PREFACE

From the days of Ries and Trout (1986), product positioning has been regarded as one of the most successful marketing strategies for differentiated marketing. Many products, since then, have been marketed on physical and/or psychological differentiation and positioning. However, this concept is yet to be extended to tourism marketing, as like any other product, elements of tourist destinations can also be manipulated for achieving marketing goals. Studies on concepts of Destination Positioning have been very rare. However, in recent times Stefanou (2000) tries to offer an analysis, which may encompass the concepts of destination positioning. However, his studies are limited to analysis of medium of building the image of a place, like the Postcards. Therefore, a detailed study on destination positioning is necessitated to look into the possibility to examine whether this concept can be extended to tourism marketing.

The economic indicators of North Eastern region of India (NE) are showing a dismal economic picture for the region. However, tourism in this region has got unmatched potential that is yet to be explored. Tourists from other parts of the country are unaware of the huge potential of this region. Middlemen of the industry like Tour Operators are also in dark about this region. Very little has been done by the National Tourism Organisations of this region to promote tourism outside the region. However, these are being done in piecemeal manner to have any impact on the prospects.

Therefore, in this study, tourists’ preferences are tried to be ascertained and these preferences are matched with their perception on NE. The gaps are studied and positioning strategies, which can bridge these gaps, are offered. Effective modes of communication are also suggested to the target groups.
This study is not exhaustive by nature. Many aspects like comparison among various tourism destinations in the country, which can be treated as competitors of the destinations of NE had been kept out of the scope of this study. However, this study may guide the future researchers or the NTOs on the issues those must be addressed to promote tourism in NE successfully.

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