PREFACE

Just as branding is considered an important tool in marketing, in the same way, destination branding is becoming an important area of research in the field of tourism. Destinations need to create a brand to help them in positioning the uniqueness of the place. It depends upon the destination marketing organizations how they promote these destinations in the existing and emerging markets. This has introduced the concept of destination branding.

The challenge of branding a destination for a country like India is a big task because of the diversity within the nation as well as the diversity in the target markets. Tourists travelling to the destinations are concerned about what they might encounter. Destination Branding helps in shaping perceptions of potential tourists. Destinations compete with one another to attract investment and visitors. They need a vision and a brand for tourism development. They must communicate to a broad market of tourists about what they do and the consistency and quality of their offerings.

As places seek to become distinctive, destination personality is seen as an important metaphor for understanding tourists’ perception of places and for crafting a unique destination identity. Destination personality influences tourists’ choice processes, the evaluation of that destination and future behavioral intention.

Jammu and Kashmir is one of such states of India which offers variety of experiences to the tourists. Tourism needs variety and this state has varied tourism products which satisfy the needs and demands of almost every class of visitors.
However, very little research has been undertaken till date to understand the relationship of destination brand personality and tourist’s intention to recommend in this state.

The purpose of this study is to assess the destination brand personality of Jammu and Kashmir as well as the tourist’s personality and also investigates the relationship between destination personality and intention to recommend. This study also proposed to find out how a holiday at Jammu and Kashmir would make them feel.

The study also tries to find out whether tourists could associate destination brand personality characteristics with the three regions of Jammu and Kashmir under study. It also revealed about how a holiday at Jammu and Kashmir would make tourists feel. The study also provided managerial implications for destination marketers based on the research results. It will help the destination managers and marketers in planning of strategic marketing programs, such as how to build a strong and distinct destination personality that is congruent with their targeted tourist markets by adopting proper promotional strategies. Also, the destination marketers should build a unique personality for their places. Many other related areas can be explored as that of the congruency effect, the positioning of tourism destinations using the personality dimensions, etc which can enhance the tourism sector.