In the time of big businesses, tourism industry has been considered as a fastest growing industry. Increased competition and changing demands led the destination marketers to opt for strategic chosen branding concept for inducing a destination brand in visitor’s perception and choice list for attaining a competitive advantage over its competitors.

Silk Route as a concept for travel and development especially in India has to deal with the growing battle for tourists’ attention and thus it aims to differentiate its tourism offerings and increase its competitiveness. Although its related destinations like J&K, U.P and Sikkim has attained their popularity in India in their own way for the country, but has not been highlighted or presented in terms of Silk Route. The unique part of this concept is that such destinations and more particularly silk route destinations form a complete tourism route which complements could compliment the tourist’s experience to travel these destinations. Thus the purpose of the study was to examine the development of new kind of tourism for Silk Route and consequently the following research goal was formulated. The study also intends to provide a set of strategic planning guidelines for the application of branding to Indian Silk Route. This study may be an enabling power for most of such destination authorities and marketers to have a good idea on how to reincarnate create Silk route into an effective and efficient tourism product.

Developing such kind of tourism brand is simply not a one-way road. Destination management organizations and Marketers need to understand what they actually want and how they want others to perceive and then develop a destination based on that information. Travelers always have perception in the mind of the travelers, desired or not desired, which is often expensive and time consuming to change. Therefore, authorities should thoroughly examine what kind of perception they want their destination to possess. For this they need to make a balance of what information they need to send to the tourists and thereby what brand perception or image this information establishes in tourists’ mind.

The main focus of the present study were to understand the awareness of tourists about Indian silk route destinations, and to identify the underlying factors on the basis of which destination’s brand dimensions are developed; to assess the existing potential of such destinations in terms of tourism further examine their viability; to examine the relationship between the destination brand communication and brand perception and to examine the
impact of brand perception on brand development of Silk Route.

In today's scenario, creating and managing Silk route as an appropriate destination brand in India needs a collaborative approach by the intact destinations so as to create its unique identity in the market. Destination marketers should concentrate on developing efficient communication methods so that they can launch a distinctive and attractive identity for Silk route destinations all together as a single tourism product or asset. Along with that, the findings of the study suggest that destination management authorities should concern themselves for the development of induced Silk route destinations that are somehow on the verge of extinction and the factors which influence intention to visit such destinations under their charge. In fact, destination communication was found to be positively correlated with brand development. Destination marketers should communicate the basic essence of destinations like J&K, U.P and Sikkim whose destinations are linked to Silk Route like Buddhist circuit which may influence the development of silk route as brand by developing strong destination characteristics via destination management tactics. So, destination marketers could highlight their places based on their linkage and real authentication as a part of Silk route by communicating and making people aware about such destinations and their characteristics thus analyzing the perceived benefits and further sources for brand development.