

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR  
CM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2501 Cities in 159 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	FORECASTING OF ELECTRICITY DEMAND USING SARIMA AND FEED FORWARD NEURAL NETWORK MODELS CHANDRABHUSHAN KESAVABHOTLA, DR. V. V. HARAGOPAL & DR. A. VINAY BABU	1
2.	FINANCIAL LITERACY FOR SUSTAINABILITY: A STUDY ON RURAL INDIANS WITH SPECIAL REFERENCE TO KARNATAKA ANAND.M.B & DR. SREENIVAS D L	7
3.	EMPLOYEES PERCEPTION TOWARDS COMPETENCY MAPPING PRACTICES IN INSURANCE SECTOR : AN EMPIRICAL STUDY DR. D. S. CHAUBEY, NIDHI MAITHEL & VISHAL GUPTA	12
4.	SIMULATION BASED PERFORMANCE ANALYSIS OF TCP VARIANTS HITESH N. PARVADIYA, KETAN B. SHETH & RAHUL D. MEHTA	19
5.	PERSONALIZED TERRITORIES ARE APPARENT COPING AGENT FOR STRESS AMONG CORPORATE EMPLOYEES: AN EMPIRICAL INVESTIGATION OF CORPORATE WORKSTATIONS WITH REGIONAL CONTEXT L.SAIKALA & A.SELVARANI	23
6.	WORLD TOURISM SCENARIO AND CONTRIBUTION OF TOP 15 COUNTRIES IN INDIA'S FTA DR. JASBIR SINGH	28
7.	COLOR IMAGE SEGMENTATION USING IMPROVED HISTOGRAM BASED CLUSTERING AND QUADTREE DECOMPOSITION TECHNIQUE SANGEETHA T.S, JAYALAKSHMI N & RAJKUMAR NALLAMUTHU	39
8.	EVALUATING SMALL AND MEDIUM SCALE INDUSTRIAL DEVELOPMENT THROUGH INDUSTRIAL ESTATES OF DIFFERENT DISTRICTS AND DIVISIONS OF BANGLADESH ABDUL LATIF & KHANDAKER DAHIRUL ISLAM	42
9.	A STUDY ON CONSEQUENCES OF CRM IN PRIVATE BANKS N.RAJASEKARAN & DR. T. VANNIARAJAN	47
10.	REDRESSAL AND SETTLEMENT OF EMPLOYEES GRIEVANCES - A STUDY OF SELECTED INDUSTRIAL UNITS DR. SUPRIYA CHOUDHARY	53
11.	STRESS AMONG FACULTY IN ENGINEERING AND ARTS COLLEGES IN NAMAKKAL DISTRICT -EMPIRICAL STUDY DR. S. RAJARAJESWARI	58
12.	AN EMBEDDED CORPORATE SOCIAL RESPONSIBILITY MATRIX: A WAY AHEAD FOR SUSTAINABLE AND EQUITABLE BENEFIT FOR THE FIRM AND THE SOCIETY M JOTHI & DR. S P MATHIRAJ	62
13.	AN APPROACH TOWARDS RELATIONAL WEB MINING WITH CORRESPONDENCE OF LINK BREAKDOWN STRUCTURE SM SARAVANAKUMAR & R SHANMUGAVADIVU	69
14.	A STUDY ON FACTORS AFFECTING THE RISK PERCEPTION OF MUTUAL FUND INVESTORS DR. NIDHI WALIA & RAVINDER KUMAR	75
15.	PERCEPTIONS OF EFFECTIVE TEACHING PRACTICES AND INSTRUCTORS' CHARACTERISTICS IN TEACHING AT UNIVERSITIES DR. BIRHANU MOGES ALEMU	79
16.	A STUDY ON EMPLOYEE ABSENTEEISM IN INFO SCIENCE LTD. AKKUPALLI ANJANAIAH	87
17.	CALENDAR ANOMALY IN CNX-AUTO, BANK AND FMCG INDEX FOR THE PERIOD OF JANUARY 2004 TO MARCH 2013 SHAILAJA P. YADAV	100
18.	EMPLOYEES' AWARENESS TOWARDS TNSTC LIMITED, VILLUPURAM REGION DR. M. RAJARAJAN & S.ANANDARAJAN	109
19.	THE CHANGING FACE OF RISK MANAGEMENT IN INDIAN COMMERCIAL BANKS ASHA SINGH & DR. POONAM GUPTA	113
20.	ESTIMATION OF ENERGY CONSUMPTION IN GRID BASED WIRELESS SENSOR NETWORKS REECHA SOOD	117
21.	EXPERIMENTAL INVESTIGATION ABOUT INFLUENCES OF PROCESSING PARAMETERS IN PLASTIC EXTRUSION PROCESS SISAY G. WOLDEAREGAY, ACHAMYELEH A. KASSIE, M. NARASIMHA & R. REJI KUMAR	121
22.	A STUDY ON CUSTOMERS PERCEPTION TOWARDS DTH SERVICES R. SRIKANTH & V. PANNAGA	129
23.	CUSTOMER SATISFACTION AND ELECTRONIC BANKING SERVICE ON SOME SELECTED BANKS OF ETHIOPIA PHILIPPOS LAMORE BAMBORE	133
24.	INTERNET SURFING AMONG THE STUDENTS OF ASSAM UNIVERSITY, SILCHAR DR. CHONGTHAM BEDA DEVI	139
25.	AN ASCERTAINMENT OF EMPIRICAL AND THEORETICAL SACREDNESS OF SOCIAL SAFETY AND SECURITY OF READYMADE GARMENT WORKERS IN BANGLADESH: A THRIVING COUNTRY NOUMENON ABU ZAFAR AHMED MUKUL, MOHAMMAD TANJIMUL ISLAM & ABDULLAH ISHAK KHAN	146
26.	BRAND SALIENCE AND BRAND ASSOCIATION, A TOOL TO GAIN TOURIST DESTINATION REVISITATION: DMO's PERSPECTIVE ASHAQ HUSSAIN NAJAR & PRIYA SINGH	154
27.	ROLE OF EFFECTIVE LEADERSHIP ON INTERNET BUSINESS MODELS OF RELIANCE LIFE INSURANCE IN INDIA SUBHRANSU SEKHAR JENA	157
28.	THE PRACTICE OF TEACHERS PEDAGOGICAL SKILLS IMPROVEMENT PROGRAM AT ADAMA SCIENCE AND TECHNOLOGY UNIVERSITY FEKADU CHERINET ABIE	163
29.	THE IMPACT OF FIVE FACTOR MODEL OF PERSONALITY ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR OF NON-MANAGERIAL EMPLOYEES IN THE BANKING SECTOR IN SRI LANKA U.W.M.R. SAMPATH KAPPAGODA	168
30.	CORPORATE SOCIAL RESPONSIBILITY IN BANKING INSTITUTIONS IN RELATION TO CLIENT SATISFACTION AND COMPETITIVE ADVANTAGE: A CASE OF COMMERCIAL BANKS IN CHUKA LENITY KANANU M., RAEI MWIRIGI & JOHN NJOROGI	174
	<b>REQUEST FOR FEEDBACK</b>	182

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

## ADVISORS

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbul Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N. Government College, Faridabad

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ASSOCIATE EDITORS****PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

**TECHNICAL ADVISOR****AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Econometrics; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled '\_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR:**

Designation:  
Affiliation with full address, contact numbers & Pin Code:  
Residential address with Pin Code:  
Mobile Number (s):  
Landline Number (s):  
E-mail Address:  
Alternate E-mail Address:

#### **NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.



5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION**

**REVIEW OF LITERATURE**

**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

**CONCLUSIONS**

**SCOPE FOR FURTHER RESEARCH**

**ACKNOWLEDGMENTS**

**REFERENCES**

**APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

## BRAND SALIENCE AND BRAND ASSOCIATION, A TOOL TO GAIN TOURIST DESTINATION REVISITATION: DMO's PERSPECTIVE

**ASHAQ HUSSAIN NAJAR**  
**RESEARCH SCHOLAR**  
**SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT**  
**UNIVERSITY OF JAMMU**  
**JAMMU**

**PRIYA SINGH**  
**ASST. LECTURER**  
**INSTITUTE OF HOTEL MANAGEMENT**  
**DEHRADUN**

### ABSTRACT

*Revisitation is the dream of every stakeholder as it does not only provide the business from the revisitors but also add new tourist arrivals, it has been seen that due to the positive word of mouth (WoM) from the existing tourists there is tremendous flow of new tourists as well as existing at a destination. There are number of other factors or reasons for attracting the new tourist flow, branding is one among them which is further influenced by brand salience, brand association, equity, and awareness and brand resonance. Destination Management Organisations (DMO's) seek to attract tourists by differentiating and marketing the products and services offered to them. This study puts an emphasis on role of brand salience in attracting the different types of tourists like recreational, diversionary, experimental, experimental and existential for revisitation through DMO's perspective. For conducting the research the 5- point Check list of GACVB (2005) is used to get implemented and secondary data from sources like published journals, books and electronic print media is used in order to get the motive of revisitation. The research findings illustrate that brand salience of destination and products have enough effect on the revisitation of existing tourists as it made them to ToMA (Top of Mind Awareness) thinking about the destination.*

### KEYWORDS

Branding, revisitation, brand salience, brand association, Destination Management Organisation.

### INTRODUCTION

#### BRANDING AND ITS SALIENCE

Careful brand management seeks to make the product or services relevant to the target audience. Brands should be seen as more than the difference between the actual cost of a product and its selling price - they represent the sum of all valuable qualities of a product to the consumer. When the brand is retrieved, the customer also gets some sense of how much they know about the brand. This provides a sense of assurance that the brand will be appropriate for the situation.

But on the other hand the brand salience provides a further benefit by then making the brand, once thought of, more likely to be chosen. It is the foundation of the hierarchy and represents the strength of the destination's presence in the mind of the target for a given travel situation. It is suggested salience is best operationalized though unaided top of mind awareness (ToMA), rather than through recall by prompting. The proposition that ToMA is an indicator of purchase preference (Axelrod, 1968), was supported in the 2003 study (Pike, 2006).

This benefit is, however, secondary to the influence of the brand being thought of in the first instance, as without that initial step, positive evaluations will have no effect on buyer behaviour (e.g. Holden and Lutz, 1992). This concept of brand salience is distinct from the concept of brand attitude, where the focus is on evaluation of the brand rather than the quantity and quality of the memory structures. It provides a different perspective and explanation for the fact that buyers buy different brands in different circumstances and situations (and even in the same situations). The particular interest to destination marketers is in understanding how travellers select a holiday destination from so many places offering the same benefits. The theory of consumer decision sets offers, introduced by Howard (1963) and Howard and Sheth (1969), is helpful in this regard. Many tourism studies have supported the assertion that the number of destinations a traveller will actually consider in the purchase process is limited to four plus or minus two (see, e.g., Crompton, 1992; Thompson & Cooper, 1979). These destinations form the decision set, which provides a measure of brand salience relative to competitors. This CBBE (consumer-based brand equity) dimension relates to the destination's first brand objective: To increase awareness of the destination. Brand associations are anything linked in memory to the destination. Mayo and Jarvis (1981) suggested destination attractiveness is a function of the specific benefits sought by travellers and the ability of the destination to provide them. From this perspective it is important to gain an understanding of what decision criteria will be used by the consumer-traveller when making differentiating destinations under consideration. Reviews of the extensive destination image literature (see Chon, 1990; Echtner & Ritchie, 1991; Gallarza, Saura, & Garcia, 2002; Pike, 2002, 2007; Tasci, Gartner, & Cavusgil, 2007) indicate there is no commonly agreed conceptualization of the construct. Not surprisingly therefore, no accepted destination image scale has been developed.

Kotler, Haider, and Rein (1993) highlighted the way in which minds simplify the process of destination image formation: "Images represent a simplification of a large number of associations and pieces of information connected with the place. They are the product of the mind trying to process and essentialize huge amounts of data about a place" (p. 141).

Mayo and Jarvis proposed an individual would make a brand selection based on what is "important and relevant to them" (p. 68), and so associations need to be measured in terms of attributes deemed determinant for a given travel situation. That is, the researcher needs to elicit from the respondent, from a selection of salient attributes, those that determine destination selection for a given travel situation. Although most popular measurement approach is structured surveys using scales of cognitive attributes and affective benefits, the issue of travel situation salience and determinance has been neglected in the destination image literature. This CBBE dimension relates to the destination's third objective: to educate the market about things to do.

**Brand resonance** represents willingness to engage with the brand, or level of identification a consumer has with a brand. It is suggested that for destinations, resonance can be measured behaviourally, such as in previous visitation, and also attitudinally through stated intent to visit. This CBBE dimension is related to the destination's second objective: To stimulate interest in, and visitation to, the destination. This objective is also related to the highest level of the hierarchy, *brand loyalty*, which has received little attention in the destination marketing literature. Loyalty can be measured by repeat visitation and word of mouth recommendations. In this way the CBBE hierarchy incorporates perceptual and behavioural measures. There has been criticism in the marketing literature of what has been failure in market research to link attitudinal data with measures of actual behaviour. Certainly, there has been a lack of longitudinal tourism studies investigating the relationship between attitude and behaviour (Pike, 2006), such as stated preferences and actual travel.

**TRAVEL EXPERIENCE**

Cohen (1979) describes the first mode as the 'recreational' in which individuals step outside the ordinary in search of entertainment. In this mode a person will prefer to the place which is having high level of prominence or resilience in terms of security and safety. Resilience here may vary from the last visits experience and feelings. In the 'diversionary' mode, a person takes a short break from the stresses of everyday life, here a person who wishes to take break from the day to day busy routine in order to get rid of from stress, for this a tourist would prefer to go to spa destination like in India Goa, Utrakhand are the places which possess the word of mouth about their peculiarity in terms of spa or sauna bath. The third mode is called the 'experiential' mode, which proceeds from the belief that ordinary life lacks richness and those more authentic experiences of social life, culture and nature must be sought elsewhere. In the 'experimental' mode, alienation deeply affects the individual, who is in danger of losing her- or himself in everyday life and who makes the effort to rediscover her- or himself in another, foreign context, be it natural or social. India is vast in terms of diversity in culture and heritage that is the Stake holders should take a corrective and attractive step to attract these experiential and experimental mode tourists. The fifth and final mode is the 'existential'. Here, individuals feel they are living in the wrong place and/or at the wrong time. This estrangement from ordinary life is so strong that a better world is sought elsewhere, at the tourist location and, if possible, on a permanent basis. In all the above modes the brand resilience and brand resonance and association plays a paramount role in attracting heavy influx of tourists.

**BACKGROUND**

Any destinations tourism marketability may be evaluated according to their attraction for tourists and their tourism infrastructure which in turn depends upon Branding aspects like prominence of brand, association of brand and its resonance. Most tourism activities take place at a particular destination; therefore the destination itself forms a pillar of any modelling that is done for the tourism system (Pike 2004). Destination can be seen as an area that includes all services and goods a tourist consumes during his or her stay (Terzibasoglu 2004; Wot 2007). This destination appeal shape should transfer to a unique and competitive destination brand which expresses the reality of the destination and conveys the tourist perspective. According to Goeldner, Ritchie, and Mac-Intosh 2000; Kaplanidou and Vogt (2003) destination branding is defined as: selecting a consistent element mix to identify and distinguish it through positive image building, i.e. how consumers perceive the destination in their minds. Destination branding conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience. Recently brand salience has assumed a greater prominence in both branding and advertising literature. There have been calls for the consideration of building brand salience as an outcome of effective advertising (Bullmore, 1999; Ehrenberg et al., 2000a; Miller and Berry, 1998), as well as discussion of the role of brand salience from a brand management perspective (Ehrenberg et al., 1997; Keller and Davey, 2001; Romaniuk, 2002). Therefore it seems timely to re-examine what the concept of brand salience should mean in a marketing context and the implications for measurement. In this article, we explore how brand salience is relevant to brand buying. This concept of brand salience is distinct from the concept of brand attitude, where the focus is on evaluation of the brand rather than the quantity and quality of the memory structures. It provides a different perspective and explanation for the fact that buyers buy different brands in different circumstances and situations. Brand resonance represents willingness to engage with the brand, or level of identification a consumer has with a brand. It is suggested that for destinations, resonance can be measured behaviourally, such as in previous visitation, and also attitudinally through stated intent to visit.

**OBJECTIVES OF THE STUDY**

- 1) To know about the role of Brand salience and resonance on revisitation.
- 2) To know the role of Destination Management Organisation's in re branding of destination.
- 3) To suggest the marketing strategies about the destination branding.

**RESEARCH METHODOLOGY**

This paper is based on secondary data collected from published articles, journals books, government reports, websites and news papers.

**BRANDING OR MARKETING STRATEGIES (5-POINT CHECK LIST)**

As per the Georgia Association of Convention & visitors Bureaus (2005), the marketing agencies or stake holders should follow following in order to get the Brand salience about the destination.

**1) Conduct a visitor-demand study:**

- In this aspect the Marketer should know about their demographics, visitor segments, needs, interest, purpose of their visit, length of stay, size of travel party, service like shopping, sightseeing, business meetings etc.
- identify the travellers of your region, learn about them

**2) Go-through discreetly with already existing Resources:**

- Get awareness about their primary reason like type of visit e.g education, business, leisure, sports, pilgrimage etc
- What is already with you?

**3) Position Your Destination's attraction among competing destinations:**

- Do SWOT analysis of your existing onsite and offsite amenities.
- Prepare the strategies for the same.
- Try to implement the eco-friendly practices if you don't follow earlier.
- Improve your recognition/identification techniques like good signage, proper logo etc Educate the community as they are the basic source for information and authenticity.

**4) Develop & Implement Marketing Plan:**

- Identify the different segments of market you want to target, make the product or destination appealing for this entire target.
- Keep the availability of resources for every segment.
- Train the human resource as per the needs of tourists.

**5) Promote your destination as a reminiscent experienced destination:**

- Aware and educate the community involved in the day to day tourism activities within or near the destination as they play pivotal role in tourist satisfaction.
- People visit destination because of certain prominence and resonance, do high efforts to meet their expectations.

**ROLE OF DMO's IN BRANDING A DESTINATION**

Destination Management Organisations are the professional bodies responsible for the marketing and managing i.e. 'selling' the destinations as a whole in broader sense. The World Tourism Organisation in 2004 defines DMO's as organisations responsible for the management and marketing destinations e.g. NTA, STDC, local DMO's. (Presenza, Sheehan and Ritchie, 2004). Although the concept of branding has been applied extensively to products and services, today though the branding helps in many other aspects like creating identity, protection from competition, enhancing image, brand equity and creating and keeping brand loyal customers to repeat business. DMOs rely on demand-side approaches to evaluate the impact of activity of branding. According to Genc and Pirnar, (2010) brand management by destination management organisations are emphasizing the important point, due to this nature of customers, branding gains a special importance to Destination Organisation's since repeat tourists are target groups. It is understood that destination management is most effective when accomplished through organised destination management organisations which specialise in using updated management and marketing techniques like image management, bringing partners together, co-branding and brand in order to rebrand the destination.



**CONCLUSION**

Memorable travel experience acts as pull factor for a tourist to revisit the destination as there are number of tangible and intangible things associated with a tour, which a tourist remembers and due to those reminiscent experiences a person takes the decision regarding revisit. So in order to make the travel memorable and reminiscent the destination Management organisations play a pivotal role in attracting the business for a particular destination as these are the people who are well acquainted regarding the possessions, resources, level of service which they can render to the clients and which in turn create the image of any destination by their word of mouth to the others, branding and by providing best services during tourism cycle. The awareness which these organisation provide, helps to gain the destination brand equity by creating the market credibility and trust among the consumers as the marketing organisations are the basic source of information for the travellers these are the first hosts who come in contact with the tourists so it is very necessary for DMOs to create the brand of their organisation and destination too so that the people gains credibility and enhances their travel experience and revisitation as there are certain prominent factors like salience of courtesy, service or products which has lead positive effect on tourists memory. It has been found that the symbiotic relationship of Destination Management Organisations, stake holders and service providers will definitely lead the brand resonance of the destination and Top of Mind Awareness.

**REFERENCES**

1. Axelrod, J.N. (1968) 'Attitude Measures That Predict Purchase', Journal of Advertising Research 8(1): 3–17.
2. Bullmore, J. (1999) 'Advertising and Its Audience: A Game of Two Halves', International
3. Cai Liping, A. 2002. Cooperative branding for rural destination. Annals of Tourism Research 29 (3): 720–42.
4. Cohen, E., 1979. A phenomenology of tourist experiences. The Journal of the British Sociological Association 13, 179–201.
5. Ehrenberg, A.S.C., Barnard, N. and Scriven, J. (1997) 'Differentiation or Salience', Journal of Advertising Research 37(November–December): 7–14.
6. (GACVB) Georgia Association of Convention & visitors Bureaus (2005) [www.gacvb.com/include/buildingDMO.ppt](http://www.gacvb.com/include/buildingDMO.ppt), last visited 12 sept, 2008
7. Genc.R and Pirnar.I.(2010) Brand management by DMO's:How to create a unified brand through hundreds of partners.International journal of tourism and travel 3/2,pp.23-30
8. Goeldner, C., J. Ritchie, and R.W. MacIntosh. 2000. Tourism: Principles, practices, philosophies. 8th ed. New York: Wiley. volume
9. Grangsjö, Y. F. 2003. Destination networking: Competition in peripheral surrounding, International Journal of Physical Distribution & Logistics Management 33 (5): 427–48.
10. Holden, S.J.S. and Lutz, R.J. (1992) 'Ask Not What the Brand Can Evoke; Ask What Can Evoke the Brand?', in J. Sherry and B. Sternthal (eds) Advances in Consumer Research, pp.101–7. Provo, UT: Association for Consumer Research
11. Howard, J.A. and Sheth, J.N. (1969) The Theory of Buyer Behaviour. New York: Wiley.
12. Journal of Advertising 18(3): 275–90.
13. Kotler, P., D. H. Haider, and I. Rein. 1993. Marketing places: Attracting investment, industry, and tourism to cities, state and nations. New York: Free Press.
14. Mayo, E. J., and L. P. Jarvis. 1981. The psychology of leisure travel. Boston, ma: c b i.
15. Pike, S. 2004. Destination marketing organizations. London: Elsevier.
16. Pike, S. 2004. Destination marketing organizations. London: Elsevier.
17. Presenza, A., Sheehan, L. and Ritchie, J.R.B., (2004). Towards a model of the roles and activities of Destination Management. <http://hotel.uni.edu/pdf>
18. Terzibasoglu, E. 2004. Successful destination management and marketing fundamentals. Paper presented at the Conference on Destination Marketing for the 21st Century, Moscow.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

