Abstract

In the growing economy where tourism plays a pivotal role, the tourism destinations are competing on the global level to strike an emotional chord with potential tourists and differentiate one destination from other, Destination Brand Experience concept is gaining momentum. Showcasing destination as a brand over the globe helps attain the maximum footfall at the particular destination which has direct, indirect and induced benefits to all the stakeholders. Hence, this study was carried out to analyze the impact of Destination Brand Experience. This study will guide to build a framework for improving the destination brand experience as well as positive behavioural intention among the tourists which ultimately will help the destination management organizations (DMO’s) to gain competitive edge and thereby advantage over other destinations.

The objectives of the study were to study the history and concept of the destination brand experience, identify dimensions of DBE and then study the impact of destination brand experience on tourist’s satisfaction and revisit intention. Lastly, the study was designed to provide the suggestions and recommend strategies to enhance destination brand experience of the tourists and their repeat visitation. The Sample Area of the study included four important tourism destinations of the Kashmir valley viz; Gulmarg, Pahalgam, Sonamarg and the famous Boulevard Road. The convenient sampling method was applied for sampling purposes and total responses obtained were 385 out of 450. The Statistical techniques of Mean, Standard Deviation, Factor Analysis, Correlation and Simple Linear Regression were used to analyze the data and study the overall impact of destination brand experience on tourist’s satisfaction and revisit intention.

On the basis of data analysis, the results obtained explicitly conclude that destination brand experience plays a crucial role in satisfying the tourists and mould their behaviour. It can be said that DBE plays a strategic role in tourism industry. Moreover, several strategies are suggested that are based on the findings, like how to improve the different experiences. Thus, models should also be developed for the destination brand experience by identifying the unique experiences which can be created to make use of them for the furtherance of cause of Destination Brand Experiences.

The viability and visibility of the local tourism industry should be highlighted more towards the target segment of the tourists as well as to the potential tourists. This can be
done with the effective plan of marketing and promoting the uniqueness of tourist destination.

There is a dire need to satiate the needs of tourists at particular destination which would help increase the level of satisfaction among the tourists. This can be achieved by improving the accessibility and accommodation, recreational and other allied facilities and also improve the means of disseminating of information to the tourists. To leave an indelible mark on the minds of tourists, the service providers should deliver the services of maximum quality standards thus increasing the positive brand experience.

*Keywords:* Destination Brand Experience (DBE), Behavioural Intention, Tourist Satisfaction, Destination Branding, Tourism Destination.