Brand Equity of destination tourism with reference to Odisha Tourism: A systematic review

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Abstract: Destination tourism requires building up branding by tagline, brochures, advertisement on different media specifically social Medias and e- platforms. It highlights the most special attributes that is having the special contributory values to tourism spots of people attraction. Integrated value system brings out a strong branding that helps to attract tourists and visitors to a particular destination. So integrated value system helps to promote destinations under different categories and fulfills the objectives of destination tourism. It also helps to rotate economic development of particular destination and economic returns to Odisha in general. Destination tourism is understood as a smokeless industry with high economic contribution to the business and industrial sector. It is capable to create employability and economic rotation.

Key words: Destination tourism, branding, integrated value system

1. Introduction: The tourism industry has continued to expand and diversify, becoming one of the most rapidly expanding economic sectors in the globe. Additionally, branding for destination of tourism is comparatively new idea in the tourism sector, with trademarks serving as its fundamental component. In addition to that a brand could be strengthened by combined marks, official recognition and geographical indication, which all work both separately and jointly.

The phenomenon of tourism is widely recognized for its input to the national economy.

Through private and public sector investment in new facilities and services tourism can help local communities get better. Both developed and developing nations benefit financially from it, and investments in the overall administration and development of the tourist destinations can be made with the money generated.

There is intense competition among tourism sites worldwide as a result of the rising number of visitors, necessitating the development, projection, and marketing of the destinations. If a specific tourist site remains one of the most well-liked and well-regarded tourist destinations, to gain a competitive edge, the continual branding and marketing process should be used.

2. Global Tourism Perspective: Many places around the globe, feel the importance of tourism and try to differentiate themselves from others countries to

develop themselves for destination branding to attract more no of tourist like Malaysia, Switzerland, Asia, News Zealand, Australia and etc. are more significant in tourism industry of the world.

The World Tourism Organization is a United Nations agency that promotes ethical, environmentally friendly, and easily available travel. Tourism is promoted by UNWTO, a preeminent international organization in the field, as a driver for growth of economy, development, and sustainability of environment. UNWTO also provides guidance and assistance to the industry in the global advancement of knowledge and tourism policies. 156 nations, 6 associate members, and more than 400 affiliate members who represent the business sector, educational institutions, tourism associations, and local tourism authorities make up the UNWTO membership.

One of the most dynamic and important sectors of the economies of many countries is the tourism sector, which accounts for 7% of global commerce and about 10% of the world's GDP. In the previous seven years, there were 1.2 billion international tourist visits. With 615 million visits, Europe received the most, Asia and the Pacific come next with roughly 310 million people. This amount has now risen noticeably beyond the 4% national average (Statistics of Tourism).

The highest growth in foreign tourist arrivals occurred in Africa and the Asia-Pacific region. With 1.2 billion foreign visitors coming to the Asia-Pacific area in 2016, it was a promising year. This number climbed by 7% in 2017 to 1.322 billion, and another 4-5% in 2018. It was found that there had been a noticeable increase in the number of international visitors coming to Europe, with roughly 8% being recorded in 2016. Similar data was discovered in Africa, where visitor arrivals increased by 8% overall. Middle Eastern tourism came in second with 5%, followed by American tourism with only 6%.

2.2. The economic driver and Asia-Pacific tourism:
In order to increase the number of visitors and their spending in host nations in the Asia-Pacific region, Falade-Obalade and Dubey (2014) claim that in Asia and Pacific tourism industry is in competition with established strategies for luring and exchanging foreign tourists in Europe, Africa, and the Americas (FaladeObalade, & Dubey, 2014).

According to the World Tourism Organization, there will be 1.8 billion tourists travelling to the Asia-Pacific region worldwide by 2030, up from 331 million at present. According to the World Trade Organization. In 2010 with 229 million foreign tourists, Asia and the Pacific overtook tourism in the Americas to claim second place on the global tourism scale.

Additionally, it has been said that improving the tourism industry is the main driver of improvements in other industries, including employment and global commerce. For instance, it has been shown that several countries, such as Australia, Thailand,

and New Zealand, rely heavily on the tourism industry as their main source of foreign exchange. Till 2000, the tourism sector has given employment to more than 200,000 people in combined Australia and New Zealand, with annual growth of 14% and 12% of the workforce and 7% of the economy of Hong Kong, ranks second in tourism sector as a significant source of foreign currency, were employed in the sector. An assessment of the Chinese economy showed that tourism contributed 5%.

These figures demonstrate an unprecedented and significantly higher-than-average increase in tourism. This significant growth may be the outcome of nations beginning to recognize the value of tourism as a factor in social and economic development. Also contributing to this growth were national governments' backing, infrastructure improvements that made it easier to obtain visas and a variety of marketing strategies that helped this company expand and prosper. Asia and the Pacific are therefore seen as possible locations for the growth of the new trend in travel and will always rank among the busiest tourist destinations worldwide. As a result, given that tourism is crucial to the development of host country industries.

2.1. Indian Tourism:
India is a nation that welcomes millions of travelers each year and is regarded as one of the most popular tourism destinations worldwide. These tourists are drawn to the area by its scenic beautiful nature and rich cultural history. There are numerous historical places there as well, including the Taj Mahal, the Golden Temple, the Red Fort, etc. Indian tourism as a key instrument for socioeconomic growth among its citizens additionally, the Indian tourism sector offers employment opportunities also.

Indian tourism contributes significantly to the nation's foreign currency earnings. Tourism Department of India, Ministry of Civil Aviation and Government of India act as primary organization for the growth and promotion for putting a number of campaigns and programs into place to encourage tourism in India.

To attract more number of foreign visitors, these are included in the campaign of Incredible India and a number of planned events like the International Travel Mart and in the world level Destination India Exhibitions and conduct the Cultural Festivals of India in abroad.

India is a large country with many attractions which attracts millions of people travel to India each year. The nation offers a wide range of sights and noises to take in, from the energetic cities to the serene countryside. India is well-known for yoga and meditation in addition to its variety of tourist sites. Every region of this country has something unique to offer, from the Himalayas' snowcapped peaks to Goa's tropical beaches, from Assam's wildlife to Kerala's biggest tea plantation. Additionally, because major cities like Mumbai, Chandigarh, Bangalore, and New

Delhi are so well linked by road, train, and air networks from around the world, it's simple to travel and experience some of these cities.

2.3. The Incredible India: The advertising firm Ogilvy launched the Incredible India campaign in 2002, which altered the perception of Indian travel on a global scale. To encourage the expansion of the tourism and travel sector, the Indian Ministry of Tourism created a new marketing avatar. The first ad focused primarily on popular tourist destinations across the nation. Recently, the campaign 2.0 debuted, and it promotes the location from the viewpoint of a person.

In 2002, the advertising company Ogilvy introduced the Incredible India campaign, which changed how people around the world viewed travel to India. The Indian Ministry of tourist developed a new marketing avatar to promote the growth of the travel and tourist industry. The first advertisement mainly highlighted well-known tourist spots across the country. Campaign 2.0, which promotes the place from the perspective of a person, recently made its debut.

Here is a summary of a few significant destination brands. -

Kerala- Gods Own Country: One of India's main tourist locations is Kerala. Through its logo and tagline, the Kerala Tourism Development Corporation (KTDC) highlighted the state's many features, such as its towns, cities, backwaters, wildlife, cuisine, heritage, and even its centuries-old use of "healing methods" through Ayurveda. This destination brand contributed to Kerala's significant development and served as a major source of inspiration for other Indian states to create their own destination brands and marketing plans.

Odisha Tourism: The Soul of Incredible India: The north-eastern state of India, now it is known as Odisha, formerly known as Orissa, is renowned for its historical sites and natural riches. Jharkhand, Chhattisgarh, West Bengal, and Andhra Pradesh are all states that border Odisha. It is located on the vast Indian subcontinent's eastern shore. The state of Odisha's physical coordinates is 17.49' to 22.34' N north latitude and 81.27' to 87.29' E east longitude. Due to its rich diversity of cultures and languages, tourists come from all over the globe. The tourist industry in Odisha has been crucial to the state and its government. The development and promotion of tourism in Odisha is being done by the Department of Tourism.

The state of Odisha saw a total of 39,01,923 travelers in the years 2021–2022, making it one of the best-kept secrets in the country. This is due to its rich history, advantageous location, diversified topography, and abundant natural resources. Natural and cultural assets abound in the state.

India's connection between her illustrious history and thriving present is Odisha. Odisha is one of the most popular tourist destinations in India because of its grand,

alluring natural beauty, historical sites, exotic seashores, lush forests, majestic mountains, captivating wildlife, magical waterfalls, attractive handicrafts, enormous water bodies, well-known classical and folk dances, delightful music, and, most importantly, its welcoming population.

The tourist industry in Odisha is significant to Indian tourism, and the state government is working to develop and promote tourism in the region through the Department of tourist.

In Odisha, the number of tourists reached a record high of 39,01,923 over the years 2021–2022. The COVID-19 pandemic, which rocked the world in January 2020, has had a significant influence on the tourism industry at all levels—global, regional, and local.

The number of tourists arriving internationally has significantly decreased (by almost 99%) as a result of travel restrictions that have an impact on both local and international tourism. Similar to other states, Odisha has seen a significant decrease in visitor arrivals, with a 64.14% decrease from previous year's figures.

3. Objective of the Research

- To study the concept of destination tourism
- To understand the previous literatures of brand equity on destination tourism

4. Concept on destination tourism:

The concept of a tourist destination is defined as a location that has created a collection of travel-related goods and services that are used under the destination's brand name. The tourism sites have distinctive identities, are well defined geographically, and display a number of fundamental characteristics. These features include of convenience, attractions, package activities, and ancillary services. The WTO defines a destination as a unique site with clearly defined management, administrative, and physical limits that showcases tourism items including tourist attractions, support services, and resources for the industry as a whole while also welcoming visitors who stay at least one night.

Out of top ten tourist destinations 70% of tourists visit, with the remaining 30% travelling to various locations. It so demonstrates the level of rivalry in less well-known locations. The Americas, Europe, the Pacific, East Asia, the Middle East, Africa, and South Asia are among the tourist destinations that have been divided into various world blocks by the WTO.

The significantly distinct but dissimilar ecological, socio cultural, and economic tendencies of the two blocks make it possible to divide the American continent into North America and South America (Vengesayi, 2003). In contrast to North America, South America, for instance, is renowned for its biodiversity.

Brand equity of destination tourism: Branding is the best way to provide a unique identity of a company in the eyes of its target market and differentiate itself from the competitors. Any characteristic that sets one seller's product or service apart from those of other providers is referred to as a brand. The logo, graphic design, mission, and voice of a corporation comprise its branding at its most fundamental level. Brand identity is influenced by a variety of factors, including product quality, degree of customer service, and even how pricing is established for the good or service.

A company's product with a recognizable name generates a value premium known as brand equity when contrasted to a generic counterpart. Customers are willing to pay a premium price for a company's items when it has significant brand equity, even while Brand equity by Aaker (2016). Branding is the name that represents the recognition for a company which increases the value of the brand. A company's brand name is its identity to differentiate itself from others. So that the customers can easily identify that. a brand, for instance, could be a company's name, logo, word, sign, or symbol. When customers can quickly recognize a company, it is said to have more brand equity. A marketing professional can use the concept of brand equity to increase client loyalty and boost client satisfaction.

The tourism industry has grown significantly thanks in large part to "branding." In order to establish destination branding strategically, a wide range of aspects must be carefully considered, including geographic location, culture, traditions, conventions, and more. Government of India began the campaign with the slogan "Incredible India" in an effort to make it a success. Out of different states, Odisha has a separate identity in destination tourism.

In Odisha there are different kinds of Tourism namely,

- Medical tourism
- Pilgrimage tourism
- Eco tourism
- Ayurveda and Yoga tourism
- Sports tourism
- Heritage tourism
- Ethnic tourism

One of the most effective methods for marketers promoting destinations is branding. Marketers work hard to position their goods in the current competitive environment so that they can satisfy the needs of a specific niche market that isn't being served by any other brands. In this sense, a brand is seen as a tool for differentiating a travel location from the competition by fostering a favorable

image. It has additionally been taken into consideration as an alternative mace for image (re)positioning, image building, and ultimately image reconstruction.

Therefore, it is imperative to develop a different branding strategy in order to preserve the interests of visitors in the state of Odisha. The rural regions of Odisha are home to 83.13% of the state's total population. This research aims to reveal the true potentials of rural tourism in Odisha as well as the state's overall tourism potential and its beneficial effects.

- To enhance its tourism brand, Odisha Tourism has launched a logo design competition. The action follows a recent sports tourist promotion by Odisha tourist for the men's world hockey championships in Bhubaneswar in 2018 and 2022.

- They are led through several choices based on their interests while being shown the best tourist destinations in Odisha. They can select from, for instance, nature programs, for instance, they can choose from Nature camps, Tiger reserves and more.

If you choose Nature Camp, you'll probably be given the recommendation to visit charming hill towns like Daringbadi, where you can escape the oppressive summer heat and take in the stunning scenery and coffee plantations that dot the valleys.

Another friendly and easy-to-use choice is to track the art and cultural heritage. For those who love to relax in beaches, the digital recommendations are plenty available. Odisha is a traveler's paradise with its exotic beaches, diverse vegetation and fauna, abundant wildlife, and exquisite monuments. A wonderful retreat for fans of sun, sand, and sea are the vibrant sunsets at the spotless Astaranga Beach, the surreal Bhitarkanika Beach lined with coconut and palm trees, the mesmerizing Paradeep Beach, and the Chandipur Beach's disappearing sea.

The unique and flavorful local flavors of the traditional Odia dish satisfy the palate. The regional cuisine of Odisha leaves you wanting more, whether it is the tried and true age-old Rasgulla, the regional korakhai of Bhubaneshwar, or fresh seafood delicacy from the coastal regions.

Almost any time of year, the tropical climate is a pleasant addition to your trip plans. You simply cannot get enough of the spirit of Incredible India, whether it be through shopping for appliqué crafts in Pipli, exploring the Udayagiri caves, picnicking along the unspoiled Oriya beaches, hiking to the DhauliGiri Hills, camping next to the serene Chilika Lake, or seeing white tigers at the Nandankanan Zoological Park.

Development

Some significant developments are marked here as:

- Development of Ekamra Kshetra

- WAC modern construction at Kalamati (Deogarh), Rairakhol (Sambalpur), Kureimal (Jharsuguda), Jharbeda (Sundergarh)& Girisola (Ganjam)
- At Jharsuguda TRC building
- Baraha Temple development at Jajpur
- Birla Management Centre Services Ltd. and Gandhi Peace Centre created the Gandhi Peace Centre in Khandagiri..
- At Haripur& Pati-Sonapur in Ganjam district Blue Flag Beach infrastructure development.
- At Puri, Sambalpur and Bhubaneswar Special Odia Cuisine Restaurant (NIMANTRAN) establishment

Eco- Retreats

Eco Retreat as a successful tourism plan developed by Tourism department. More number of tourists are attracted towards the temporary tented cottages located in the sea beach with full of nature.

• The goals of the eco-retreat were successfully accomplished over the course of its last three years of operation.

• By exposing tourists to new and extraordinary destinations, the private sector not only invested in their own interest but also provided temporary but high-quality facilities and services.

• At Ramchandi (Konark), Satkosia, Hirakud, Daringbadi, and Pentha (Bhitarkanika), Eco Retreats were successfully organised and ran for three months in 2021–2022

Boat Clubs

- The Silver City Boat Club of Cuttackin the Mahanadi river is popular for water sports will made as a tourism point of Odisha made by Tourism Department through Odisha Tourism Development Corporation (OTDC).
- Hirakud Boat Club - Hirakud Reservoir has a sizable water reservoir and is accessible to tourists all year long.
- Visitors can now engage in water sports like speed boats, Jet Ski, bumper boats, banana boats, water scooters, paddle boats, kayaks. The day excursions at the reservoir in addition to the recently opened 40-seater floating restaurant.
- Water sports activity has recently begun on the right dyke of Hirakud Dam near the temple Jhankarani, Burla. Cruises and houseboats.

The Department of Transportation (DoT) has started a process to upgrade, operate, and maintain Department of Tourism catamarans.

Its goal is to enhance, operate, and maintain Department of Tourism catamarans for use in tourism at Bhitarkanika in collaboration with M/s Heritage River Journeys.

Camping: The Department of Tourism has started the tourism master plans for Chilika and Hirakud, and one of the key elements is the construction of beach infrastructure for cruise operations. In this situation, the Department of Tourism hired WAPCOS to evaluate the technical requirements of cruise ships that would be suitable for Odisha. We have secured two 40-person day cruises and one floating restaurant. As part of the growth of the cruise tourism industry, Swadesh Darshan has been created at Chilika Lake under the Central Scheme.

Caravan: The demand for ecotourism, journey, natural world, pilgrimage tourism, etc., which aims to visit and spend the night in remote locations, forest sides, and river banks, has recently increased in Odisha. When there is a scarcity of adorable and decent lodging. Construction that is permanent may not be allowed in remote tourist sites. In this case, caravan tourism effectively satisfies the growing tourist demand.

Blue Flag Beach: Odisha's 482 kilometers of coastline is home to some of India's most pristine beaches. The Foundation for Environmental Education (FEE), Denmark awarded the Blue Flag Certification to the 870m-long Golden Beach in Puri in October 2020, making it one of the first eight Indian beaches to do so. In 2021, the certification was renewed. The Blue Flag Programme encourages the sustainable development of freshwater and maritime regions. High requirements across 33 criteria, broken down into four areas (water purity, environmental management, environmental education, and safety), are demanded of local government organizations and beach owners.

Destination Branding: In order to create a dynamic engagement between the product (in this case, the destination) and the consumers (in this case, the tourists), destination branding entails registering a phrase that is specifically associated with a particular location and emphasizing its distinctive qualities. This can help to build faith in the experience they will have or a sense of satisfaction from visiting the area, which can improve the integrated value system.

The distinctiveness of the location and its environs should be emphasized when developing a destination brand. Consequently, conducting an audit of the location to identify its strengths and flaws as well as its target market is the prior step is developing a destination brand, according to the World Tourism Organization and European Travel Commission. Stakeholder participation is crucial to the growth of destination brands and the process of creating brands. The acceptance and support of locals, as well as the public and private sectors, are crucial for a brand's growth.

4. Literature Review

Kotler and Armstrong (2001) defined brand equity as the value of a brand based on its high brand loyalty through its name, awareness, perceived quality by customers,

strong brand awareness, and associations. The way that destinations are used is immediate and variable; each customer buys goods and services according to their own needs (Kotler & Armstrong, 2001).

Destination branding is a complicated topic due to the overlap between service, corporate, and product branding as well as the numerous stakeholders, varied customer base, and wide range of product options. The majority of destination branding is limited to the use of logos and phrases.

Destination branding combines elements of corporate, product, and service branding, serves as an umbrella brand for a variety of products that may or may not be related, and relies on customers' gut feelings, anecdotal evidence, and personal experiences to influence their purchasing decisions, destination branding is complex (Stephens & Balakrishnan, 2008).

The current state of the tourism business is one of competition. They went on to say that because of this, various efforts are made by tourist destinations around the globe to promote their destinations using the most recent developments in online technologies (Dredge, Ford & Whitford, 2011).

According to Olimpia (2008), the main goal of branding a country is to develop an intriguing notion that is both obvious and straightforward. The target audiences should be able to clearly understand these emotional qualities in a variety of contexts, and they can be symbolically represented vocally and graphically. Additionally, brands help the business manage its inventory, handle its products, and keep accurate accounting records. Businesses can create a devoted consumer base by using strong branding.

Manhas & Dogra (2012) claim that the current global climate for the travel and tourism business is extremely competitive. The researchers discovered further that as a result, tourist destinations around the world make several efforts to project their destinations using the most recent developments in online technologies. Destinations are life's locations and they can change. Brand stability is not as high for destination brands as it is for most product brands. It is utilized simultaneously by several market groups; each user assembles their unique product from the services offered. As a result, destination marketers have less control over the brand experience. They provide tourists with a variety of tourism experiences (Gartner, 2014).

Buyers are required to conduct a thorough information search as part of the purchasing process, during which they will create a mental model of how the potential location will satisfy their requirements and lower perceived risk. The requirement for a thorough information search affects the destination picture component, making it a crucial stimulus in the decision-making process (Martins, 2016).

According to Almeyda-Ibáez and George (2017), a brand name represents a commitment made by suppliers to customers to offer products that not only make decision-making easier but also help buyers perceive risk lessening. Additionally, brand names convey concepts about the goods to customers and have an impact on their purchasing decisions. Additionally, a brand's value is typically a combination of consumer happiness in general, quality perception, and brand recognition. As a result, a company's brand is one of its most valuable assets, and a brand's market performance may be predicted over the long run by careful brand selection.

George (2017) asserts that in the face of fierce competition, destinations all over the world have realized the value of building brand equity and have been systematically integrating the branding theory into destination development practices. Locals and current and potential tourists are among the parties participating in the process of creating the destination image, and their impressions of the region are frequently influenced by their knowledge with the region.

According to Cartier, Warnick, and their study from 2019 location branding helps to create a favorable perception of a location, by fusing all components associated with a location, which thereafter continued in travelers' memories. Location branding's primary goal is to define tourism offers and set a location apart from its rivals. In terms of appealing brand identity and tourist loyalty, recognition and discrimination are the primary functions of destination branding.

Pedeliento and Kavaratzis in 2019 Branding principles and tourism destinations were stated to exist while research on product branding has been developing, place and destination branding research is still in its infancy. There are also concerns about whether the unchanging tenets of branding can be strengthened by applying them to the setting of a destination.

Molinillo et al (2019) have studied that, the complexity is also acknowledged in the literature on tourism, where place branding ideas have been thoroughly investigated in connection to locations. The addition of digital communication spaces, where it is even harder to control destination brands and which require new interaction paradigms, has significantly increased complexity in recent years.

Marta Almeyda and Babu George (2020) Stated that destination brands have come to understand how crucial it is to have successful brand strategies if they want to attract in tourists. To affect how tourists view locations, brand equity is essential. The concept of brand equity must be understood and measured in order to effectively manage a brand. This will provide the necessary tools for developing a series of experiences that will satisfy tourists, entice them to return, and influence others to visit.

According to Sunny Bose and colleagues (2022), "brand attachment"—a term used to describe creating loyalty towards a "place" given its distinctive identity—will

influence potential customers to think about the location as a travel destination. Visitors will thereafter be persuaded to display brand loyalty to the destination as a result. helps to somewhat moderate the relationship between brand association and regional distinctiveness in terms of brand loyalty for investor attraction.

By boosting brand equity, social media marketing (SMM) effectively used can increase both word-of-mouth (WOM) and e-word-of-mouth (e-WOM) (BE). As a result, social media should be given top priority by companies and marketers as an essential part of their marketing strategy. The results of this research also suggest that assimilation and education-based tourism management can use social media to promote in order to raise the perceived worth of the names of tourist destinations in order to encourage word-of-mouth advertising. Brands must concentrate on producing content and is not only shareable but also connects with their audience in order to increase the chance of e-WOM (Dhewi & Kurnianto, 2023).

5. Conclusion: During Covid-19 there were no movement around the globe and the only industry severely faced a huge loss. So these two years there were no such specific research on tourism. These above literatures have been discussed to put more value in the studies on destination tourism and have serially covered up to the last year, 2022-23. There are also some gaps in research, and we can explore in future by researchers to highlight their own topics on tourism sector.

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