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Examining the Effect of Destination Awareness on Destination Image and Quality

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ABSTRACT

Tourism is an important economic and leisure activity due to its growing acceptance and benefits. Many promotional activities are carried out by destination marketers to pull more tourists and improve their satisfaction. If a destination can identify and satisfy the needs and wants of tourist, tourist will probably make repeat visits and spread positive word of mouth publicity. The main objective of this paper is to explore the effect of destination awareness on image and quality from a tourist perspective. The study adopts questionnaire survey with 100 tourists through convenience sampling. Simple regression analyses are employed to find the association between the variables. The result of the proposed model confirms that there is a positive correlation and relationship between the dependent (image) and independent variables (awareness). However there is no significant relationship between dependent (quality) and independent (awareness) variable. Due to time constraint, in future the study may be conducted on broader scale in order to understand the relationship between destination awareness with image and quality. Implications for destination managers in Jammu will further suggest ways to make tourist feel positive about destination quality through awareness. Destination managers need to seriously take stakeholders in confidence while designing campaigns and creating consistent communications for prospective travellers. Such strategies will further play a very significant role in evaluation of Jammu as a destination with tourist potential. The study concluded that the tourists who visit Jammu are satisfied and willing to revisit and recommend. However, the tourists are dissatisfied with several destination related factors. Therefore the relevant and responsible authorities should take necessary actions to improve those factors.

Keywords: Destination Awareness, Destination Quality, Destination Image, Customer Based Brand Equity.

Introduction

The capacity of the brand to offer competitive business advantage has led to an emergence of the concept brand equity as a tool to interpret the potential effects of the various marketing strategies that the firm uses to draw leverages from both the perspectives i.e. financial and customer based. Of the two, though the first one has been extensively studied due to its relevance to generate output in terms of quantification of the value associated with the financial asset of the business organization, yet second as a

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