

A STUDY ON THE IMPACT OF DESTINATION BRANDING ON TOURISM IN TAMIL NADU

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **NAVEENAA.M 42410038** who carried out the Project Training "**A STUDY ON THE IMPACT OF DESTINATION BRANDING ON TOURISM IN TAMIL NADU**" under my supervision from June 2023 to Nov 2023.

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Submitted for Viva voce Examination held on_____

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DECLARATION

I **NAVEENAA.M (42410038)** hereby declare that the Project Report entitled “**A STUDY ON THE IMPACT OF DESTINATION BRANDING ON TOURISM IN TAMIL NADU**” done by me under the guidance of **DR.M.LAVANYA M.COM., MBA., M.PHIL., Ph.D.,**at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

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NAVEENAA.M

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ABSTRACT

The current research study aspires to study the impact of destination branding on tourism the state of Tamil Nadu from the people residing inside and outside Tamil Nadu as they are the ones who may visit Tamil Nadu as a result of the branding done by Tamil Nadu Tourism Board. The primary objective of the study is to analyze the impact of destination branding on tourism. The destination branding has been taken as dependent variable and the infrastructure, safety and security, perceived cost, local cuisine and destination attributes as independent variables.

This study is conducted to understand a relationship between destination branding and the impact that creates on tourism. The data was analysed through tools such as descriptive statistics (a measure of frequency), one-way ANOVA and linear regression with the help of SPSS software version 22. This research utilised a descriptive research design, and data were collected from a sample of 250 tourists under 5 themes such as Cultural, Heritage, Spiritual, Entertainment and Adventure using a structured questionnaire.

The findings of this study demonstrate that destination branding has a positive impact on tourism in Tamil Nadu. From the analysis it shows there is a significant relationship between safety and security, infrastructure, destination attributes and destination branding, also there is a significant relationship between income and perceived cost. This study suggests that policymakers and tourism officials in Tamil Nadu should invest in destination branding initiatives to promote tourism and attract more visitors to the state. The researcher understood the nuances of destination branding through this study.

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CHAPTER I

1.1 INTRODUCTION

Building your destination brand should focus on the uniqueness of the place and its surroundings. Consequently, the first step to building a destination brand, according to the World Tourism Organisation and European Travel Commission, should be an audit of the destination to include the emotions and perceptions associated with it. Followed by that, it is important to recognise the strengths and weaknesses of the destination as well as identify your target market. Understanding your target audience will allow you to effectively articulate and deliver your destination's unique selling point throughout the various touch points of the customer journey. A thorough competitor analysis should be carried out to identify a possible market gap, while successfully positioning and differentiating your destination.

It is important to mention that stakeholder involvement is an integral part of destination brand development and the branding process. A brand's success is directly linked to the acceptance and support from local residents, and the public and private sectors. You should consider all these entities as brand ambassadors that will directly impact the perception of your destination in the visitor's eyes. After completing an inclusive and comprehensive destination audit, you'll be off to a great start to build your destination brand.

Practical tools, such as the brand pyramid, can help define the destination and brand identity by considering all core components of your destination. The foundation of your brand pyramid lies in the **rational attributes**, the characteristics of a destination, and its tourism offer, i.e. the activities, the landscape, or the weather. Next, consider the **emotional benefits** and think about how the visitors feel about the destination and what feelings they take away from their visit.

The third layer of the pyramid is the **brand personality**, the main characteristics, and attributes of the brand, including the question of how the brand should be perceived and described by the audience. Is your destination calm and charmingly intimate, or is it wild, vast, and rough? Perhaps it is a combination of the two? Furthermore, the **brand positioning** describes the uniqueness of your brand, led by the question of what makes the destination stand out from its competitors.

Finally, the very top of the brand pyramid is the **brand essence**, the heart of your brand, and what wraps all other components and makes them into one.

After identifying all the components of your unique destination brand, it is time to build an engaging, empowering, and passionate brand story that will resonate with locals and visitors alike. Your story will be the backbone of your tourism marketing plan, strategy, and integrated marketing communications. Choosing the right visual tools and communication mediums will be essential in effectively and consistently communicating your brand promise, reaching the right audiences, and achieving your marketing goals. It also supports building relationships based on trust, and growing your destination popularity.

Similarly acknowledges the importance of destination branding and provides more insights about this topic within our expert produced Destination Management Organisation (DMO) development course. The course provides a deeper dive into the intrinsic components of destination and marketing organisation planning, development, branding, and marketing.

Why is destination branding important?

Prior to the COVID-19 global pandemic, travel and tourism was one of the largest and fastest-growing economic sectors in the world (UNWTO). While the global economy and the travel sector aim to recover safely, eager travellers are anxiously waiting for their time to travel again. Though it may still be unclear what exactly tourism will look like after COVID-19 recovery, and when that may take place, industry experts say the tourism sector will be among the last to recover.

Not only are thousands of destinations planning and preparing for reopening, but undiscovered destinations are also establishing themselves every year joining the competition for the valuable tourist dollars. In such a saturated marketplace, carefully crafting a brand story that will resonate with the key audiences and potential visitors will allow your destination to stand out.

·**Differentiation:** In a highly competitive tourism market, destination branding helps to differentiate one location from others. It highlights the unique features, attractions, and experiences that make a destination stand out, attracting tourists who are seeking something distinct and memorable.

·**Image and Perception:** Destination branding shapes the image and perception of a place in the minds of potential visitors. It allows a destination to craft a desired identity, showcasing its strengths, cultural heritage, natural beauty, and other attributes. A well-developed brand can create a positive perception, leading to increased interest and visitation.

·**Competitive Advantage:** Effective destination branding provides a competitive advantage by positioning a location as the preferred choice among other destinations. By highlighting its unique selling points and appealing to specific target markets, a destination can attract a larger share of tourists and gain an edge over competitors.

·**Economic Impact:** A strong destination brand can have significant economic benefits. Increased tourism leads to more visitors, longer stays, higher spending, and increased revenue for local businesses. It stimulates job creation, supports the growth of hospitality, transportation, and related industries, and contributes to the overall economic development of the region.

·**Community Pride and Identity:** Destination branding not only attracts visitors but also instills a sense of pride and identity within the local community. When residents identify with their destination's brand, they become ambassadors and advocates, promoting their region's attractions and welcoming visitors, which further enhances the visitor experience.

Differentiation is the ultimate objective of branding. Effective destination branding that stands the test of time while remaining competitive, dynamic, innovative, and agile to ever-evolving industry trends and consumer behaviours. It is what holds the key to successful destination development and tourism growth.

1.2 INDUSTRY PROFILE

First, it is important to define what is meant by the ‘**tourism industry**’. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world’s largest industries and the economies of many nations are driven, to a large extent, by their tourist trade.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry and a number of additional industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators.

With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

Tourism offers a wide range of benefits, including economic benefits for countries attracting a large number of visitors, due to the money they spend not only on their actual stay, but also on local businesses. It also provides a large number of jobs for people working in the transport and hospitality industry, among others.

Moreover, tourism has the potential to improve relationships between nation-states or businesses, to create opportunities for entertainment and recreation, and to improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being and education.

1.3 PROBLEM STATEMENT

The problem statement deals with the impact of destination branding on tourism of Tamil Nadu. This question originates from a Destination Marketing Organisations need to attract visitors. Every tourism destination seeks to attract tourists. Key to enticing visitors is differentiating the destination and marketing the destination's image to potential consumers. Many non-tourism industries and companies have utilised the concept of branding to sell their product to consumers. One purpose of this research was to investigate whether or not the branding concept applied in tourism destinations benefits the tourism industry of Tamil Nadu and their impacts on Tamil Nadu.

1.4 OBJECTIVES OF THE STUDY

- To study the relationship between Income and Perceived cost in Destination Branding
- To analyse the impact of Basic Infrastructure of the location in destination branding.
- To study the effective impact of safety and security in Destination branding.
- To study the impact of destination Attributes in Destination Branding.

1.5 SCOPE OF THE STUDY

- The present study has made an attempt to measure the impact of destination branding on Tamil Nadu tourism industry
- The study is limited to Tamil Nadu and the analysis of the study is carried out with a 250 moderate respondent as themed out with 5 categories: Entertainment, Adventure, Cultural, Heritage and Spiritual
- This study captures the opinion of the people on the preferred locations from March - April 2023

1.6 LIMITATION OF THE STUDY

- There is a chance to enhance the study more than the sample size as the population size is large.
- The attitude of the respondent's changes from time to time. hence, the result of the projects may not be applicable in long run.
- It's totally on individual experience of the people at the time of collecting the responses.

1.7 CHAPTER DESIGN

Chapter I –Introduction

This chapter deals with the general introduction about the Destination Branding. It also includes the Objective of the study, the conceptual framework, Research Methodology, sampling design and other related to the study.

Chapter II – Literature Review

This chapter deals with the overall study of the tourism Industry.

Chapter III –Research Methodology

This chapter deals with the concepts related to the topic and study and Literature review collected from various sources regarding the scope of the Study.

Chapter IV – Data Analysis and Interpretation

This chapter discusses the data analysis and interpretation of the results. It covers the research results of various analyses such as ANOVA test and Regression.

Chapter V – Findings, Suggestions, and Conclusion

This chapter deals with the summarisation of the findings and recommendations from the results of the study regarding the impact of destination branding on tourism.

CHAPTER II

2.1 REVIEW OF LITERATURE

Ashish Ankush Naik & Sunil kumar Jangir (2022) analysis a social aspect of tourism development in India and mainly focused on the prospects of tourism industry especially in India in the present era of liberalization, privatization and globalization. Now in India tourism industry is on the initiation of a major breakthrough for great financial gains.

R.B.L. Garg (2022) experienced some very significant problems in his research on the ills of Indian tourism. Rising uncertainty in the lives of visitors occupies a predominant position among the major problems mentioned. He makes an illusion to concern among tourists about rail travel in the course of his debate on this issue. Incidents such as the looting of foreign tourists on a train near Agra are still fresh in their memories. Then he goes on to deal with concerns such as bad hotel and restaurant hygiene and sanitation, unscrupulous shopkeepers, racketeers in foreign exchange, greedy tax collectors, and the sneers of fundamentalist religion and fanatics.

Murthy (2022) in his book *Tourism Planning and Concepts* points out that British Lieutenant, Ward, first spotted kodaikanal in 1821. In 1845, the first two bungalows - Sunny Side and Shelton were built by American missionaries with the help of an Englishman, Mr. Fane. Later many American families and the British started settling in this mountain station.

Himadri Phukan et.al (2021) focus on emergence of spiritual tourism in India which mainly touched the various research activities emerged in spiritual tourism and explores the potentials of future work of tourism related research. They analysis research publications on spiritual or pilgrimage tourism appeared in five different journals and major conferences in between 2009 - 2021.

Taneja (2021), in her book *Tourism Planning* says that the key towns in the Yelagiri mountains are Athnavur and Nilayur. Athnavur is the best place to stay and plan a local trip. Some good quality cottages and hotels are available here. Also, this is the last stop with traces of modernization. The next town is Nilavur. Here, the place is full of agricultural land and vegetable and rose farms. It will be an interesting detour to visit these farms.

Leena Kakkar and Sapna (2020) this study generally focus on impact of tourism on Indian economy and they mainly focus on how India is emerging as a global tourist center because of innovation and creating value for tourist. The contribution of travel and tourism to country's GDP will grow after passing of time as expected to grow from 4.5% in 2011 to 4.9% in 2020. Simultaneously the contribution of travel and tourism

V.K Gupta (2020) has created a good work in a region-wise pattern with descriptions of places with tourist attractions and facilities in India. He has equipped visitors and hotel facilities with helpful upgrades. This author has mentioned the principal merits of a number of places in India. In his job, he also provided tourists with helpful suggestions.

Alick Mhizha et.al (2020) carry out a study on how tourism affects culture in and around Victoria falls in Zimbabwe (n=124) living in the town which consists of leisure and hospitality industry, those are working in tourism, employees in community heads and members of public. Total no of seven factors which influence the impact of tourism on local residents were taken. After analysis they derived tourism does have significantly higher negative impacts than positive impacts in communities in and around Victoria Falls.

Mohammad Nayef Al Sarayreh et.al (2020) talk about how the status of tourism is been promoted in Jordan, particularly by using Internet, with a future prospective in mind how Internet can play as a major contributor towards the growth of tourism in Jordan which is needed badly by the country. Internet can help to disseminate maximum information about the country at global level easily.

Prakash Adnur (2020) has researched precisely the problems and issues involved in promoting tourism. He highlighted the general potential and also discussed the steps to be taken with promising incentives to achieve optimal travel in this intricate field. In the sense that a number of aspects of the tourism industry were also explored from the demand side, this work could be classified as a path breaking one.

Suman Kumar Dawn and Swati Pal (2020) this research article gives information of various scopes of medical tourism and its strengths and weaknesses in India. They also detect the main problems and opportunities possessed by Indian medical tourism sector which can overcome domestic and international difficulties on upgrading its medical services.

McKercher and Chan (2020), it was found that recognizing the preferences based only on trips might lead to significant errors. Sheng et al. (2019) directly explored the special interest tour preferences in terms of their types and compared whether or not consumers with different demographic attributes such as age, gender, marital status result in discrepancies in special interest tour preferences.

Kattiyapornpong and Miller (2020) ascertained the effect of sociodemographic constraints (age, income, life stage) on dimension of travel choice. It also explained personal ecological explanations for variation in travel preference, travel intention and travel choice behavior of a wide range of destination and therefore, suggested that travel motivations of constraint groups need to be considered in order to better understand travel behavior.

M. Saravanan (2020) carry out a study on the scope of medical tourism in India. People from all over the world visit India for medical needs like cosmetic surgeries, dental treatment, etc. The reason behind for the improved infrastructure and technology facilities. Medical tourism expected to bring more than \$2 billion.

Tasci and Boylu (2020) revealed in their study that the visitors' perception of hygiene, health, safety and security, along with the number of days spent in destination, existence of product or service failure and education and nationality variables were significant in explaining their trip satisfaction. This could be another support for the postulation that visitation improves destination image (Milman and Pizam, 2019).

S. K. Thakur (2020) analyses tourism education in India need quality people. It is specifically focuses on the different facets of tourism education in India. He investigates how institutions and universities are failing in transforming soft skill people through least measures and also due to presence of poor quality people and lack of infrastructural facilities negating in providing quality. Tourism industry requires badly star - performer. India's major problem in tourism is its image outside.

Mohammed I.Eraqi (2019)carry out a research on tourism services quality in Egypt. The main purpose of the study is to evaluate the customer's views related to tourism quality in Egypt. He tries to measure the extent to which tourism business environment is creative and innovative as required conditions for internal customer satisfaction.

Akhilesh Sharma et.al (2019) carry out a study on the foreign direct investment in Indian tourism industry, it's flow in Indian tourism industry and it's impact on the economy of India. FDI can play a significant role in developing tourism sector in India. There is a great need to develop proper policy and plan to grow new tourist destinations and facilities because there is increase of foreign direct investment in tourism. There is definite scope of increase of contribution of travel and tourism to country's GDP. They suggested certain measures required to be implemented in India to attract more and more FDI in tourism industry such as to rationalize taxation on hotel industry, to be implemented pollution control equipment and energy producing devices to protect environment, service tax should be based on value of service given, concessions under section 10 (5)(B) of IT.

Monica Goyal (2019) analyses whether India is ready for raising medical tourism or not? She mainly focuses on the health care industry and increasing medical tourism in India. She also discusses the availability of potential field in Indian conditions and whether India is fully prepared to handle such large inflow of tourists from various parts of the world. The study points out various potential areas needed to be improved.

Lingappan A. and Abdul Haneef. N (2019) in their article, “Marketing Strategy of Tourism Industry” are of the opinion that tourism industry is the largest employment generator of the world. This is the only industry which requires less or no investment yet it generates billions of foreign exchange to the country. Tourism is one of the major earners of foreign exchange for the country perhaps there is hardly any other field of activity where so many people are involved directly or indirectly. India is one of the best countries of the world for most productive creative, enlightening and exclusive tourism. The need of the hour is for the public and private sectors to work earnestly with a commitment to develop India as the most attractive tourism destination in the world.

Shikha Sharma (2019) study generally focus on the Gwalior Fort and the challenges facing by the fort at present and also the various opportunities available to develop tourism in Gwalior. The opportunities which are present in Gwalior are presence of monument, available traditional scenery, good quality handicraft, tasty cuisine, easy accessibility, presence of museum, architecture, light and sound show, live shows which can help in developing the fort. Gwalior fort holds an important and significant part in the history of Gwalior.

S. Praveen Kumar (2019) the author talk about the role of media in promoting tourism industry in India. Media can contribute a lot to promote various tourist attraction centers because in this world of constant technological changes, consumers specially tourists have changed a lot. Their approach to get information has become "Tourist Friendly". Indian tourist and excursionists are very much influenced by different types of motivated presentations made by various television channels, articles published in renowned journals and various travel magazines and creates positive impact on them especially in their mind, attitudes, perception, psychology, behaviour or at the time when they are taking finalizing destination.

Narayan B. Prabu M (2019) focuses on online travel trends and travel behaviour of employees working in I.T. Organizations in Bengaluru, India which employees 35% of India's one million I.T. professionals. He focuses on to get into the insights of I.T. employees adoption and attitudes towards online technology platforms and to understand how they put their attitudes into action.

S.A. Mufeed and Rafia Gulzar (2019) carry out a study to know the knowledge of tourism among Saudi people (n= 130) nationals. The findings shows because of the presence of various natural beauty like sea, mountains and desert the tourist should not come across with any difficulties at the time when they are selecting Saudi Arabia as their destination of choice.

Ajay Baksi and A.k.Verma (2019) highlights on different aspects of domestic health tourism like presence of different tourist destinations, expenditure, period of stay, and average tripper annum. The important findings are the medical tourism is much more evident in Rural India than in Urban India. Medical trip in Urban India is same across equal expenditure class than Rural India.

Assegid Ayele Misganaw (2019) this research article gives information about how far tourism development is emerged to be a viable option for pro poor growth at Arba Minch town, NechSar National Park, crocodile Ranch and Dorze cultural village. The findings clearly shows that tourism has generated cash incomes for local poor in the form of wages, collective income, dividends and outsourcing of services but it hardly improved the physical and human capitals of locals.

Shiv Prasad and Vinita Bhatia (2018) analyse what is the impact of cultural attractions and amenities in creating image of a tourist place. They conducted their study in Jaipur (n = 126) respondents from national and international tourists with

34 questions. They analyse the relationship between tourist satisfaction and willingness to revisit the place or recommendations to others to visit the place and also compared tourist satisfaction derived from cultural attraction and amenities. After analysis they find out the tourists were satisfied with the cultural attractions and amenities of Jaipur. It was also known huge number of tourist had a good image of Jaipur as a tourist destination and they were very much interested to revisit Jaipur in future and also they will recommend to their friends, family and relatives to visit Jaipur.

Yeboah Thomas (2018) highlights the extent of community participation in the community based eco tourism projects in the Brong - Ahafo Region (n=281), and 14 leaders. He finds there is lot of barriers to community participation in the projects like religious beliefs, lack of government support, funds appropriate knowledge in tourism and lack of co - operation by some residents.

Shunali and Manik Arora (2018) carry out a research on the impact of Gastronomy or Culinary tourism of Jammu. Gastronomy is about the discovery and enjoyment of different tastes and flavours. It is one of the simplest way to understand new culture and traditions, local food and beverages. They derived after analysis only 4.9% impact of food image on destination image, might be the research was done only in Jammu region of Jammu and Kashmir where majority of tourist visit for pilgrimage and the tourists main aim is pilgrim.

Jiaying Lu and Sanjay K. Nepal, (2017) study specially focus on the sustainable tourism research papers published in journal of Sustainable tourism from 1993 to 2007. Their research area were volume/ number/ year, study area, forms of tourism, subject themes, future researchers, concept testing, methodology and trends. They derive sustainable tourism journal has made major contribution towards articulation, improvement and synthesis of sustainable tourism concept and its various fields. Due to global change this journal will help creating a good future.

Suvidha Khanna and Nidhi Pathania (2017) focus on the influence of tourists' demographics on their travel motivation and travel choices and also tried to find out the relationship between travel motivation and their destinations choice. After analysis they found out there is not much difference in the motivation of the pilgrims on the basis of gender. There is a positive correlation between the travel motivation and travel pilgrimage destination choices of the tourists visiting.

Abuzar Nomani and Mohd. Kamraj Rais Khan (2017) this research is aim at to determine human resource development in tourism industry. They suggest for the growth and development of tourism in India HRD strategies focusing on sustainability based industry practices, tourism development, value systems and behavioural patterns among all the stakeholders are required to be implemented.

Birgit Elands et.al (2017) carry out a study on ecotourism in Lawachara National park in Bangladesh. The research focus on local people's perceptions of the contribution of ecotourism to sustainable development and the role of co-management in it. A list of social, economic, environmental and institutional impacts of ecotoursim was developed.

S. C. Advitot (2017) carry out a research on the existing tourist destinations in and around solapur. The study reflects the inflow of tourist to Solapur compare to Maharashtra state is highest in the month of September. Whereas foreign tourists inflow is very negligible.

S. Vijayanand (2017) focuses on the different issues and challenges of pilgrimage tourism its importance, socioeconomic scope, communications issues present at the pilgrimage location of Thanjavur. He suggests certain things like advertising of pilgrimage tourism. The aim is to increase the benefits of pilgrimage tourist Thanjavur's people in terms of foreign exchange, employment generation, income and government revenue. There is a need of widespread group efforts for policy making and encouraging pilgrimage tourism.

Amit Katoch and Prasant Gautam (2016) the author talk about the rural people's understanding of the need of rural tourism's development and its consequent benefits to the villagers around Dharamshala. They get the villagers are aware of tourism a day it's benefits but they have very less understanding about rural tourism and rural tourism policy implemented by the state as well as central government but they are receptive about the advantages of tourism but not having a clear view of the negative aspects of tourism.

Tullio Romita (2016) Carry out a research on sustainable tourism. He mainly discusses and suggests some correct measures needed to be taken in South Italy to promote undetected tourism. He tried to prove how "undetected tourism" can create damage to the environment in various ways. He suggested various things that are needed to be implemented like firstly to distinguish the tourist market into two categories as "self-directed" or "undetected tourism" and "other directed" or "official tourism". Secondly he proposed to provide "undetected tourism".

Elena Spanou (2016) the objective behind the study is to evaluate the impact of tourism on socio cultural structure of Cyprus and on the growth and development of tourism in Cyprus. The main purpose of the research is to provide help in sustaining the available resources on which Cyprus tourism development totally depends on. After analysis she found out the residents of Cyprus definitely have a positive attitude for tourism which can be one of the factors for the success of tourism.

Marios Sotiriadis and Adrinet Snyman (2016) the author inform about the most important supply side factors that influence individuals and households in buying tourism property in South Africa. The findings show the five pull factors are in order of importance natural resources, competitiveness, government policy, country's perception and infrastructure, and economy. The study also provided a better understanding of the factors that influence the decision of foreigners to invest in tourism properties in South Africa and tourism destination marketing.

Despina Sdrali and Katerina Chazapi (2016) carry out research on Greek community involving local residents and their perceptions towards cultural tourism. The author had used a case of a Greek island called as Andros. After analysis they derive maximum respondents are very much known the importance of cultural tourism.

Raktida Siri et.al (2016) carry out a research on the Indian tourists motivation and perception of Bangkok, Thailand. The research covers both push and pull factors and how these factors encourage Indian travellers.

Marios Sotiriadis and Adrinet Snyman (2016) the author inform about the most important supply side factors that influence individuals and households in buying tourism property in South Africa. The findings show the five pull factors are in order of importance natural resources, competitiveness, government policy, country's perception and infrastructure, and economy. The study also provided a better understanding of the factors that influence the decision of foreigners to invest in tourism properties in South Africa and tourism destination marketing.

Muhammad Sabbir Rahman (2016) this study generally focus on to test the tourists' perception in the choice of selection of a destination under perspective of Bangladesh tourism environment. He analyses (n=250) from major tourist spots from Bangladesh.

Jaffry Zakaria et.al (2016) research identified the areas of Tanjung Malim which might be transform into a center of recreational activities. They found out there are ample amount of natural resources present in Tanjung Malim which might encourage recreational activities if these will be managed properly. It will help a lot to the government, the operators and local people.

T. D. Hinch and J. E. S. Higham (2016) carry out a study on how sport tourism activities has gone up due to the availability of various sports. Sport tourism's contribution in all walks of life is somehow there. Research focuses on various branches of sport that act as a tool of tourist

Shadi Ali Al Hroust and Badaruddin Mohamed (2015) carry out research on nature and characteristics of employees working in the tourism and hospitality industry in Pulau Pinang, Malaysia. The nature and behaviour of the employees have been investigated through analysis of documents.

Sibel Mehter Aykin and Sevcan Yildiz (2015) analyse Turkey's alignment with EU norms in the area of tourism. It consists two major parts : Part one deals with an account of the European Union's approach to the tourism policy and the developments observed recently. Part two tried to assess the progress made by Turkey in the adoption of the Acquis pertaining to tourism. **Laurent Botti et.al (2015)** highlights tourism demand in France. In their analysis they get to know there is a positive relationship between tourist expenses and the GDP of the country's from where the tourist belongs and there is a negative relation between expenditures and relative prices.

Sibel Mehter Aykin and Sevcan Yildiz (2015) Some tourists derived personal ecological explanations for variation in travel preference, travel intention and travel choice behavior of a wide range of destinations (Kattiyapornpong and Miller, 2015).

Yankholmes and Akyeampong (2015) further support the findings that some segments of heritage tourists get emotionally involved and assign personal meaning to artefacts presented at heritage sites. On the similar lines, Lyncha et al.(2015)too suggested the use of heritage as a means to construct identity.

2.2 LITERATURE MATRIX

	Author	Variable used	Statistical technique adopted	Major findings
1	Leena Kakkar Sapna Veera Sekharan, R.	Impact of destination branding	Chi Square	There is a relationship between destination branding and tourist's decision making.
2	Carter, R. W D. Whaley C. Knight	Tourism accommodation	Regression analysis	The impact of accommodation in tourism industry.
3	Hussain, A., Fisher, D., Espiner, S.	Transport Infrastructure	Structural equation model	The study's findings Travel influencers' significant impact relationship with the tourism
4	Sapitri Obsatar Sinaga Toro, M. M. Sunil, K.	Tourism	T-test	Analyse the impact of tourism marketing.
5	Samira Farivar Fang Wang	Promotion of Tourism Industry	ANOVA	To examine the effect of promotions on tourist intentions.

Table 2.2 Literature Matrix

CHAPTER III

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research design is the set of method and procedures used in collecting and analysis of the variables specified in the research problem. The study adopts descriptive research design and data has been collected from the respondents through a structured questionnaire. The research data were collected from a sample of 250 tourists under 5 themes such as Cultural, Heritage, Spiritual, Entertainment and Adventure.

Descriptive research is defined as the study in which information is collected without changing the environment (i.e. nothing is manipulated). It tends to describe the characteristics of an individual or group situation and it is desirable when we wish to project a study's findings to a larger population, with the study sample being the representative.

Thus, this research study is a descriptive type of research in which a sample of tourists pertaining to north and southern region of Tamil Nadu is assessed on their exposure to destination branding.

3.2 RESEARCH DESIGN

Research design is concerned with turning the research question into a testing project. The research design has been considered for research. Here the descriptive research designs in used. It constitutes the blueprint for the collection, measurement and analysis of data.

3.2.1 DESCRIPTIVE RESEARCH

The type of research design used in this study is descriptive research. In descriptive research, the variables identified are collected using a tools /instrument like interview, Questionnaires.

3.2.2 SAMPLING METHOD & TECHNIQUES

The Non-probability Sampling method was used to conduct this survey. Convenience sampling technique that has been used in this study to identify the various factors that impact the destination branding on tourism. The strata have formed on this site based on the respondents geographical location.

3.2.3 DATA COLLECTION METHOD

Primary data-It is the original research that is obtained through the first-hand investigation. It includes the information collected using a structured questionnaire which is distributed among the different respondent. The data is analysed using the SPSS software. The data were analysed systematically, and different parameters are studied.

Secondary data-It refers to the data that was collected by someone other than the user. Common sources of secondary data such as Google Scholar, Direct Science, Pro Quest, Emerald were used to collect data for research purpose.

3.2.4 STATISTICAL TOOL

The statistical tools used for analysis are

- Frequency Analysis
- ANOVA test
- Regression

3.3 PERIOD OF STUDY

The study's duration spans three months, indicating that the research process will be conducted over this period.

3.4 AREA OF THE STUDY

The targeted people are the general public who use both traditional and online market in their day-to-day life.

3.5 CONCEPTUAL FRAMEWORK

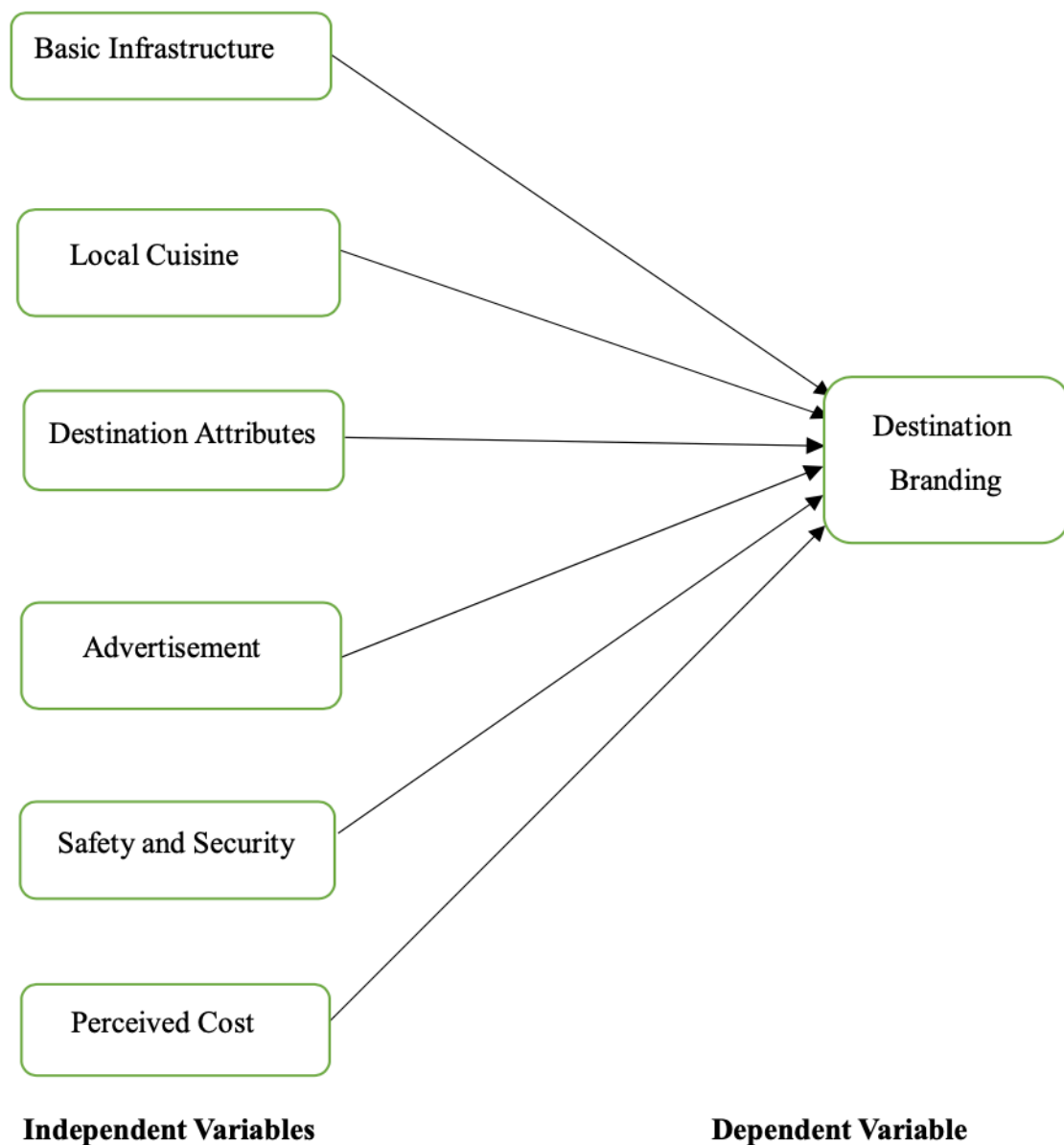


Fig 3.5 Conceptual Framework

3.6 HYPOTHESES

H1: There is no significant relationship between Income and Perceived Cost

H2: There is no significant impact of Basic Infrastructure in Destination Branding.

H3: There is no significant impact of Safety and Security in Destination Branding.

H4: There is no significant impact of Destination Attributes in Destination Branding.

3.7 TOOLS FOR ANALYSIS

The questionnaire was devised to gather essential responses from the sample, aiming to fulfil the research objective. The tools used for the analysis are,

The statistical tools used for analysis are

- Frequency Analysis
- ANOVA test
- Regression

3.7.1 *Percentage Analysis*

Research questions are typically addressed using descriptive statistics, commonly represented by either percentages or means. Percentages are particularly suitable when understanding the distribution of specific responses among participants is crucial. This statistical measure is often utilised when responses are categorised discretely.

3.7.2 *Data Analysis and Interpretation Tools*

1. **One-way ANOVA:** Analysis of Variance, is a statistical method used to compare means among different groups to determine whether there are any statistically significant differences. It's particularly useful when you have more than two groups to compare. ANOVA essentially assesses the variability within different groups and compares it to the variability between the groups. If the variation between groups is significantly greater than the variation within groups, it suggests that there are significant differences between the groups.

There are different types of ANOVA depending on the design of the study, such as one-way ANOVA, two-way ANOVA, and repeated measures ANOVA. Each is used in specific situations to analyze the variance between groups. One-way Analysis of Variance (ANOVA) is a statistical method used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. It is called "one-way" because there is only one independent variable affecting the dependent variable.

2. Regression Analysis: Regression analysis is a statistical technique used to model the relationship between a dependent variable and one or more independent variables. It helps to understand and quantify the relationships between variables and make predictions based on those relationships. There are different types of regression analysis, but the two main ones are simple linear regression and multiple linear regression.

3. Reliability Analysis: Reliability analysis is a statistical method used to assess the consistency, stability, and repeatability of measurements. It is commonly applied in various fields, such as psychology, engineering, and social sciences, to evaluate the reliability of tests, measurements, or instruments. The primary goal of reliability analysis is to determine the extent to which a measurement is free from random error.

CHAPTER IV

DATA ANALYSIS & DATA INTERPRETATION

4.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

This chapter deals with the analysis of primary data collected from the respondents and the demographic features of the respondents are analysed for its frequencies and percentage analysis as follows

Table 4.1 Demographic profile of the respondents

VARIABLES OF THE SAMPLE		NO OF RESPONDENT S(N=250)	PERCENTAGE (%)
age	below 20 years	61	24.4
	21-30 years	96	38.4
	31-40 years	62	24.8
	41-50years	31	12.4
gender	male	157	62.8
	female	93	37.2
marital status	unmarried	156	62.4
	married	94	37.6
education level	schooling	60	12.8
	bachelor's degree	187	74.8
	master's degree	63	25.2
employment status	employed	96	38.4
	self-employed	62	24.8
	unemployed	32	12.8
	student	60	24.0

monthly family income	20,000-40,000	18	7.2
	40,001-60,000	34	13.6
	60,001-80,000	100	40.0
	80,001-1,00,000	65	26.0
	Above 100000	33	13.2
transport	airways	31	12.4
	roadways	94	37.6
	railways	125	50.0
know about the place	books and hamlet	42	16.8
	travel guide books	57	22.8
	social media	78	31.2
	friends	73	29.2
preferences	govt. guest house	30	12.0
	private lodge	63	25.2
	friend's house	62	24.8
	online hotel bookings	95	38.0
preferred category	luxury	30	12.0
	moderate	126	50.4
	economy	94	37.6
values	functional benefits	72	28.8
	emotional benefits	57	22.8
	self- expressive benefits	66	26.4
	recreational benefits	55	22.0

Source: Primary Data

Interpretations:

- From the above table 4.1.1, It is evident that 24.4% of the respondents are below 20 years and 38.4% of the respondents are 21-30 years and 24.8% respondents are 31-40 years and 12.4% of respondents are 41-50 years. Hence it is interpreted that majority of the respondents of the study is 21-30 years.
- It is evident that 62.8% of the respondents are Male and 37.2% of the respondents are Female. Hence it is interpreted that majority of the respondents of the study is male.
- It is evident that 62.4% of the respondents are Single and 37.6% of the respondents are Married. Hence it is interpreted that majority of the respondents of the study is Single.
- It is evident that 74.8% of the respondents are Bachelor's degree and 25.2% of the respondents are master's degree. Hence it is interpreted that majority of the respondents of the study are bachelor's degree.
- It is evident that 38.4% of the respondents are employed and 24.8% of the respondents are self-employed and 12.8% respondents are unemployed and 24% of respondents are students. Hence it is interpreted that majority of the respondents of the study is employed.
- It is evident that 7.2% of the respondents are in the range between 20000-40000 monthly income and 13.6% of the respondents are in the range between 40001-60000 and 40% respondents are in the range between 60001-80000 and 26% of respondents are in the range between 80001-100000 and 13.2% of respondents are in the range of above 100000. Hence it is interpreted that majority of the respondents of the study is in the range between 60001-80000.

- It is evident that 12.4% of the respondents are using airways and 37.6% of the respondents are using roadways and 50% respondents are using railways. Hence it is interpreted that majority of the respondents of the study is using railways.
- It is evident that 16.8% of the respondents are through book & hamlet and 22.8% of the respondents are through guidebooks and 31.2% respondents are through social media and 29.2% of respondents are through friends. Hence it is interpreted that majority of the respondents of the study are through social media.
- It is evident that 12% of the respondents are preferred G. guest house and 25.2% of the respondents are preferred private lodge and 24.8% respondents are preferred friend's house and 38% of respondents are preferred online bookings. Hence it is interpreted that majority of the respondents of the study are preferring online hotel bookings.
- It is evident that 12% of the respondents are preferred luxury and 50.4% of the respondents are preferred moderate and 37.6% respondents are preferred economy. Hence it is interpreted that majority of the respondents of the study are preferring moderate category of lodging.
- It is evident that 28.8% of the respondents are preferred functional benefits and 22.8% of the respondents are preferred emotional benefits and 26.4% respondents are preferred self-expressive benefits and 22% of respondents are preferred recreational benefits. Hence it is interpreted that majority of the respondents of the study are preferring online self-expressive benefits.

4.2 PERCENTAGE ANALYSIS

Within this chapter, the data collected through the questionnaire will be listed and analysed to gain insights into public perceptions regarding online and traditional markets. This analysis aims to decipher public opinions, shedding light on anticipated trends in shopping behaviour. This data serves as the fundamental basis for our analysis, propelling us closer to drawing conclusions regarding the subject matter.

Table 4.2.1 Age of the Respondents

Age	Percentage	No.of Respondents
below 20	24.40%	61
21-30	38.40%	96
31-40	24.80%	62
41-50	12.40%	31

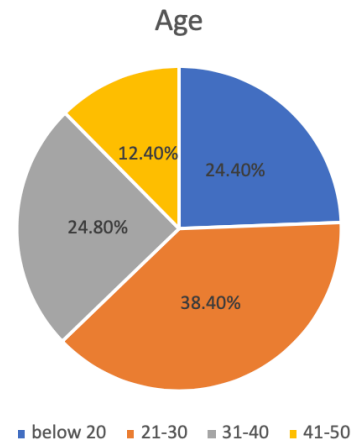


Chart 4.2.1 Age of the Respondents

Table 4.2.2 Gender of the Respondents

Gender	Percentage	No.of Respondents
Male	62.80%	157
Female	37.20%	93

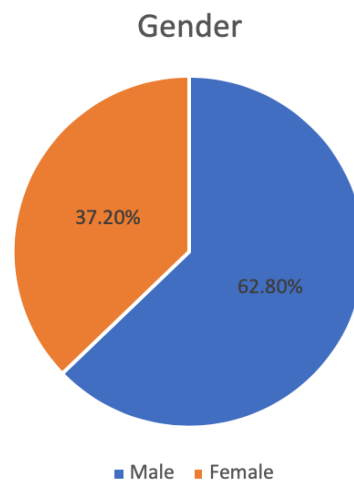


Chart 4.2.2 Gender of the Respondents

Table 4.2.3 Marital Status of the Respondents

Marital Status	Percentage	No.of Respondents
unmarried	62.40%	156
married	37.60%	94

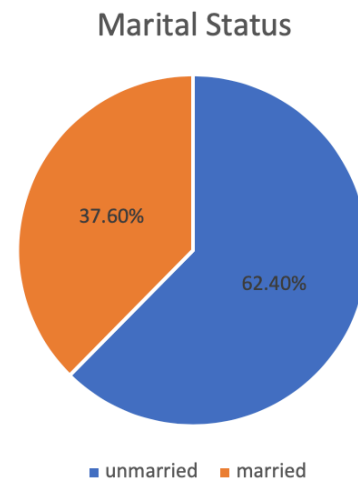


Chart 4.2.3 Marital Status of the Respondents

Table 4.2.4 Education level of the Respondents

Education level	Percentage	No.of Respondents
Schooling	12.80%	60
Bachelor's Degree	74.80%	187
Master's Degree	25.20%	63

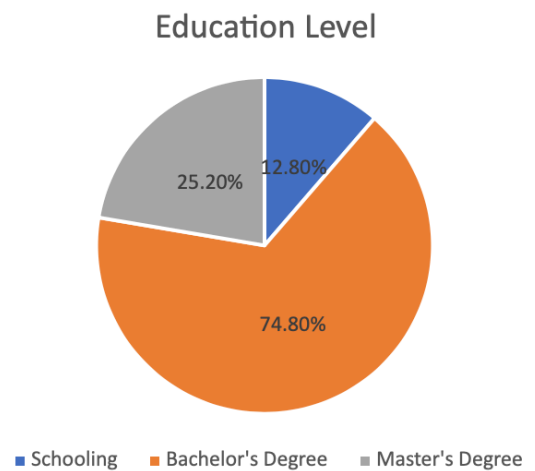


Chart 4.2.4 Education level of the Respondents

Table 4.2.5 Employment Status of the Respondents

Employment status	Percentage	No.of Respondents
Employed	38.40%	96
Self-employed	24.80%	62
Unemployed	12.80%	32
Student	24.00%	60

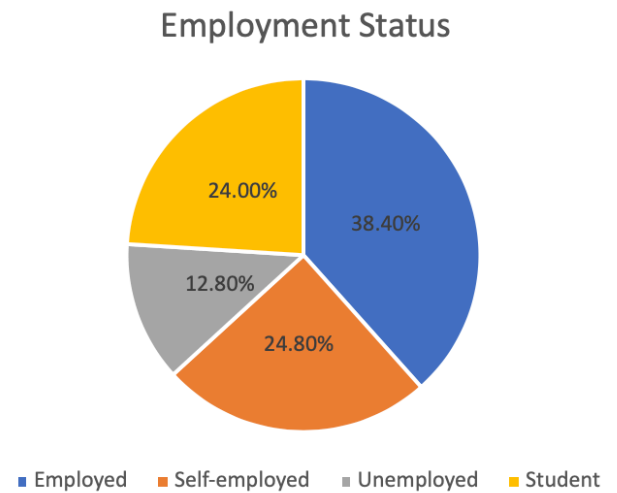


Chart 4.2.5 Employment Status of the Respondents

Table 4.2.6 Monthly family income of the Respondents

Monthly family income	Percentage	No.of Respondents
20,000-40,000	7.20%	18
40,001-60,000	13.60%	34
60,001-80,000	40.00%	100
80,001-1,00,000	26.00%	65
Above 1,00,000	13.20%	33

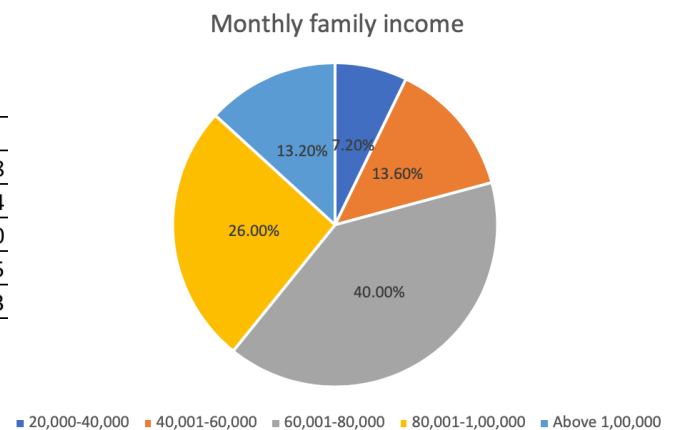


Chart 4.2.6 Monthly family income of the Respondents

Table 4.2.7 Transport of the Respondents

Transport	Percentage	No.of Respondents
Airways	12.40%	31
Roadways	37.60%	94
Railways	50.00%	125

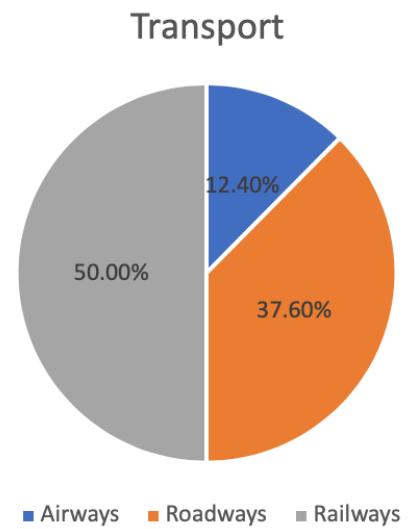


Chart 4.2.7 Monthly family income of the Respondents

Table 4.2.8 Know about the Place

Know about the place	Percentage	No.of Respondents
Books & Halmet	16.80%	42
Travel guide books	22.80%	57
Social media	31.20%	78
Friends	29.20%	73

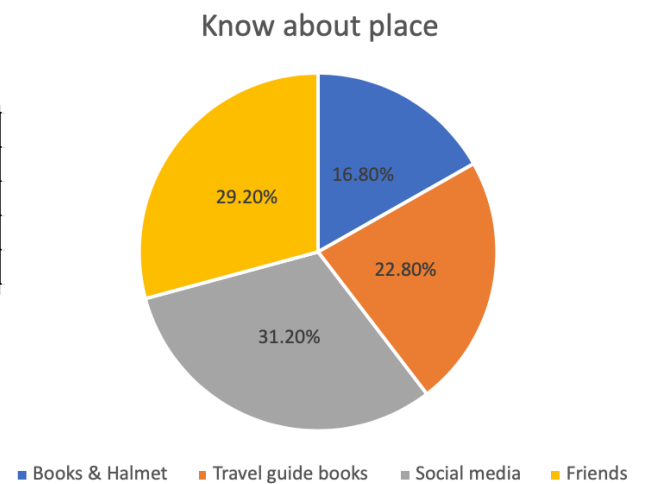


Chart 4.2.8 Know about the Place

Table 4.2.9 Preferences of the Respondents

Preferences	Percentage	No.of Respondents
govt.guest house	12.00%	30
private lodge	25.20%	63
Socfriend's house	24.80%	62
online hotel bookings	38.00%	95

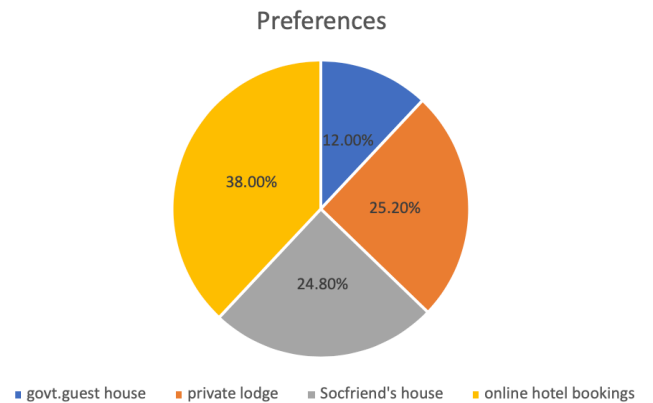


Chart 4.2.9 Preferences of the Respondents

Table 4.2.10 Preferred category of the Respondents

Preferred category	Percentage	No.of Respondents
Luxury	12.00%	30
Moderate	50.40%	126
Economy	37.60%	94

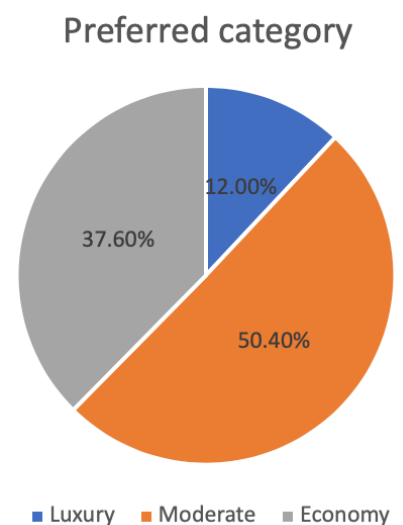


Chart 4.2.10 Preferred category of the Respondents

Table 4.2.11 Values

Values	Percentage	No.of Respondents
Functional benefits	28.80%	72
Emotional benefits	22.80%	57
Self-expressive benefits	26.40%	66
Recreational benefits	22.00%	55

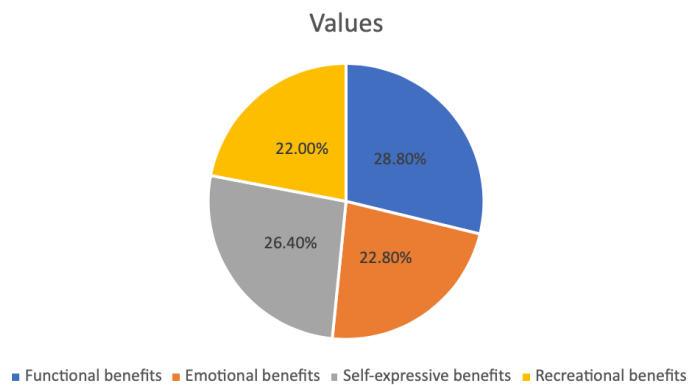


Chart 4.2.11 Values

4.3 RELIABILITY ANALYSIS

RELIABILITY OF THE RESPONDENTS

Table 4.3 Reliability Statistics

Cronbach's Alpha	No of Items
.822	39

Source: Primary Data

From the above table 0.822 is the reliability for 250 respondents

4.4 One way ANOVA:

Table 4.4.1 One way ANOVA analysis for income and perceived cost.

Hypothesis (H_0) – There is no significant difference between income and perceived cost.

Hypothesis (H_1) – There is a significant difference between income and perceived cost.

Perceived cost

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	772.425	4	193.106	94.782	.000
Within Groups	499.159	245	2.037		
Total	1271.584	249			

Source: Primary Data

Interpretation:

Since significance level is lesser than 0.05 (p value=0.000), Null hypothesis is rejected. Thus, there is a significance relationship between income and perceived cost.

4.5 REGRESSION

Regression Analysis

Regression analysis is carried out to understand the impact of independent variables on the dependent variable. Here, the analysis is carried out to understand the infrastructure, safety and security, attributes in destination branding over the impact of destination branding on tourism.

Table 4.5.1 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695 ^a	.483	.477	1.67937

Source: Primary Data

Table 4.5.2 Co-efficients

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.544	1.698		5.031	.000
	Basic infrastructure	.105	.051	.117	2.044	.042
	Safety and security	.173	.156	.184	3.302	.024
	attributes	1.421	.156	.567	9.117	.000

Source: Primary Data

Hypothesis (H₀) – There is no significant difference between Basic infrastructure and Destination Branding.

Hypothesis (H₂) – There is a significant difference between Basic infrastructure and Destination Branding.

Hypothesis (H₀) – There is no significant difference between Safety and Security and Destination Branding.

Hypothesis (H₃) – There is a significant difference between Safety and Security and Destination Branding.

Hypothesis (H₀) – There is no significant difference between Destination Attributes and Destination Branding.

Hypothesis (H₄) – There is a significant difference between Destination Attributes and Destination Branding.

Interpretations:

From the table 4.4.1, R square value is 0.483 indicating that there is 48.3% of strong relationship between basic infrastructure, safety and security, destination attributes and destination branding.

- Since significance level is lesser than 0.05 (p value=0.042), Null hypothesis is rejected.

Thus, there is a significance impact of Basic infrastructure in destination branding.

- Since significance level is greater than 0.05 (p value=0.024), Null hypothesis is rejected. Thus, there is a significance impact of safety and security in destination branding.
- Since significance level is lesser than 0.05 (p value=0.000), Null hypothesis is rejected.

Thus, there is a significance impact of destination attributes in destination branding.

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

The primary data obtained from the respondents through structure questionnaires was analysed using different statistical techniques viz., Frequency analysis, one way ANOVA and Regression analysis.

- It is evident that most of the respondents are between 21-30 years when compared to the other age groups such as 31-40 years and Above 40 years.
- It is evident that most of the respondents are Male and others are Female.
- It is evident that most of the respondents are Single and others are Married.
- It is evident that large number of respondents are Bachelor's degree when compare to master's degree.
- It is evident that larger number of respondents are employed when compared to unemployed, self-employed and students.
- It is evident that most of the respondents are in the range between 60001-80000 of monthly family income.
- It is evident that most of the respondents are using railways compare to roadways and airways
- It is evident that most of the respondents are get to know through social media.
- It is evident that most of the respondents are preferred online hotel bookings.
- It is evident that more than half of the respondents are preferred moderate preference of stay.
- It is evident that large number of respondents are preferred functional benefits when compare to other benefits like emotional, self-expressive, recreational.

- By using one way ANOVA it is found that there is a significant relationship between income and perceived cost.
- By regression Analysis it is found that there is a significant impact of basic infrastructure in destination branding.
- It is also found that there is a significant impact of safety and security in destination branding.
- Finally, it is found that there is a significant impact of destination attributes in destination branding.

5.2 SUGGESTIONS

- Develop and promote a comprehensive transportation plan that includes options for sustainable transportation, such as bike lanes and public transit, and ensure that accommodation options meet the needs of different types of travellers.
- Develop partnerships with local businesses to offer affordable packages and deals for tourists. Promote a range of budget-friendly options for visitors, including affordable accommodation options, free or low-cost attractions, and local food options.
- Use social media and other marketing channels to showcase the value of the destination and highlight the affordability of different experiences. Provide clear information on costs and fees associated with visiting the destination.
- Develop and promote safety and security measures that provide a safe and secure environment for visitors. This can include increased police presence, surveillance cameras, and public safety announcements.

- Develop and promote a clear brand identity that showcases the unique attributes of the destination. Use social media and other marketing channels to highlight the unique experiences that visitors can have in the destination. Encourage local businesses and residents to participate in the promotion of the destination by sharing their own experiences and stories.
- Highlight the rich cultural heritage of Tamil Nadu, including its ancient temples, classical music and dance forms, and vibrant festivals. Promote immersive experiences like temple visits, cultural performances, and interactions with local artisans to engage visitors and showcase the state's unique cultural identity.
- Encourage visitors to engage with local communities, artisans, and craftsmen to experience the warm hospitality and rich traditions of Tamil Nadu. Promote activities like village visits, handicraft demonstrations, and cultural exchange programs to create authentic and memorable experiences for visitors.
- Highlight the state's well-developed transportation networks, including airports, railways, and roadways, to showcase its accessibility to domestic and international travellers. Emphasize the availability of quality accommodation options and tourist-friendly infrastructure.
- Promote the state's vibrant festivals and cultural events, such as Pongal, Jallikattu, and music and dance festivals. Encourage visitors to experience the festivities, showcasing the cultural vibrancy of Tamil Nadu.
- Showcase the state's architectural marvels, including ancient temples, UNESCO World Heritage Sites, and historical monuments. Highlight the intricate craftsmanship, unique architectural styles, and historical significance to attract history buffs and heritage enthusiasts.

- Promote adventure activities like trekking, rock climbing, paragliding, and water sports. Highlight Tamil Nadu's potential for adventure tourism, including its diverse terrain and climatic conditions.
- Capitalize on Tamil Nadu's long-standing tradition of wellness and Ayurvedic practices. Promote wellness retreats, spa therapies, yoga and meditation centres, and Ayurvedic treatments, positioning Tamil Nadu as a holistic wellness destination.
- Emphasize the diverse natural landscapes of Tamil Nadu, such as hill stations, waterfalls, beaches, and wildlife sanctuaries. Showcase the scenic beauty through captivating visuals and promote activities like trekking, boating, and wildlife safaris to attract nature lovers and adventure enthusiasts.
- Highlight the distinctive flavors and culinary traditions of Tamil Nadu's cuisine. Showcase popular dishes like dosa, idly, biryani, and traditional sweets. Encourage food trails, culinary workshops, and food festivals to engage food enthusiasts and position Tamil Nadu as a haven for food lovers.

5.3 CONCLUSION

- The tourist sector places a lot of importance on destination branding. It is now a powerful tool for drawing tourists to a specific location. There are various approaches to destination branding. It has created numerous prospects for the tourism sector.
- The main goal of this study was to comprehend how destination branding affects travel. Tamil Nadu has been used as an example since it is one of the Indian states that uses destination branding as a technique to market itself and get tourists. This study's primary goal is to comprehend and analyse how destination branding affected traveller's perception. Second, to understand how destination branding creates impact on tourism.
- Through the use of questionnaires completed by 250 respondents, the study's primary data was gathered. Regression and one way ANOVA, two types of testing, have been used to achieve the goals.
- According to the results of the study, Basic infrastructure, Safety and Security, Destination Attributes significantly impact Destination Branding and there is a strong relationship between Income and Perceived Cost.
- Thus, the alternate hypothesis was accepted and the null hypothesis was rejected, demonstrating that both tests were appropriate for the investigation.

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APPENDIX

A Study on the Impact of Destination Branding on Tourism

Dear respondent,

I am Naveenaa pursuing an MBA at Sathyabama Institute of Science and Technology, Chennai. I am working on project “A study on the impact of Destination Branding On Tourism” please take some time in filling up this questionnaire which would be helpful in completing my project and it has been acknowledged that data is used only for academic purpose.

1. Age

- a. Below 20 years
- b. 21-30 years
- c. 31-40 years
- d. 41-50 years
- e. Above 50 years

2. Gender?

- a. Male
- b. Female
- c. Others

3. Marital Status:

- a. Single
- b. Married
- c. others

4. Education Level:
 - a. Schooling
 - b. Bachelor's Degree
 - c. Master's Degree
 - d. Others _____ (Specify)

5. Employment Status:
 - a. Employed
 - b. Self-employed
 - c. Unemployed
 - d. Student

6. Monthly family income (in RS)?
 - a. 20,000-40,000
 - b. 40,001-60,000
 - c. 60,001-80,000
 - d. 80,001-1,00,000
 - e. Above 1,00,000

7. What is your choice of transport?
 - a. Airways
 - b. Roadways
 - c. Railways

8. How did you came to know about this place?
 - a. Books and Hamlet
 - b. Travel guidebooks
 - c. Social media
 - d. Friends

9. What was your preference of stay?
- a. Govt. guest house
 - b. Private lodge
 - c. Friend's house
 - d. Online hotel bookings
10. What was your preferred category of lodging?
- a. Luxury
 - b. Moderate c.
 - Economy
11. How does the place create value in the minds of people?
- a. Functional benefits
 - b. Emotional benefits
 - c. Self-expressive benefits
 - d. Recreational benefits

Rate each of the following on 1 – 5 Likert Scale. Where (5) “Strongly agree” (4) “Agree” (3) “Moderate” (2) “Disagree” (1) “Strongly disagree”

Infrastructure	1	2	3	4	5
I strongly believe that the quality of infrastructure in a destination affects its branding.					
I feel that a destination with poor infrastructure can negatively affect its branding.					
I agree that a well-developed destination brand attracts private investment in tourism infrastructure.					
I agree that a destination to invest in infrastructure to enhance its brand image.					

Local Cuisine	1	2	3	4	5
I believe that a destination's local cuisine can differentiate it from other destinations and increase its competitive edge in the tourism industry.					
I feel that a destination's local cuisine can create a unique and memorable experience for visitors.					
I agree that the local cuisine influence my decision to return to the destination in the future.					
I agree that a destination's local cuisine can positively impact its reputation and brand image.					

Destination Attributes	1	2	3	4	5
I believe that a destination's cultural heritage and traditions influence its branding.					
I feel that a destination's hospitality and friendliness of the locals can positively impact its branding.					
I feel that the destination's brand identity played a significant role in my decision to visit.					
I agree the convenience of the local transport will affect its destination branding.					

Advertisement	1	2	3	4	5
I believe that advertising campaigns are an effective way to influence a destination's branding.					
I feel that advertising can change people's perception of a destination.					
I agree that the advertisement campaigns accurately depicted the destination's attractions and activities.					
I agree that advertising can influence the type of visitors a destination attracts.					

Safety and Security	1	2	3	4	5
I agree with the following statement: "I am willing to pay a premium for a travel destination that has a strong brand image for safety and security."					
I agree to revisit a travel destination that has a proper safety and security.					
I feel that the destination's efforts to promote safety and security (e.g. visible security presence, clear safety guidelines) positively impacted my experience.					
I believe that a destination's brand image for safety and security influences your overall travel experience					

Perceived cost	1	2	3	4	5
I believe that destination branding is a costly process.					
I believe that a high cost of destination branding negatively affects the overall image and reputation of a destination.					
I was satisfied with the cost of travel to the destination compared to other destinations I have visited.					
I would consider returning to the destination in the future, even if the cost of travel increases.					

Destination Branding	1	2	3	4	5
I found the destination's branding efforts to be appealing and attractive.					
The destination's branding efforts positively influenced my perception of the destination's culture, history, and local community.					
The destination's branding efforts helped me form realistic expectations of my travel experience.					
I would be more likely to recommend the destination to others based on the destination's branding efforts.					