ABSTRACT

Destination branding is a relatively new concept but has now become one of the most powerful tools in tourism marketing strategy. Kerala tourism has emerged as the most acclaimed tourist destination of the country in the recent years. The study titled "Tourism Brand Promotion - An empirical study on Kerala" examines the effectiveness of tourism brand promotion measures and strategies used by the state.

The study adopted a quantitative approach and the type of research is considered as diagnostic research. Stratified random sampling was resorted to as the sampling procedure. The source of information consists of both domestic and foreign tourists, tour operators and accommodation providers. The sample size of tourists was determined as 300, which include 210 domestic tourists and 90 foreign tourists. Thirty tour operators and a similar number of accommodation providers were selected from the universe to constitute the sample. The statistical tools applied in the present study are Chi square test, ANOVA and Multi Dimensional Scaling. Statistical Programme in Social Science (SPSS) has been used for the analysis.

The results of this empirical study concluded that Kerala tourism brand promotion measures are effective in positioning Kerala as a powerful tourism destination brand. This has been justified by the results of tourism brand image, tourism brand loyalty, tourism brand awareness and various tourism products’ attributes. Tourists viewed Kerala as a destination with nature-gifted attractions. Besides serene beauty, attractive weather conditions, the culture and the traditions and cost effectiveness have contributed to tourism expansion in Kerala. Tour operators and accommodation providers are playing a key role in the overall promotion of tourism, especially in the destination brand building of Kerala Tourism.