

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



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 Inlibnet 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 3130 Cities in 166 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.	<b>DETERMINANTS OF REAL ESTATE MARKETING: AN EMPIRICAL STUDY ON SELECTED REAL ESTATE MARKETERS IN ADDIS ABABA, ETHIOPIA</b> <i>DR. GETIE ANDUALEM IMIRU</i>	1
2.	<b>A STUDY ON PROBLEMS AND PROSPECTS OF TEA GROWERS WITH PARTICULAR REFERENCE TO NILGIRIS DISTRICT (TN) IN INDIA</b> <i>DR. G. KAVITHA &amp; M. JAMUNA RANI</i>	7
3.	<b>A STUDY ON THE CHALLENGE FOR ARTISANS OF CONCH SHELL INDUSTRY IN WEST BENGAL</b> <i>ANAMITRA PAUL &amp; SEBAK KUMAR JANA</i>	11
4.	<b>A CHRONOLOGICAL STUDY ON EMERGENCE OF PRIVATE LABEL BRANDS IN INDIAN ORGANIZED RETAIL</b> <i>AJAY SINGH &amp; DR. NRIPENDRA SINGH</i>	15
5.	<b>MUTUAL FUNDS IN INDIA-RECENT ISSUES, OPPORTUNITIES AND CHALLENGES</b> <i>M.NAGABHASKAR &amp; M.RAMU</i>	20
6.	<b>GREEN MARKETING AND THEIR IMPACT ON ENVIRONMENT: A STUDY</b> <i>SUSHEELA RATHEE &amp; AMIT RATHEE</i>	23
7.	<b>ASSESSING QUALITY OF WEBSITES THROUGH OBSERVATION</b> <i>DR. HEERA BARPUJARY</i>	28
8.	<b>ANALYSIS ON THE CASH MANAGEMENT OF NEPA LIMITED</b> <i>DR. ADARSH ARORA</i>	34
9.	<b>DESTINATION BRANDING AS A MARKETING TOOL FOR DEVELOPING COUNTRIES: A COMPARATIVE ANALYSIS BETWEEN INDIA &amp; SPAIN</b> <i>SWATI SHARMA &amp; MAHESH UNIYAL</i>	39
10.	<b>FINANCIAL LITERACY AND ITS' INFLUENCING FACTORS: AN EMPIRICAL STUDY OF INDIAN INVESTORS</b> <i>DR. BIDYUT JYOTI BHATTACHARJEE</i>	43
11.	<b>STUDYING THE RELATIONSHIP BETWEEN CORPORATE GOVERNANCE AND FINANCING THROUGH THE TWO PERSPECTIVES OF BALANCE SHEET AND CASH FLOW STATEMENT IN FIRMS ACCEPTED IN STOCK EXCHANGE TEHRAN (IRAN)</b> <i>NASRIN DADASHI &amp; EBRAHIM CHEIRANI</i>	47
12.	<b>POVERTY: TROUBLESOME THE PROBLEM &amp; OVERCOME (AN INDIAN CONTEXT)</b> <i>DR. MANOJ KUMAR SHARMA &amp; SUTHAR AAVANTI ASHOK</i>	53
13.	<b>ENFORCEMENT OF LAWS TOWARDS HAZARDOUS CHILD LABOR: A STUDY ON WELDING WORKSHOPS AT SYLHET CITY IN BANGLADESH</b> <i>A.K.M. SOHEL HABIB NOWROZ &amp; KOWSER JANNAT</i>	57
14.	<b>MODEL OF INTEGRATION OF SPIRITUALITY TOWARDS THE WORK BEHAVIOUR AND EMOTIONAL INTELLIGENCE AS MEDIATING VARIABLE: AN APPROACH OF STRUCTURAL EQUATION MODELING (SEM)</b> <i>ACHMAD CHOERUDIN</i>	62
15.	<b>MACROECONOMIC VARIABLES AND STOCK PRICES: A STUDY OF COLOMBO STOCK EXCHANGE (CSE) IN SRI LANKA</b> <i>P.ELANGKUMARAN &amp; J.N.JENITTA</i>	71
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	75

## 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

**AMITA**

Faculty, Government M. S., Mohali

## 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. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**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

## CO-EDITOR

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

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

**DR. SAMBHAVNA**

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

**DR. MOHENDER KUMAR GUPTA**

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

**DR. SHIVAKUMAR DEENE**

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

***ASSOCIATE EDITORS***

**PROF. NAWAB ALI KHAN**

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

**PROF. ABHAY BANSAL**

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

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

***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; 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>

## DESTINATION BRANDING AS A MARKETING TOOL FOR DEVELOPING COUNTRIES: A COMPARATIVE ANALYSIS BETWEEN INDIA & SPAIN

**SWATI SHARMA**  
ASST. PROFESSOR  
AMITY UNIVERSITY  
NOIDA

**MAHESH UNIYAL**  
ASST. PROFESSOR  
AMITY INSTITUTE OF TRAVEL & TOURISM  
AMITY UNIVERSITY  
NOIDA

### ABSTRACT

Globally, Travel & tourism industry is one of the largest and flourishing industry accounting for USD 6 trillion and contributing 9 % to GDP (as per UNWTO). The developed nations like U.K., U.S, Germany, Switzerland, Spain etc. are the major beneficiaries of this trade. But with the burgeoning of developing nations in travel & tourism industry, the competition began and the concept of Branding a country as a powerful marketing tool initiated. Destination branding is a process of differentiating one's country with another's by obtaining competitiveness and upper edge. To add, in year 2004 WTTC also started ranking the countries and managing the competitiveness index of destinations on various factors. The purpose of this research paper is to assess India's tourism branding campaign 'Incredible India' by conducting a detailed analysis of difference between the promoted image and the perceived image of India as an incredible destination along with the perceptions about the slogan and further the comparison between Spain's marketing campaign 'Smile, you are in Spain'. The focus of the paper is on studying the attributes contributing to image of both the destinations. The results found are hypothetically tested by several parametric & non- parametric tests (chi-square, Anova, paired T- test etc.) and was analyzed with the help of SPSS. Further, the reliability of the results was assessed through Cronbach's alpha ( $\alpha$ ).

### KEYWORDS

Branding, competitiveness, image, differentiation, marketing campaign.

### 1. INTRODUCTION

Travel & tourism is the ever fastest growing industry in the economy at the global level with magnificent contribution to GDP and employment in both direct and indirect ways. In 2012 its contribution is almost 9% towards GDP and 245 million jobs were created worldwide which is really remarkable. Tourism sector is estimated to flourish more between 2010 and 2020 by having annual growth of 4.4% in real terms (WTTC, 2010).

Tourism is an integral sector of the economy and contributes in a larger extent towards the destination image. Moreover, due to globalization, ever increasing competition between the destinations and high end use of information and technology has put forward the challenge of marketing the country to its tourists. Destinations nowadays have to reach to the emotional needs of the tourists for choosing a destination rather than focusing only on marketing of their destination. They have to reach the level of destination branding by having a distinct identity of the country with unique attributes within the destination.

The increasing competition in the tourism industry and the global economic situation has made countries aware of the importance of destination branding to differentiate themselves from competitors (Baloglu & Mangalolu, 2001).

Branding of destinations has taken an upliftment in the last decade but still this field is lacking research. It is almost 47 years back when the concept of destination image was raised and discussed but the actual implementation of this concept has begun recently.

The branding of a destination is a challenging activity which affects the tourists decision making process but ultimately tourists choice of destination depends on the perception of the tourists Therefore, destination image is a fundamental part of the motivation to travel; a critical element in the selection process, irrespective of whether or not it is based on stereotypes or reality (Cai, 2002).

FIG. 1: MODEL OF DESTINATION BRANDING (Source Cai 2002)



## 2. OBJECTIVES OF RESEARCH

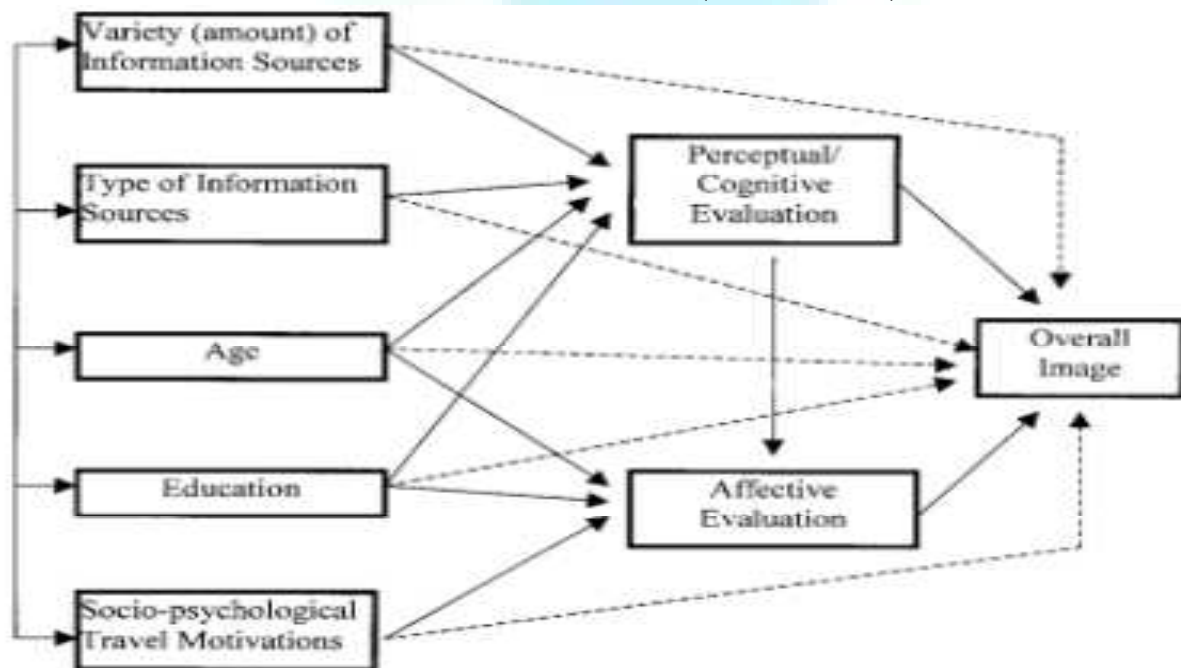
Considering the importance of branding this research paper would like to contribute towards the existing literature on this subject.

- To understand the effectiveness of Incredible India marketing campaign.
- To analyze what image is actually promoted through the campaign.
- To assess whether the slogan and logo are correctly perceived by the tourists.
- To analyze if the perceived image is the same promoted image as done by Ministry of tourism, Govt. of India.
- To understand the comparative analysis between the marketing strategies of both the countries taken as a case study.

## 3. LITERATURE REVIEW

In today's scenario Destination image is one of the majorly researched and discussed concepts in the study of tourism (Echtner & Ritchie 2003, Pan & Li 2011). A destination brand 'is the sum of perceptions that someone has about a place (whether based on experience, hearsay or prejudice), which influence his attitude towards that destination at an emotional level; exists in the eyes of the beholder. It has to be credible and real, it cannot be manufactured (Handbook on Tourism Destination Branding, 2009). Image has been defined in a number of ways: as a person's set of beliefs, opinions and impressions about an object, a consideration of all information gained from different channels or a mental connotation the person has about something beyond physical perception (Aksoy & Kiyici, 2011). According to Pearce (1998) "...image is one of those terms that will not go away ... a term with vague and shifting meaning..." – a commonly cited definition is: "...the sum of beliefs, ideas and impressions that a people have of a place"(Kotler, Haider, & Rein, 1993). Lopes discuss how a destination with a strong image is more easily differentiated from its competitors, and that tourists are more likely to consider and select destinations with stronger and more positive images (Lopes, 2011). Ultimately researchers agree that destination image is a valuable concept with regard to tourist destination selection process (Baloglu & McCleary, 1999; Beerli & Martin, 2004). Several studies (Bosque & Martin, 2008; Bosque et al., 2009; Gali & Donaire, 2005; Selby & Morgan, 1996; Tasci & Gartner, 2007) indicates that destination image is an important factor that influences the consumer behavior during the pre-visit (decision-making process of destination choice), during the visit (antecedent of satisfaction), and post-visit (recommendation and intention to revisit). Thus, the process of image formation starts before the decision, but it can be changed during the visit, as well as after the return. It has been argued that tourists' perception of a destination can be more important than its tangible attributes and that '....the tourist goes to a destination to see the image rather than the reality' (Krippendorf, 1982). Hunt (1975) suggested that image was a critical factor in a destination's tourism success. Further, the attraction elements such as scenery, facilities, activities, and cultures of a destination provide the motivations necessary to induce an individual to visit a determined place. It was also mentioned in the literature that Destination image can be measured and assessed. Destination image is multidimensional and comprises both symbolic and tangible features (Echtner and Ritchie 1993). This is why destination image is such an important part of a destination brand. When Ekinci (2003,) states that "A destination that forms a clear identity in tourists' minds can be easily branded" he means that organic image is quite powerful in this regard, further branding of the destination may be easy but creating a positive image and information to be portrayed by the destination (Aksoy & Kiyici, 2011) requires smart use of communication techniques and product development to build a personality for a tourist destination (Lopes, 2011; Ekinci, 2003). There are various elements which contribute towards the formation of destination image such as Age, income, education, socio-psychological motivations etc. which leads to cognitive or affective evaluation by the tourists and ultimately contributes to the overall image of the destination. The below mentioned figure 2 is an elaborative explanation given by Beerli & Martin.

FIG. 2: ELEMENTS FORMING DESTINATION IMAGE (Beerli & Martin 2004)



## 4. DESTINATION BRANDING IN INDIA

As there was tough competition for India to sustain its tourism viability. There was the need for India to change its traditional marketing approach to one that is more competitive and can reach to its tourists in return of their demand from the tourism product. It was so essential for India to have positive global image and brand to mark its position in Country's competitive Index. Then the tourism ministry with the help of Ogilvy & Mather (India) (O&M) created a new campaign to increase the tourist inflows into the country. The "Incredible India" campaign was launched in 2002. And that was the moment for Indian tourism industry which has changed the perception of tourists while contributing to the overall positive image of India at global level. Under this Incredible India umbrella other marketing efforts like "Atithi Devo Bhava" were also initiated which has altogether made India an incredible destination. Slogans and logos are fundamental for the communication and enhancement of the brand image and brand equity (Henderson, 2007). Thus Slogans and logos made for Indian tourism marketing were so apt and reached to the heart of tourists as the slogan linked India with its cultural diversity.

## 5. RESEARCH METHODOLOGY

This research work is based on the inductive approach that is firstly the data is collected and then generalization to theory is done after analyzing the data. (Saunders et al., 2007). To analyze the perceived image from the tourists questionnaires are designed and for the projected image the promotional campaign



videos are analyzed in detail in form of content analysis. Limitation of the research design used for this research work could be the sample. Sample size was determined as 100 but still keeping in mind non-response 150 questionnaires are circulated. Out of which 120 are answered.

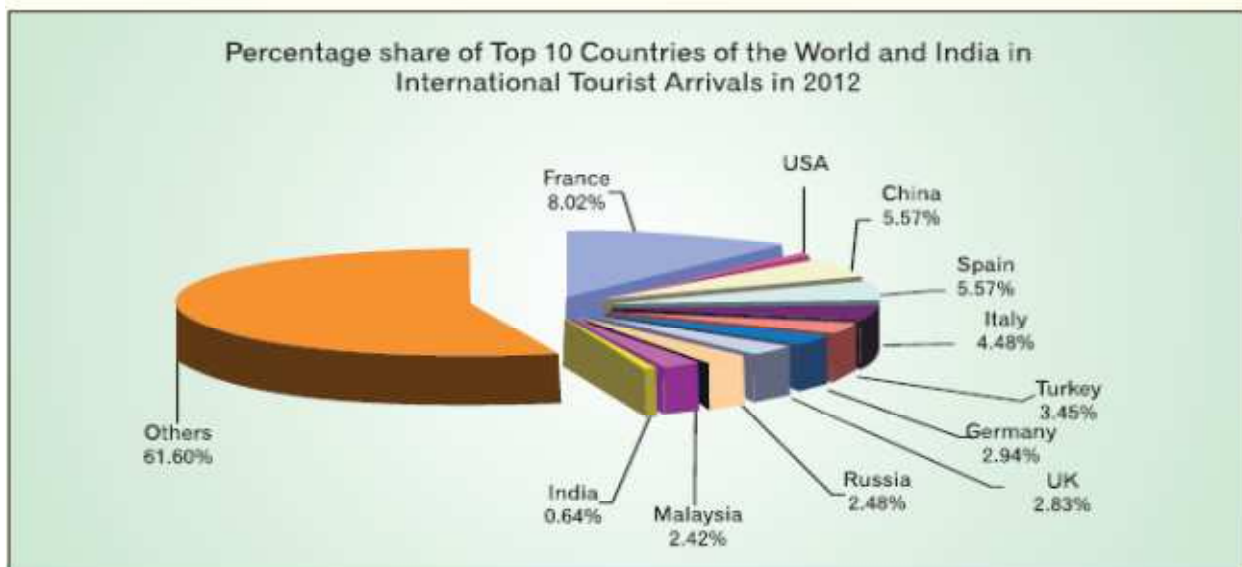
**6. FINDINGS & DISCUSSION**

The below mentioned Fig 3 & fig 4 reflects the India’s travel & tourism industry contribution towards GDP in 2012 & India’s rank at global level in travel & tourism respectively.

FIG. 3 (Source: Economic Impact 2013 India, World Tourism & Travel Council)

Travel & Tourism’s Total Contribution to GDP	2012 % share
24 Cambodia	25.8
39 Thailand	18.7
44 Malaysia	15.6
World Average	14.1
89 Vietnam	9.4
92 China	8.3
94 Sri Lanka	8.1
97 Indonesia	8.0
121 Pakistan	7.0
128 India	6.6
169 Bangladesh	4.3

FIG 4: INDIA’S RANK AT GLOBAL LEVEL



Source: Ministry of Tourism, Govt of India

a.) The promoted image is analyzed focusing on the promotional video of the campaign, using content analysis and other quantitative and qualitative methods.

FIG.5 INDIA’S INCREDIBLE CAMPAIGN PICTURE



b.) The Analysis of the fit between the slogan marketed and perceptions about the identity (logo and slogan) The major finding of this research work is that our slogan "Incredible India" does not address a unique theme as it is not specific in the terms like what India is majoring in. After the analysis the result is that 58% of the respondents thought that the logo suggests culture, only 24% associated it with mountains, sun and water and 12% associate the logo with adventure.

c.) For measuring the perceived image the data was gathered with the help of questionnaires with open and closed questions from almost 120 individuals between the ages of 20 and 45. The average age of the respondents is 33.02 years, 51 being men and 49 women. 30% were Europeans, 20% from US, 5% from Africa, rest from South East Asia.

d.) Comparison between India's "Incredible India" Campaign & Spain's Marketing Campaign "Smile when you are in Spain". As per the Handbook on Tourism destination Branding Spain has the best branding campaign and they initiated this process in 1930's. Spain has covered all the communication media, their logo designing, their tag line all are up to the mark. The campaign wants to highlight, through a smile featured in all the posters, the hospitality and warmth of the Spanish, and the relaxed rhythm of life that tourists can enjoy in Spain. It promoted a lifestyle, the Spanish culture and richness of the cultural diversity (Turespana, 2011). The major difference between both the tourism marketing efforts is that India lacks in that positive global image which Spain without any pain is enjoying. Another challenge already discussed is that our campaign lacks specificity it is quite general in nature as we say we have everything for everyone. But this is wrong as now days the tourist is very specific in choosing his holiday destination and it should have that one click appeal.

e.) Demographic profile of the Respondents n=100

Gender	Percentage	Chi square Test	Significance
Male	51%		
Female	49%	1.244	.265
Age 20-45 years	Avg. age 33.02 years	72.674	.000
Education level			
High school or less	19.27%	9.624	.022
Diploma	20.00%		
College-level graduation	54.18%		
Graduate or higher	6.55%		

f.) The Cronbach's alpha result is .8

## 7. CONCLUSION

While India has been gaining acknowledgement as an attractive tourism destination, there is a lack of research on its destination image that plays an important role to influence tourists' decision making to visit India. No such study has been conducted so far which can provide us with the exact information like how the Incredible India campaign has done internationally. More importantly, tourism development depends strongly on the degree of congruency between the projected and perceived image. Therefore the analysis of fit between perceived image and projected image is need of the hour. By exploring the perception of international tourists toward India as a tourism destination, we can ascertain that foreign tourists seem very sensitive to safety & security, hygiene, development of the nation as a tourist destination before they finalize the destination to be visited. Unfortunately, these crucial factors have not been paid that much attention by the tourism industry. The results of this research will help destination developers and government to be aware of the structure of destination image and to assess the major destination image elements so as to take decision on building a strong the tourism destination image of India globally.

## REFERENCES

1. Aaker, J. & Joachimsthaler, E. (2000), 'Brand leadership', The Free Press
2. Aaker, J. (1997), 'Dimensions of brand personality', Journal of Marketing Research, 34:3, pp 347-355
3. Baloglu, S. (1997), 'The relationship between destination images and socio-demographic and trip characteristics of international travelers', Journal of Vacation Marketing, 3:3, pp 221-233
4. Echtner, C. M., & Ritchie, J. R. B. (1993), 'The measurement of destination image: An empirical assessment', Journal of Travel Research, 31:3, pp 3-13
5. Echtner, C. M. & Ritchie, J. R. B. (2003), 'The Meaning and Measurement of Destination Image', The journal of tourism studies, 14:1, pp 37-46
6. Gosálvez, P. (2011), 'España en tres palabras: De 'Spain is different' a 'I need Spain'' (newspaper article), available at: <http://www.portaldeamerica.com/>, accessed on the 5th of August, 2011
7. Hunt, J.D. (1975), 'Image as factor in tourism development', Journal of Travel Research, 13:4, pp 1-7
8. Kotler, P. & Gertner, D. (2002), 'Country as a brand, product and beyond: a place marketing and brand management perspective', The Journal of Brand Management, 9:4, pp 249-261
9. Kotler, P., Haider, D.H., Rein, I. & Hamlin, M.A. (2002), 'Marketing Asian Places', John Wiley & Sons Inc.
10. Pike, S. (2002), 'Destination image analysis—a review of 142 papers from 1973 to 2000', Tourism Management, 23, pp 541-549
11. Yan, J. (2008), 'Ethical imperatives in nation branding: smaller nations enter the global dialogue through nation branding', pp 170-179, as cited in Dinnie, K. (2008), 'Nation Branding: concepts, issues, practice', Butterworth-Heinemann Dutton, Oxford

## HANDBOOK

12. 'Handbook on tourism and destination branding' (HTDB) (2009), World Tourism Organization, Madrid

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & 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**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

## 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*

