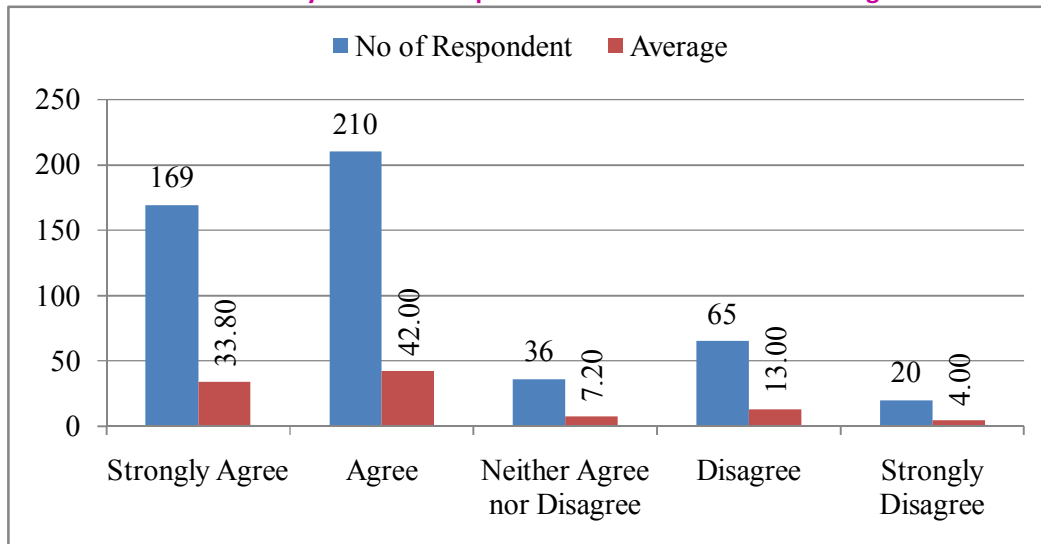
Q.1 Designing a Logo and tagline for Destination helps in Effective Branding of a Destination



The above table describes respondent’s opinion about designing logo and tagline will help effective branding of destination and it is observed that 123 (24.60) are strongly agree about logo and tagline for effective branding and destination, 156 (31.20) are agree that logo and tagline will help effective branding

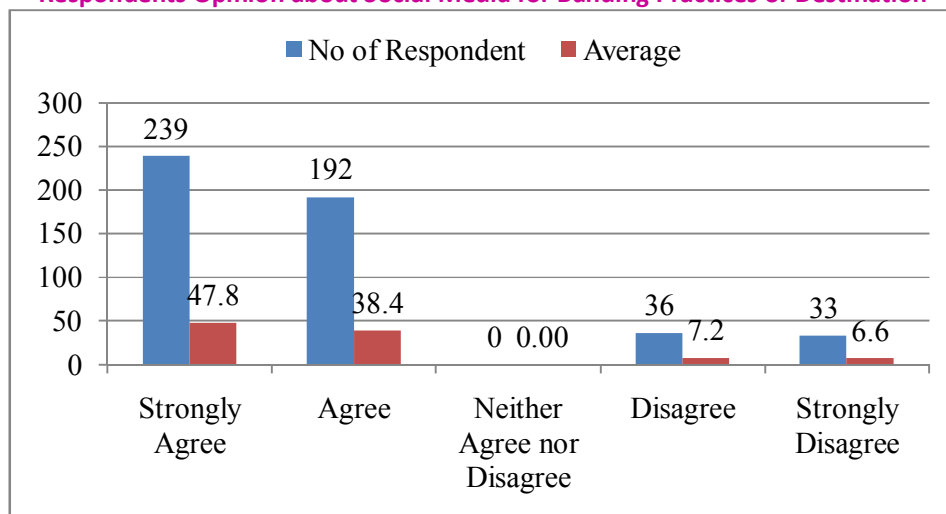
and destination, 62 (12.40) neither agree nor disagree about logo and tagline will help for effective branding and destination, 98 (19.60) respondent are disagree that logo and tagline will help for effective branding and destination and remaining 61 (12.20) respondents are strongly disagree about logo and tagline will help for effective branding of destination.

Q.2 Awareness about eco-friendly practices may help to maintain destination branding
Eco-Friendly Activities Help to Maintain Destination Branding



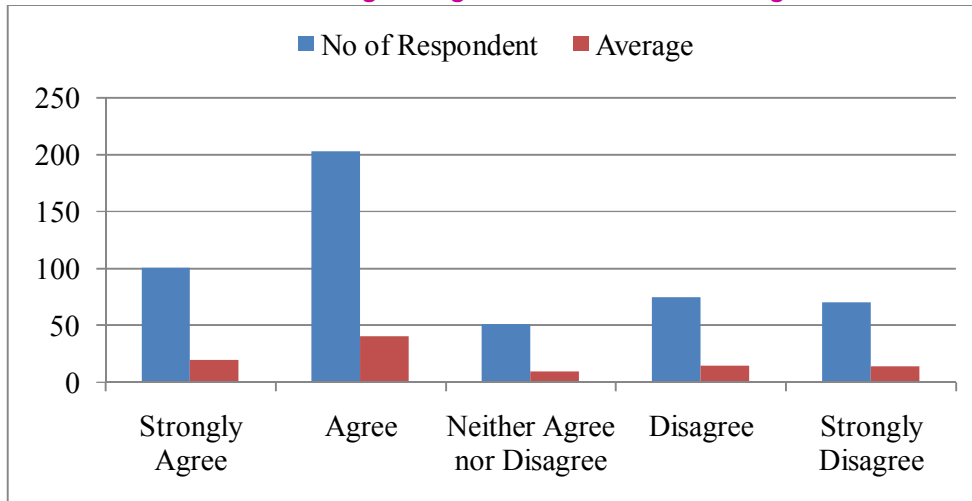
The above table describes respondents opinion about eco-friendly activities will help to maintain destination branding and it is observed that 169 (33.80) respondents are strongly agree that eco-friendly activity maintenance will help destination branding, 210 (42.00) respondent will agree that eco-friendly activity maintenance will help destination branding, 36 (7.20) neither agree nor disagree about eco-friendly activity maintenance will help destination branding, 65 (13.00) respondent are disagree about eco-friendly activity maintenance will help destination branding and remaining 20 (4.00) respondents are strongly disagree that eco-friendly activity maintenance will help destination branding.

Q.3. Use of social media for branding practices of destination
Respondents Opinion about Social Media for Banding Practices of Destination



The above table describes respondents opinion about social media for branding practices of destination and it is observed that 239 (47.80) respondents are strongly agree about social media branding practices of destination, 192 (38.40) respondents are agree that social media will help to make the destination branding, 36 (7.20) respondents are disagree about social media will help destination branding, 33 (6.60) respondent are strongly disagree about social media will help destination branding and none of the respondent were neither agree nor disagree about social media will help for destination branding.

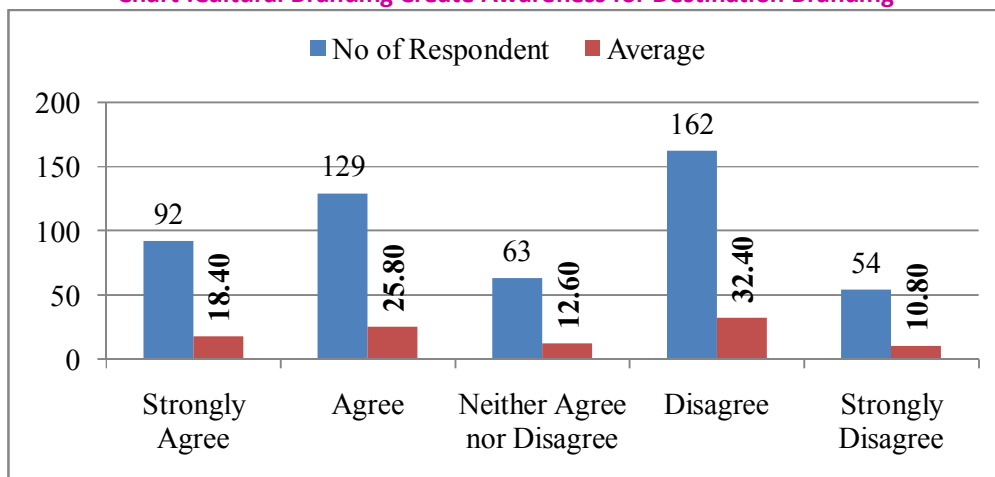
Q.4. Designing/Planning a brand building strategy is helpful for achieving Destination Branding.
Brand Building Strategies for Destination Branding



The above table describes about brand building strategy for destination branding, and it is observed that 101 (20.20) respondent are strongly agree about brand building strategy for destination branding, 203 (40.60) respondent are agree about brand building strategy for destination branding, 51 (10.20) respondent are neither agree nor disagree about brand building strategy for destination branding, 75 (15.00) respondents are disagree about brand building strategy for destination branding and remaining 70 (14.00) respondent were strongly disagree that branding building strategy will help for destination branding.

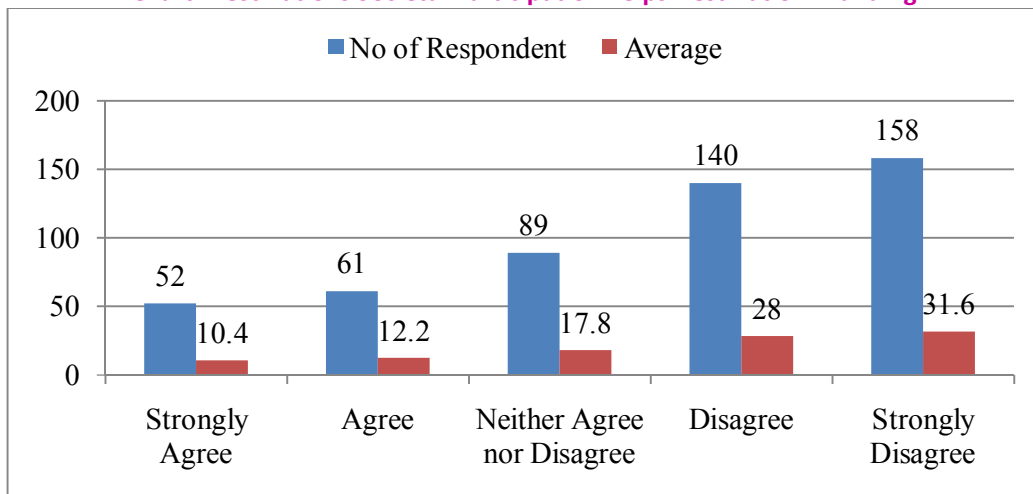
Q.5. Cultural branding of a destination helps to create awareness.

Chart :Cultural Branding Create Awareness for Destination Branding



The above table describes about cultural branding create awareness for destination branding and it is observed that 92 (18.40) respondents are strongly agree that cultural branding will help to create awareness about destination branding, 129 (25.80) respondents were agree about cultural branding will help to create awareness of destination branding, 63 (12.60) respondent were neither agree nor disagree, 162 (32.40) respondent were disagree about cultural branding will help for destination branding and remaining 54 (10.80) were strongly disagree about cultural branding will help to create destination branding.

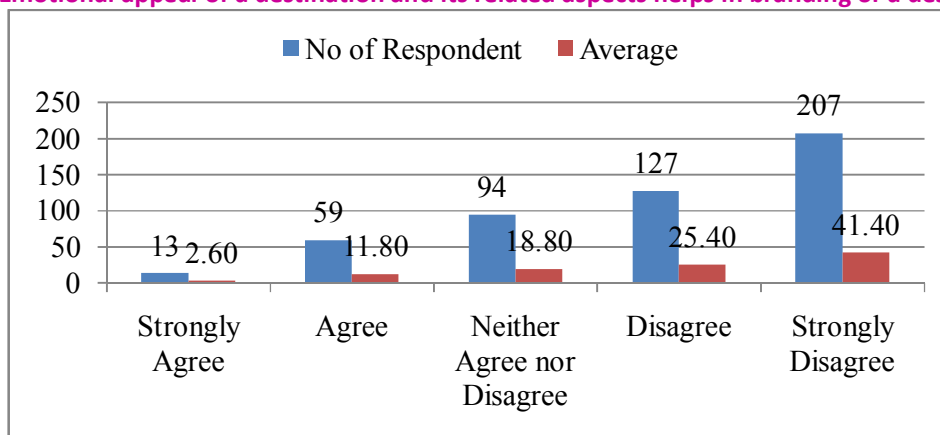
Q.6. Societal participation at a destination helps to enhance Destination Branding
Chart: Destinations Societal Participation helps Destination Branding



The above table 5.22 describes about destination societal participation helps destination branding and it is observed that 52 (18.40) respondents are strongly agree about destination societal participation in destination branding, 61 (25.80) respondents are agree about destination societal participation in destination branding, 89 (12.60) respondents are neither agree not disagree about destination societal participation for destination branding, 140 (32.40) respondents are disagree about destination societal participation in destination branding and remaining 158 (10.80) respondents re strongly disagree about destination societal participation in destination branding.

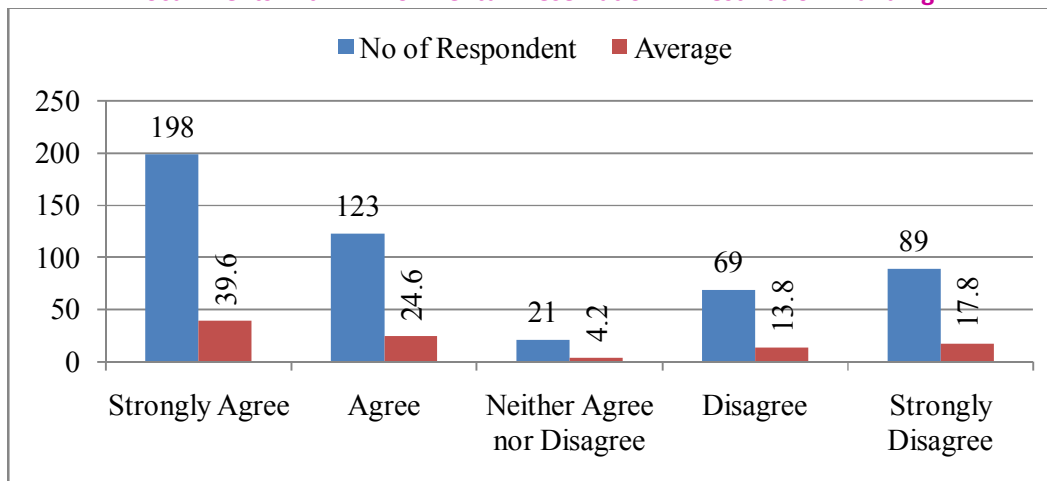
Q.7 Defining an emotional appeal of a destination and its related aspects helps in branding of a destination.

Chart :Emotional appeal of a destination and its related aspects helps in branding of a destination



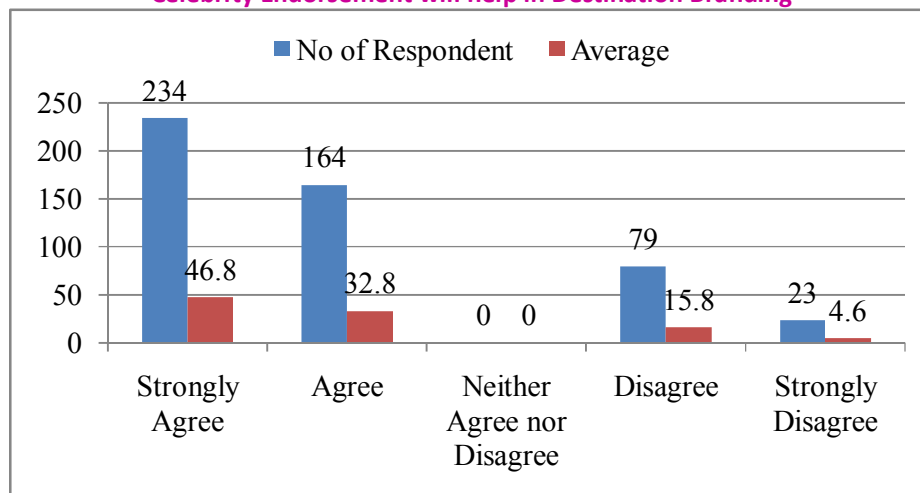
The above table 5.23 describes about emotional appeal of destination and its related aspects helps in branding of destination and it is observe that 13 (2.60) respondents are strongly agree, 59 (11.80) respondents are agree, 94 (18.80) respondents are neither agree nor disagree that emotional appeal and its related aspects will help in destination branding, 127 (25.40) respondents are strongly disagree about emotional aspects will helps in destination branding and remaining 207 (41.40) respondents are strongly disagree about emotional aspects will help in destination branding.

Q. 9. Integrating local events with environmental preservation helps in destination branding
Local Events with Environmental Preservation in Destination Branding



The above table describes about the integrated local events with environmental preservation help in destination branding and it is observed that 198 (39.60) respondent are strongly agree about local events with environmental preservation in destination branding, 123 (24.60) respondents are agree about local events with environmental preservation in destination branding, 21 (4.20) respondents are neither agree nor disagree, 69 (13.80) respondents are disagree about integrated local events with environment will help in destination branding and 89 (17.80) respondents are strongly disagree about integrated local events with environment will help in destination branding.

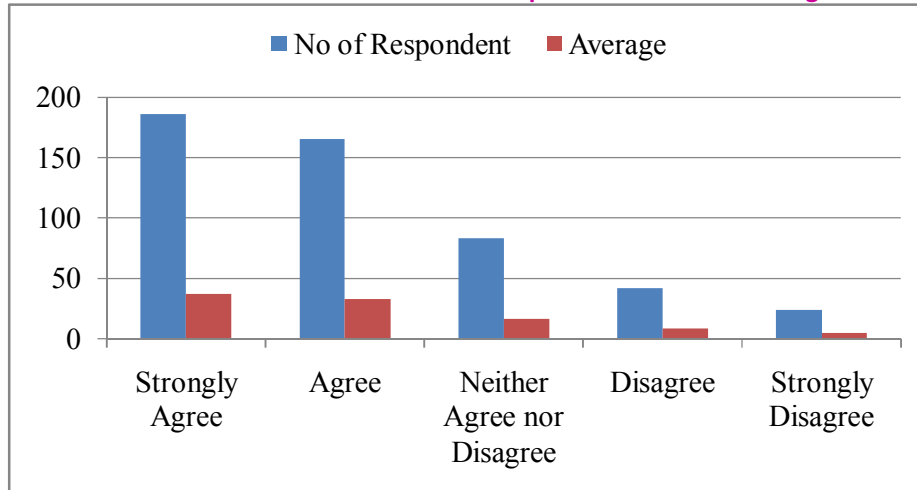
Q.10 Celebrity endorsement will helps in Destination Branding
Celebrity Endorsement will help in Destination Branding



The above table describes about celebrity participation will help in destination branding and it is observed that 234 (46.80) respondents are strongly agree about celebrity endorsement will help in destination branding, 164 (32.80) respondents are agree about celebrity endorsement will help in destination branding and none of the respondents are neither agree nor disagree, 79 (15.80) respondent were disagree about celebrity endorsement will help in destination branding and 23 (4.60) respondent are strongly disagree about celebrity endorsement will help in destination branding.

Q.15 Official website of Uttarakhand tourism destination is quite informative and interactive which helps to Destination Branding

Uttarakhand Official Website will help in Destination Branding



The above table describes about Uttarakhand’s official website will helps to destination branding and it is observed that 186 (37.20) respondents are strongly agree that website will help in destination branding, 165 (33.00) respondent are agree about official website will help to destination branding, 83 (16.60) respondent are neither agree nor disagree, 42 (8.40) respondents are disagree that official website will help to destination branding and 24 (4.80) respondents are strongly disagree that Uttarakhand official website will help to destination branding. The respondents who are strongly agree and agree about website will help in destination branding most of them said because of website they are able to get all information about Uttarakhand and destination of Uttarakhand.

HYPOTHESIS TESTING:

H1:The opinion of tourists regarding Expectation and satisfaction over the various attributes of the tourist destination and the problem faced during their stay, and their views regarding branding of Uttarakhand in the state are equally distributed.

Table 5.78 Tourist Faces Problem with Local Community

Sr. No.	Opinion	No of Respondent	Mean	SD
1.	Strongly Agree	10	13	3.255764119
2.	Agree	19		
3.	Disagree	11		
4.	Can't Say	13		
5.	Strongly Disagree	12		
Total		65		

Table 5.79 Tourist Faces Traffic Problem

Sr. No.	Opinion	No of Respondent	Mean	SD
1.	Strongly Agree	09	13	3.286335345
2.	Agree	06		
3.	Disagree	14		
4.	Can't Say	15		
5.	Strongly Disagree	11		
Total		65		

Table 5.80 Most of the time they face problem in booking of various services like hotel booking, Transportation booking etc...

Sr. No.	Opinion	No of Respondent	Mean	SD
1.	Strongly Agree	14	13	5.830951895
2.	Agree	21		
3.	Disagree	17		
4.	Can't Say	08		
5.	Strongly Disagree	05		
Total		65		

Table 5.81 Uttrakhand is not safe for foreign / domestic tourist it is unsafe and crimes

Sr. No.	Opinion	No of Respondent	Mean	SD
1.	Strongly Agree	17	13	6.418722614
2.	Agree	22		
3.	Disagree	10		
4.	Can't Say	13		
5.	Strongly Disagree	03		
Total		65		

Table 5.82 In Uttrakhand they face pollution and huge crowd problems

Sr. No.	Opinion	No of Respondent	Mean	SD
1.	Strongly Agree	09	13	5.761944116
2.	Agree	12		
3.	Disagree	20		
4.	Can't Say	05		
5.	Strongly Disagree	19		
Total		65		

Table 5.83 they face problem in getting tourist place in Uttrakhand

Sr. No.	Opinion	No of Respondent	Mean	SD
1.	Strongly Agree	06	13	13.74045123
2.	Agree	02		
3.	Disagree	10		
4.	Can't Say	07		
5.	Strongly Disagree	40		
Total		65		

Table 5.84 observed unethical practices existing in travel business

Sr. No.	Opinion	No of Respondent	Mean	SD
1.	Strongly Agree	06	13	12.31259518
2.	Agree	03		
3.	Disagree	18		
4.	Can't Say	03		

5.	Strongly Disagree	35	
Total		65	

Table 5.85 Mean Standard Deviation

Sr. No.	Different Problem	SD
1.	Tourist Faces Problem with Local Community	3.255764
2.	Tourist Faces Traffic Problem	3.286335
3.	Most of the time they face problem in booking of various services like hotel booking, Transportation booking etc...	5.830952
4.	Uttarakhand is not safe for foreign / domestic tourist it is unsafe and crimes	6.418723
5.	In Uttarakhand they face pollution and huge crowd problems	5.761944
6.	they face problem in getting tourist place in Uttarakhand	13.74045
7.	observed unethical practices existing in travel business	12.3126
Total		50.6068
Mean SD		7.22654

The Mean SD of Problem Facing is = **7.22654**

The Mean SD of Destination Branding is = **9.29432**

Calculation of Z-test is:

z-Test: Problem Facing During Stay and Destination Branding		
	Problem	Branding
Mean	12.71428571	113
Known Variance	7.2295	9.2943
Observations	35	25
Hypothesized Problem Facing and Destination Branding	13	
Z	-148.9661551	
P(Z<=z) one-tail	0.282043818	
z Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.640876360	
z Critical two-tail	1.959963985	

Interpretation:

The z-test statistic is -148.9661551 and the p-value is 0.282043818, as the p value is greater than 0.05 (Level of Significance) accept the null hypothesis at 0.05 level of Significance. So there is enough evidence to support that they are facing problem during the stay at Uttarakhand and branding of Uttarakhand in the state are equally distributed

CONCLUSION

India is growing rapidly as a nation and it’s safely ensconcing itself as a leading force in the social, political and economic landscape of the world. India is blessed with immense natural resources and is also fast developing as a leading medical tourism destination, there has been a surge in the per capita income in the nation post liberalization, the use of internet has provided easy access to information and the wealth of natural resources the country possesses, infrastructural development in terms of roads, airways and railways has added to the spur in both domestic and international tourists. The tourists today demand stare of the art facilities at all destinations and are inclined to visit destinations which are equipped with better facilities and possibilities of having a hassle free experience. Hence in the last few years an effort is being made by all the tourist destinations to brand themselves as the best not oly in terms of what nature, culture and tradition has to offer but also in terms of the facility and experience that they promise to provide to the tourists. On analysis of the various tangible and intangible factors in the state of Uttarakhand it was found that these

factors have a significant impact on how the tourists view each destination and that all concerned stakeholders be it state governments, local administration and civic bodies, tour operators and local community should actively see to it that efforts are being made to promote their destinations as brands in terms of their offering and that whatever they offer meet the tangible and intangible standards that are set and augmented as unique selling proposition.

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