



Perception of Tourism Stakeholders Regarding Destination Branding and Image Building of Haryana

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Abstract: The primary goal of this study is to determine how stakeholders (tourism intermediaries) feel about Haryana's destination branding and image building. Responses from tourist stakeholders were recorded using a self-structured questionnaire. This survey aimed to find out how tourism middlemen felt about promotional services. Respondents believe that tourist intermediaries are an excellent approach to promoting tourism, as seen below. Stakeholder (tourism intermediaries) perception is measured through media, the internet, websites, event information brochures, tourist information centres, tour operators/guides, historical melas/fairs/festivals, and cultural events. The most important part of tourism promotion is internet advertising. The eighth most important component of tourism promotion is media marketing. The Chi-square test found significant differences in perceptions of tourist promotional services among Stakeholders (tourism intermediaries). The findings also suggest that respondents believe tourism intermediaries benefit from tourism growth. The Chi-square test results reveal a wide range of opinions on the benefits of tourist development among stakeholders (tourism intermediaries). According to the study, tourism middlemen regard Haryana as a positive emblem. The Mahabharata Land is often regarded as the most successful symbol for branding Haryana. Land of Battles is Haryana's ninth most successful emblem for branding.

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Keywords: Perception; Tourism; Stakeholders; Regarding; Destination; Branding; Image Building of Haryana

Introduction

Tourism in Haryana has a 5000-year history and is the birthplace of the ancient Indian Vedic Civilization. It was formerly the home of the famous Bharata dynasty, which gave India the name Bharat. On the banks of the Saraswati River, Ved Vyas penned Mahabharat, and Lord Krishna taught about Karma and Dharma via the Bhagwad Gita. It became a new state of India on November 1, 1966, with Chandigarh as its capital, and has since made amazing growth to become one of India's most successful states. With its many attractions, Haryana has enormous potential for expansion in the tourism industry. Haryana's entry into the tourist industry began with highway tourism. It built tourism facilities on national roads to serve highway users. Haryana's tourism industry is a major source of revenue for the state. The state intends to leverage tourism's direct and multiplier advantages in terms of job creation, poverty reduction, and women's empowerment while being ecologically sustainable. By optimizing the productivity of Haryana's natural, human, cultural, and technological resources, the state intends to reinvent itself as the most favoured location. Haryana is the first state to provide industry recognition to the hotel business (Singh, 2013). Haryana's state government has developed a tourism

strategy to boost the state's tourist business both inside and outside of India. However, it has not proven to be as successful as it should be; however, this does not imply that the government is not making every effort to make its Tourism Policy as competitive and effective as possible. Haryana's government has chosen to overhaul its tourist strategy (Gupta et al., 2007). According to Sapna, L.K. (2012), travel and tourism are important Indian culture and heritage elements. Tourism is India's most dynamic tertiary activity and a multibillion-dollar sector. The potential of India's tourist business must be assessed in terms of its socioeconomic dimensions. This research examines how India is becoming a popular tourist destination throughout the globe, owing to an emphasis on innovation and delivering value for visitors. It attempted to improve people's attitudes and behaviours toward visitors by emphasizing that guests have been highly regarded in India from ancient times. It also investigates the influence of India's economic development on tourism, economic contributors, the significance of the tourism sector in India's GDP, and international vs local visitors. This research also investigates the fact that there has been a remarkable rise in tourism in India due to government policies and

assistance at all levels. According to Sandeep K. and Vinod, K. (2014), tourism is a short-term transient migration of people from one location to another, distant from where they work and dwell, for leisure enjoyment, recreation, and business purposes. At the location, the visitor will not engage in any remunerative activity. It is a natural phenomenon that the host and visitor will contact each other at the destination, which will have a significant impact on the host culture. Tourism is now being studied by social scientists. Tourism is a diverse and increasingly complex phenomenon that has been studied from numerous perspectives in social science, including sociology. This research aims to look at the socio-cultural and sociological effects of interaction between tourists from wealthy countries and the host of a developing country. The research is mostly conceptual, consisting of a survey of the extant literature on tourist effects.

Review of literature

Singla (2014) examined how community perceptions of social-cultural and heritage tourism coincided with the literature on the tourist effect. This research addresses the socio-cultural repercussions experienced by inhabitants as a result of tourist development, but it also examines the influence of demographic factors on local attitudes about tourism. The current research attempts to analyze the interaction between inhabitants and tourism from the perspective of what locals regard to be important: communal or personal concerns. The research uses Rajasthan as an example to demonstrate the wide-ranging effects of tourism. According to Evans (2009), the necessity for firms to retain clients is a critical problem in today's global economy. To keep customers, a company must cultivate long-term relationships with lucrative clients. However, it is a challenging assignment since today's market is a buyer's market, and buyers have gotten more demanding as they seek value for their money. When a marketer fails to provide value for their consumers' hard-earned money, they lose their hard-earned customers. Now the issue is, how do you keep a customer? Customer pleasure provides the solution to this question. In the tourist business, Tourists contribute to the tourist production process. They interact with supply networks and destinations (Gnoth et al., 2009). Tourist satisfaction may be described as their emotional condition after the trip (Baker and Crompton, 2000).

The image of the tourist destination is an essential predictor of consumer happiness; if the image is bad, every tiny error will be seen as more serious than it would otherwise be (Gronroos, 1990). The tourist's opinion of quality influences their pleasure favourably

and importantly (Campo and Yague, 2009). According to Mann & Waalia (2010), customer happiness is the outcome, and total customer satisfaction is only attainable when everyone and everyone who has control over how customer criteria are satisfied has comprehensive knowledge about them. Customer satisfaction evaluation is important for marketers because, according to Bigne et al. (2001), it may assist managers in enhancing services, which can help compare organizations and destinations in terms of performance (Smith, 1994). According to Alegre and Cladera (2009), both contentment and the number of past visits positively influence the inclination to return. Tourist expectations are a second-order element based on the interactions of numerous first-order variables (i.e. past experience, external communication, word-of-mouth communication and destination image). Furthermore, the image may be the primary component influencing a destination's expectations (Bosque et al., 2009).

Research methodology

Research Design

The current research is descriptive and empirical, so both primary and secondary sources will be used for data collection. The research began with a thorough literature analysis to better understand the field of destination branding and image building. This served as a foundation for the development of measurement variables. The opinions of academics and subject matter experts were then pursued to conceptualize destination branding and image building measurement. Following that, a preliminary questionnaire was developed. Initially, a framed questionnaire was validated using a diverse sample of respondents in a pilot survey. The questions were refined based on input from the pilot survey and finalized for the final survey to gather accurate data and fulfil the study's objectives.

Sampling Design

For the study, 12 districts of Haryana were selected, which represent the various aspects of Haryana tourism. These 12 districts of Haryana have various tourism products and potential for growth. The selected districts are Hisar, Faridabad, Panipat, Karnal, Rohtak, Sirsa, Kurukshetra, Gurgaon, Jhajjar, Sonapat, Rewari and Panchkula. For this purpose, tourists visiting Haryana were treated as the population for the study, and through random sampling, the data was collected, with 150 responses recorded from tourism stakeholders.

Primary Data: A customized questionnaire based on selected models was designed and administered to

collect primary data. The self-structured questionnaire was used to record responses from tourism stakeholders. The questionnaire is also divided into two parts. Part – A of the questionnaire is dedicated to the respondent's demographic characteristics and general tourism business experience. Part – B of the questionnaire includes statements dedicated to various constructs to measure destination branding and image building in Haryana. All these constructs were measured on a 5-point Likert scale (1 "Strongly disagree" to 5 "Strongly agree").

Research Objectives

The paper's objective is a critical analysis of **stakeholders' perceptions (tourism intermediaries) regarding Haryana's destination branding and image building.**

Hypothesis

To achieve the objective of the present study following hypothesis has been formulated.

H₀₁, there is a significant difference between the means of the important factors of the Stakeholder's (tourism intermediaries) satisfaction regarding tourism promotional services.

H₀₂, there is a significant difference between the means of the important factors of the Stakeholder's (tourism intermediaries) opinions regarding the Benefits of Tourism Development

H₀₃, there is a significant difference between the means of the important symbols of the Stakeholder's (tourism intermediaries) opinions regarding branding Haryana as a symbol

Table 1 Stakeholder's perception regarding tourism promotional services

S.N.	Statement	Mean	SD	Chi-Square	df	Sig.	Rank
1.	Promotion through media.	3.6150	1.01088	294.15	4	.000	8
2.	Promotion through the internet.	3.7700	.84300	413.65	4	.000	1
3.	Promotion through the website.	3.7250	.87934	392.20	4	.000	4
4.	Promotion through events information brochure.	3.7400	.85795	399.20	4	.000	2
5.	Promotion through tourist information centres.	3.7300	.88374	385.20	4	.000	3
6.	Promotion through tour operators/guides.	3.6800	.94980	331.70	4	.000	5
7.	Promotion through heritage melas/fairs/festivals and cultural events.	3.6800	.94449	344.60	4	.000	6

Source: Primary Data

Table 1 portrays the Stakeholder's (tourism intermediaries) perception regarding tourism promotional services. This survey was conducted to examine the Stakeholder's (tourism intermediaries) perception regarding tourism promotional services. Through the means values of the seven statements, the majority of the respondents agree with the statements as depicted by the mean score. One conclusion can be drawn from the above table that respondents reported that tourism intermediaries are positively perceived tourism promotional services. To measure the Stakeholder's (tourism intermediaries) perception regarding tourism promotional services total of seven statements are included, i.e., Promotion through media, Promotion through the internet, Promotion through the website, Promotion through events

information brochure, Promotion through tourist information centres, Promotion through tour operators/guides, and Promotion through heritage melas/fairs/festivals and cultural events.

Table 1 demonstrates the means and ranks of perception statements of tourism intermediaries. Promotion through the internet is the most important factor of tourism promotion and ranked first with a mean value of 3.7700. Promotion through events information brochure is the second most important factor of tourism promotion and ranked second with a mean value of 3.740. Promotion through tourist information centres is the third most important factor of tourism promotion and ranked third with a mean value of 3.7300. Promotion through the website is the

fourth most important factor of tourism promotion and ranked fourth with a mean value of 3.7250. Promotion through tour operators/guides is the fifth most important factor of tourism promotion and ranked fifth with a mean value of 3.6800. Promotion through heritage melas/fairs/festivals and cultural events is the sixth most important factor of tourism promotion and ranked sixth with a mean value of 3.6800. Promotion through media is the last important factor in tourism promotion and ranked seventh with a mean value of 3.6150.

Table 1 shows the results of the Chi-square test. The chi-square test for all statements is significant at the 0.001 level of significance with 4 degrees of freedom. It is suggested that there is a significant difference is found in the Stakeholder's (tourism intermediaries) perception regarding tourism promotional services. Thus, the null hypothesis H_{01} there is a significant difference between the means of the important factors of the Stakeholder's (tourism intermediaries) perception regarding tourism promotional services are rejected.

Table 2 Perceived Benefits of Tourism Development

S.N.	Statement	Mean	SD	Chi-Square	df	Sig.	Rank
1.	Creation of jobs.	4.5450	1.02628	443.20	4	.000	6
2.	Uplift stand of living.	4.5400	1.02648	436.00	4	.000	7
3.	Restoration of historical sites.	4.6400	.91355	497.00	4	.000	2
4.	Helping in the conservation of natural resources.	4.6400	.91355	497.00	4	.000	3
5.	Helping in conserving cultural values.	4.7400	.77161	562.00	4	.000	1
6.	Helpful for economic development.	4.5650	1.02028	465.45	4	.000	4
7.	Helps in overcoming social abnormalities.	4.0200	1.40695	210.25	4	.000	8
8.	Helps in creating a skilled workforce for the tourism industry.	4.5600	1.01070	450.75	4	.000	5

Source: Primary Data

Table 2 illustrates the Stakeholder's (tourism intermediaries) perception regarding the benefits of tourism development. This survey was conducted to examine the Stakeholder's (tourism intermediaries) perception regarding the benefits of tourism development. Through the means values of the eight statements, the majority of the respondents agree with the statements as depicted by the mean score. One conclusion can be drawn from the above table that respondents reported that tourism intermediaries positively perceived the benefits of tourism development. To measure the Stakeholder's (tourism intermediaries) perception regarding the benefits of tourism development, a total of eight statements are included, i.e., creation of jobs, an uplift stand of living, restoration of historical sites, helping in the conservation of natural resources, helping in conserving of cultural values, helpful for economic development, help in overcoming social abnormalities and helps in creating a skilled workforce for the tourism industry.

Table 2 shows the means and ranks of perception statements of tourism intermediaries. Helping to conserve cultural values is perceived as the most important benefit of tourism development and ranked first with a mean value of 4.7400. Restoration of historical sites is the second most important benefit of tourism development and ranked second with a mean value of 4.6400. Helping in the conservation of natural resources. It is reported to be the third most important Benefit of Tourism Development and ranked third with a mean value of 4.6400. Helpful for economic development was the fourth most important benefit of tourism development and ranked fourth with a mean value of 4.5650. Helps in creating a skilled workforce for the tourism industry is the fifth most important benefit of tourism development and ranked fifth with a mean value of 4.5600. The creation of jobs is the sixth most important benefit of tourism development and ranked sixth with a mean value of 4.5450. Uplift stand of living in the seventh important benefit of tourism development and ranked seventh with a mean

value of 4.5600. Helps in overcoming social abnormalities is the last important benefit of tourism development and ranked eighth with a mean value of 4.0200.

Table 2 displays the results of the Chi-square test. The chi-square test for all statements is significant at the 0.001 level of significance with 4 degrees of freedom.

It is suggested that there is a significant difference is found in the Stakeholder's (tourism intermediaries) perception regarding the benefits of tourism development. Thus, the null hypothesis H_{02} , there is a significant difference between the means of the important factors of the Stakeholder's (tourism intermediaries) perception regarding the benefits of tourism development, is rejected.

Table 3: Do you think there is a need to brand Haryana as a symbol.

	Frequency	Per cent
Yes	137	68.5
No	63	31.5
Total	200	100.0

Table 3 shows the Stakeholder's (tourism intermediaries) opinions regarding the need to brand Haryana as a symbol. Out of the total, 137 (68.5 %)

agreed that there is a need to brand Haryana as a symbol and 63 (31.5 %) said that there is no need to brand Haryana as a symbol.

Table 4: If yes, what symbolizes Haryana most effectively, in your opinion?

S.N.	Statement	Mean	SD	Chi-Square	df	Sig.	Rank
1.	Land of Mahabharata.	1.4150	.49396	5.780	1	.015	1
2.	Land of Battles.	1.2400	.42815	54.080	1	.000	9
3.	Land of Harappa Civilization.	1.3650	.48264	14.580	1	.000	3
4.	Desa Main Des Haryana Jit Dudh Dahi ka Khana.	1.3100	.46365	28.580	1	.000	8
5.	Haryana Ek Haryanvi Ek.	1.3950	.49008	8.880	1	.003	2
6.	Pioneer in Games.	1.3250	.46955	8.820	1	.000	5
7.	Green Land of India.	1.3250	.46955	24.500	1	.000	6
8.	Food Bowl of India.	1.3350	.47317	21.780	1	.000	4
9.	Wonder Land of Vibrant Cultures.	1.3200	.46765	25.920	1	.000	7

Source: Primary Data

Table 4 depicts the branding of Haryana as a symbol. This survey was conducted to examine the Stakeholder's (tourism intermediaries) perception regarding branding Haryana as a symbol. Through the means values of the nine statements, the majority of the respondents agree with the statements as depicted by the mean score. One conclusion can be drawn from the above table that respondents reported that tourism

intermediaries positively perceived the branding of Haryana as a symbol. To measure the Stakeholder's (tourism intermediaries) perception regarding branding Haryana as a symbol, the total nine statements are comprised, i.e., *Land of Mahabharata*, *Land of Battles*, *Land of Harappa Civilization*, *Desa Main Des Haryana Jit Dudh Dahi ka Khana*, *Haryana Ek Haryanvi Ek*, *Haryana Ek Haryanvi Ek*, *Pioneer in*

Games, Green Land of India, Food Bowl of India and Wonder Land of Vibrant Cultures.

Table 4 shows the means and ranks of statements of branding Haryana as a symbol in the perception of tourism intermediaries. *Land of Mahabharata* is perceived as the most effective symbol for branding Haryana as a symbol and ranked first with a mean value of 1.4150. *Haryana Ek Haryanvi Ek* is the second most effective symbol for branding Haryana as a symbol and ranked second with a mean value of 1.3950. *Land of Harappa Civilization* is reported to be the third most effective symbol for branding Haryana as a symbol and ranked third with a mean value of 1.3650. *Food Bowl of India* is the fourth most effective symbol for branding Haryana as a symbol and ranked fourth with a mean value of 1.3250. *A pioneer in Games* is the fifth-most effective symbol for branding Haryana as a symbol and ranked fifth with a mean value of 1.3250. *Green Land of India* is the sixth most effective symbol for branding Haryana as a symbol and ranked sixth with a mean value of 1.3250. *Wonder Land of Vibrant Cultures* is the seventh most effective symbol for branding Haryana as a symbol and ranked seventh with a mean value of 1.3200. *Desa Main Des Haryana Jit Dudh Dahi ka Khana* is the eightieth most effective symbol for branding Haryana as a symbol and ranked as eightieth with a mean value of 1.3100. *Land of Battles* is the last most effective symbol for branding Haryana as a symbol and ranked ninth with a mean value of 1.2400.

Table 4 shows the results of the Chi-square test. The chi-square test for all statements is significant at the 0.001 level of significance with 1 degree of freedom. It is suggested that there is a significant difference is found in the Stakeholder's (tourism intermediaries) perception regarding branding Haryana as a symbol. Thus, the null hypothesis H_{03} has a significant difference between the means of the important symbols of the Stakeholder's (tourism intermediaries) perception regarding branding Haryana as a symbol is rejected.

Conclusion

This survey was conducted to examine the Stakeholder's (tourism intermediaries) perception regarding tourism promotional services. One conclusion can be drawn from the above table that respondents reported that tourism intermediaries are positively perceived tourism promotional services. To measure the Stakeholder's (tourism intermediaries) perception regarding tourism, promotional services total of seven statements are included, i.e., promotion through media, promotion through the internet, promotion through the website, promotion through events information brochure, promotion through

tourist information centres, promotion through tour operators/guides, and promotion through heritage melas/fairs/festivals and cultural events. Promotion through the internet is the most important factor of tourism promotion and is ranked first. Promotion through media is the last important factor in tourism promotion and is ranked seventh. The Chi-square test results suggested that there is a significant difference found in the Stakeholder's (tourism intermediaries) perception regarding tourism promotional services.

When the survey was conducted to examine the Stakeholder's (tourism intermediaries) perception regarding the benefits of tourism development, it was found that the majority of the respondents agreed with the statements as depicted by the mean score. One conclusion can be drawn from the above table that respondents reported that tourism intermediaries positively perceived the benefits of tourism development. Helping in conserving cultural values is perceived as the most important benefit of tourism development and is ranked first. Helps in overcoming social abnormalities is the last important benefit of tourism development and is ranked eighth. The Chi-square test results suggest that there is a significant difference is found in the Stakeholder's (tourism intermediaries) perception regarding the benefits of tourism development.

This survey was conducted to examine the Stakeholder's (tourism intermediaries) perception regarding branding Haryana as a symbol. It can be drawn from the results that tourism intermediaries positively perceived the branding of Haryana as a symbol. *Land of Mahabharata* is perceived as the most effective symbol for branding Haryana as a symbol and is ranked first. *Land of Battles* is the last most effective symbol for branding Haryana as a symbol and ranked ninth. Table 4 shows the results of the Chi-square test. It is suggested that there is a significant difference is found in the Stakeholder's (tourism intermediaries) perception regarding branding Haryana as a symbol.

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