Destination Image and Tourism: A Study On Chandipur Beach Of Odisha

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Abstract

In the competitive world Destination marketing gaining priority with its Destination image. The purpose of this study is to highlight destination image and its economic benefits to tourism industry, with special reference of Chandipur beach of Odisha. This paper also explains the promotion, packaging of destination, by public and private marketing planner with its unique product image. The first part of study is the extensive literature review of Destination image, its role in destination marketing and the image formation. This study uses qualitative study as the methodology, focuses on analysis of secondary sources, interviews and potentials of Chandipur beach. The suggestions and recommendations have been made to the marketing professionals and academicians for further research, which may be useful to positioning destination image by developing Chandipur beach of Odisha.

Keywords: Destination image, Destination marketing, Tourism industry, Image formation, Positioning Destination Image , Packaging

Introduction

Destinations are amalgams of tourism products, offering an integrated experience to consumers. Traditionally, destinations are regarded as well-defined geographical areas, such as a country, an Island or a town (Hall, 2000;Davidson & Maitland, 1997).It is increasingly recognised that a destination can also a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience.

In today’s scenario, tourism industry is one of the biggest industries in the world and has become an important source of income for destinations. More than 150 countries around the world promote tourism as a revenue generating arm of the economy. Tourism, wellness and experience go hand in hand to promote a destination. Publicity and marketing are important aspects for success of a destination (MOT, GOVT. of India). Globally, tourism accounts for 11 per cent of the global GDP and 8 per cent of the world trade employment. The forecasting study undertaken by the WTTC between 2001 and 2011 : Global Gross Domestic product will increase from 10.7% to 11% and Global employment contribution will increase from 207.1 million to 260.4 million jobs or 9 per cent of total global employment. World Travel Tourism Council has identified India as one of the foremost growth centres in the world in the coming decade. The share of tourism volumes and related receipts, gross domestic product, employment, and export earnings is expected to move away from the developed countries towards the less developed countries as a result of favourable economic motivional, technological and policy factors ( World Tourism Organisation). Tourism has now become a significant industry in India, contributing around 5.9 per cent of the Gross Domestic Product (GDP) and providing employment to about 41.8 million people. As per the World Travel & Tourism Council, the tourism industry in India is likely to generate US$ 121.4 billion of economic activity by 2015 and Hospitality sector has the potential to earn US$ 24 billion in foreign exchange by 2015. For the past three decades, there has been immense diversification of tourism as an activity, with prominent changes in the perceptions of the tourist. Unlike the past, today’s tourist has become very intricate and difficult to understand (Eugenio-Martin, 2003). There has been a major change in their travel patterns due a large choice of destinations available which in turn has led to the concept of destination image coming into foreplay. The tourist greatly relies on destination image in undertaking travel to a destination for a holiday and as a general fact if they have a negative image about that destination they are unlikely to choose it. Defined destination image as ‘the sum of beliefs, ideas and impressions that a person has of a destination”. (Crompton 1979: 18).

Destination image has resulted in generating intense competition among destinations a search of them is striving towards maintaining a positive image through aggressive marketing. As the competition between destinations increases, the destination starts making efforts to enhance its image so as to appeal to the tourists in a more effective manner (Kotler et.al., 1993). Hence, it is of utmost importance for marketers to develop a competitive position among tourism Destinations. This can be accomplished by creating and transmitting a favourable image to potential tourists in the targeted markets. Tourism destinations therefore compete on nothing more than the images held in the minds of potential travellers at the local and international levels (Goodall -1990). And yet tourists perceive the destination as a brand comprising of a collection of suppliers and services. Before visiting they develop an image about destinations as well as a set of expectations based on previous experience, word of
Odisha, a maritime state, on the east coast of India, is bounded by West Bengal and Jharkhand on the North, Andhra Pradesh on the South, the Bay of Bengal on the East and Chattisgarh on the West. The state is endowed with a vast reserve of mineral as well as other natural resources. The state has also won accolades both in domestic as well as international markets for its exquisite art and crafts. Works of Appliqué, Metal Crafts, Silver Filigree, PattaChitra from the State has won special appreciations from places in and around the world. Perpetually washed by the blue waters of the Bay of Bengal it has a total coastal length of 482 Km. Though, Odisha witnessing a considerable growth in foreign and domestic tourist arrival in last few years. Some of the promoted destinations like tribal villages, temples like Konark and places like Puri and Dolphins of Satpada are the maximum tourist receiving destinations in Odisha. Now, its time for the state with its variety of potential has to create a diversified destination image in the tourist mind and give a separate position to Odisha in tourist market.

Located by the Bay of Bengal, in the north-eastern Odisha, Chandipur beach is an ultimate gift by Mother Nature to India. Unlike the blue-sea and golden sands, the beach depicts the brown sea-beds and safe sea-water, which trickle towards the beach and attracts beach-lovers, to under went some distance beach walk. Interestingly, one can find that the beach curves inwards like C of Chandipur and ensures visitors to present before them, some worthy moments during their vacation, here. Supported by its varied range of biodiversity and nearby tourist place of interest like Panchalingaswar, Remuna, Balaramgadi, with planned development, could be a prime tourist pulling destination to the state Odisha.

Objective Of Study
a) To analyse Chandipur beach of Odisha as a leisure destination with its unique potential is significant for Odisha tourism in present scenario.
b) This study proposes the Destination development with its unique image could be revenue generating for tourism industry and the locals.
c) To suggest and recommend possible measures to position Odisha as a new beach Holiday Destination.

Literature Review
Tourists’ perception of destination image has received much importance in literature (Gunn 1972; Goodrich 1977; Pearce 1982; Phelps 1986; Gartner and Hunt 1987; Calantone et al. 1989; Reilly 1990; Echtner and Ritchie 1993). The image is mental portrayal that an individual has of a destination (Crompton, 1979; Kotler et al, 1993; Middleton, 1994; Milman and Pizam, 1995). Because the destination image is the individual’s overall perception or the total set of impressions of a place, tourism scholars have extensively investigated various behavioural issues in the past few decades (Chen and Hsu, 2000). Familiarity with a destination is a significant concept for destinations because of its vital role in tourist destination selection process (Ahmed 1991; Chon 1990; Dann 1996; Fakey and Crompton 1991; Fridgen 1987; Hu and Ritchie 1993; Pearce 1982; Phelps 1986). Other studies examined the relationship between tourists’ geographical location (distance) and destination image (Ahmed 1991; Crompton 1979a; Fakey and Crompton 1991; Hunt 1975; Scott et al 1978).

A strong, unique image is the essence of destination positioning for its ability to differentiate a destination from competitors to get into the consumers’ minds, which simplify information continuously (Botha, Crompton, & Kim, 1999; Buhalis, 2000; Calantone, et al., 1989; Chon, Weaver, & Kim, 1991; Crompton, Fakey, & Lue, 1992; Fan, 2006; Go & Govers, 2000; Mihalic, 2000; Mykletun, Crotts, & Mykletun, 2001; Uysal et al., 2000). According to various researchers in tourism studies (Fakey and Crompton, 1991; Gunn, 1972), there are three types of images that individuals hold of a particular Destination: organic image, induced image, and complex image.

These three types of images are based on individuals’ experience with a particular destination. An organic image arises from non-tourism information such as geography books, television reports, or magazine articles. An induced image can arise from tourism-specific information such as a destination brochure or vacation web site, which is a product of destination marketing efforts. The major difference between organic image and induced image lies in individuals’ intention or motivation of travel. In other words, any individual can have an organic image toward a particular destination even though the individual has no intention to travel to the destination; whereas, people can purposefully seek travel information about a destination through its promotional materials and thus hold an induced image if they have a specific intention to visit the destination (Gunn, 1972). Similar to the strong interests at studying brand image, for the past three decades, destination image has been a dominating area of tourism research. Studies on destination image trace back to the early 1970s with Hunt (1975) influential work examining the role of image in tourism development. In a review of the literature from 1973 to 2000, Pike (2002) identifies 142 destination image studies exploring a variety of areas such as the role and influence of destination image in consumer behaviour, image formation, and destination image scale development. Interestingly, research on destination image goes beyond the academic community and is of equal relevance to destination marketers (Baloglu and Brinberg, 1997). Beerli and Martin (2004) reported a total offline cognitive image factors that pertained to destination image of a popular vacation site (i.e. Lanzarote in Spain).
The cognitive factors identified were the following:

a) Natural and cultural resources;
b) General tourist infrastructure; atmosphere;
c) Social setting and environment; and sun and beach.

Brand image is an important concept in consumer behaviour (Dobni and Zinkhan, 1990). The most common and widely accepted definition of brand image is “the perceptions about a brand reflected as associations existing in the memory of the consumer” (Keller, 1993). Fakeye and Crompton (1991) conducted a study on how a specific destination image (i.e., Lower Rio Grande Valley) was formed in tourists’ minds. The researchers compared differences in destination image among three groups of non-visited visitors, first timers, and repeaters.

Five cognitive destination image factors were examined, including:

a) Social opportunities and attractions;
b) Natural and cultural amenities;
c) Accommodations, transportation, and infrastructure;
d) Food and friendly people; and
e) Bars and evening entertainment.

To identify destination image dimensions associated with Singapore, Hui and Wan (2003) conducted a study involving inbound visitors and identified eight cognitive image dimensions, including:

a) Leisure and tourist amenities;
b) Shopping and food paradise;
c) Local residents and nightlife;
d) Political stability;
e) Adventure and weather;
f) Culture;
g) Leanliness; and
h) Personal safety and convenience.

In the context of wetlands tourism, Lee (2009) developed a destination image scale as part of a large-scale study to examine how destination image, attitude, and tourism motivation affect future tourism behaviour. The scale was comprised of three cognitive dimensions, including natural scenery, social-cultural aspects, and recreational activities. Despite increasing popularity of the cognitive destination image model, there has been strong argument that tourism destination should not be understood solely by cognitive image, as a tourist may have an emotional attachment to a certain destination (Ward and Russell, 1981). Following this conceptualization approach, Russell et al. (1981) developed a circumflex model of assessing a tourist’s affect associated with a destination. The model contained two bipolar dimensions, including: (1) pleasant-unpleasant and arousing-sleepy dimension; and (2) exciting-gloomy and relaxing-distressing dimension.

Baloglu and McCleary (1999) found that three cognitive destination image factors (quality of experience, attractions, and value/entertainment) were positively associated with word-of-mouth (i.e. willingness to recommend to others). Bigne et al. (2001) investigated interrelationships among destination image, perceived quality, satisfaction, intention to return, and willingness to recommend to others in the context of resort visitors. They found that destination image had a direct effect on intention to return and willingness to recommend to others. Chen and Tsai (2007) supported Bigne et al.’s (2001) findings by indicating that destination image had a direct effect on trip quality and behavioural intentions. In addition, destination image had an indirect effect on behavioural intentions through trip quality, perceived value, and satisfaction. Recently, Alcaniz et al. (2009) also found a direct effect of cognitive destination image on tourism behavioural intentions. Word-of-mouth (WOM) is defined as “informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service” (Harrison-Walker, 2001, p. 63). Thus, it is expected that a visitor with positive overall image, as a total impression of cognitive, affective, and unique images, would be more likely to revisit the destination and recommend it to others. That is, overall image would mediate the relationships between destination brand image and tourist behaviour in destination selection.

Factors Influencing Destination Image

Gartner (1993) believes that the image forming process can be regarded as a continuum of different agents or information sources which act independently to form one single image in the mind of the individual. He classifies the different agents as:

a) Covert induced, found in conventional advertising in the mass media, from information delivered by the relevant institutions in the destination or by tour operators and wholesalers;
b) Covert induced, using celebrities in the destination’s promotion activities or destination reports or articles;
c) Autonomous, using mass-media broadcasting news, documentaries, films, television programs, etc., about the place;
d) Organic, involving such people as friends and relatives, giving information about places, based on their own knowledge or experience, whether the information was requested or volunteered; and
e) A visit to the destination, the end point of the continuum of the forming process.

The information acquired through personal experience or by visiting the destination forms the primary image, which may differ from the secondary image. Indeed, some authors, such as Gartner and Hunt (1987), Pearce (1982) and Phelps (1986) point out that when individuals actually visit a place, the image that they form after the visit tends to be more realistic, complex, and different from the one formed through secondary sources of information. Fakeye and Crompton (1991), on the other
hand, emphasize that there is a lack of agreement among researchers about the influence or impact of the visit on the image. Most of the decision process models for destination choice (Stabler 1995; Um and Crompton 1990; Woodside and Lysonsky 1989) show that personal characteristics, such as gender, age, occupation, education and, social class, are internal inputs that influence the perceptions of places. The primary source of information formed by personal experience or visits will influence the perceived image depending on the number of visits and their duration, or on the degree of involvement with the place during the stay.

Methodology

An extensive literature survey was done through the secondary data sources and the review of literature was of immense supportive to enhance the knowledge about destination image and its importance in destination selection process. Several interaction undertaken with tourism academia, policy planners, industry experts, tourists, local community for a newer destination in Odisha. During survey also opinion collected from 50 International and 200 Domestic tourist regarding the positive aspect of Beach Destination Image of Odisha. Secondary data collected through various Research Articles, Tourism magazines, Departmental reports, Hospitality marketing books, Websites etc. The writer visited different libraries, Offices of Tour Operators, Offices of the Department Of Tourism, Govt. of Odisha, marketing division of Odisha Tourism Development Corporation (OTDC).

Discussion

Overview Of Odisha Tourism:

Odisha, a maritime state, on the east coast of India, is bounded by West Bengal and Jharkhand on the North, Andhra Pradesh on the South, the Bay of Bengal on the East and Chattisgarh on the West. Its location is between 17°49’N to 22°34’N latitudes and 81°27’E to 87°29’E longitudes. Large numbers of small and big rivers dissect the state before draining into the Bay of Bengal, which washes its shores on the southern side. Its magnificent temples, religious places like Puri, archaeological sites, Buddhist remains, beautiful lakes like Chilika, wet lands, colourful handicrafts, classical dances, waterfalls, scenery, wildlife’s, dazzling beaches, fair & festivals, cultural heritage etc, always been a source of curiosity in the mind of people of other countries as well as in India. Owing to its rich and varied topography, vibrant culture and captivating festivities, the State of Orissa offers immense tourism delights to the visitors in the State. Visitors, starting from neighbouring states to the far flung countries throng the state at different times especially during the festivities. From industry point of view, the Odisha has all types of raw materials to give a good position to the tourism industry of the state.

Tourism is the only industry which grows with some of the related industry side by side. It is a conglomeration of several activities and has the potential to stimulate employment generation in related fields like Hotels, Transport, Shopping, Food, Entertainment, Guiding etc. It is the hospitality sector which binds together a lot of other employment generating sectors through backward and forward linkages. Tourism is a highly labour intensive sector. According to an estimate, for every million rupees invested in Tourism Sector, 89 jobs are created against 45 jobs in Primary Sector and 13 jobs in Secondary Sector. The ratio of indirect jobs to the direct jobs in the Tourism Sector is approximately 3:1. Growth of Tourism also strengthens the local economy as it helps flow of money including foreign exchange earnings from one region to the other. Top priority is therefore accorded for development and promotion of Tourism in Odisha.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>INDIA (IN NOS)</th>
<th>ODISHA (IN NOS)</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>34,57,477</td>
<td>28,817</td>
<td>0.83</td>
</tr>
<tr>
<td>2005</td>
<td>39,18,610</td>
<td>33,310</td>
<td>0.85</td>
</tr>
<tr>
<td>2006</td>
<td>44,47,167</td>
<td>39,141</td>
<td>0.82</td>
</tr>
<tr>
<td>2007</td>
<td>50,81,504</td>
<td>41,880</td>
<td>0.82</td>
</tr>
<tr>
<td>2008</td>
<td>52,82,603</td>
<td>43,966</td>
<td>0.83</td>
</tr>
<tr>
<td>2009</td>
<td>51,67,699</td>
<td>45,684</td>
<td>0.89</td>
</tr>
<tr>
<td>2010</td>
<td>57,75,692</td>
<td>50,432</td>
<td>0.87</td>
</tr>
<tr>
<td>2011</td>
<td>63,09,222</td>
<td>60,722</td>
<td>0.96</td>
</tr>
<tr>
<td>2012</td>
<td>65,77,745</td>
<td>64,719</td>
<td>0.97</td>
</tr>
<tr>
<td>2013</td>
<td>69,67,601</td>
<td>66,675</td>
<td>0.96</td>
</tr>
</tbody>
</table>

U.K and USA were the major tourist generating markets for Odisha during the year 2013. Similarly West Bengal continued to be the major tourist generating state for Odisha contributing 13,74,071 tourist i.e. 14.02% out of the total domestic tourist of 98,00,135 during 2013, followed by Andhra Pradesh.
DOMESTIC TOURIST VISITING ODISHA (FINANCIAL YEAR WISE)

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TOURIST OF ODISHA</th>
<th>TOURIST OF OTHER STATES/UTS IN INDIA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>42,58,915</td>
<td>28,45,164</td>
<td>71,04,079</td>
</tr>
<tr>
<td>2010-11</td>
<td>46,71,876</td>
<td>30,98,865</td>
<td>77,70,741</td>
</tr>
<tr>
<td>2011-12</td>
<td>50,88,184</td>
<td>33,84,024</td>
<td>84,72,208</td>
</tr>
<tr>
<td>2012-13</td>
<td>55,79,909</td>
<td>37,11,825</td>
<td>92,91,734</td>
</tr>
<tr>
<td>2013-14</td>
<td>60,38,746</td>
<td>40,25,326</td>
<td>1,00,64,072</td>
</tr>
</tbody>
</table>

Source: Statistics 2013 (Department of tourism, GOVT. of odisha)

In Flow Of Money Through Tourist Expenditure In Odisha

In the year 2013-14 tourist profile survey was conducted by the department of tourism. It was found that average duration of stay of a foreign tourist is 11 days and it is 3.7 days in case of domestic tourist. Similarly, the average per capita expenditure was found to be RS.4167/- in case of foreign tourist and RS.2763/- in case of domestic tourist.

IN FLOW OF MONEY TO ODISHA (FINANCIAL YEAR WISE i.e. APRIL-MARCH) (IN CRORES)

<table>
<thead>
<tr>
<th>YEAR</th>
<th>DOMESTIC TOURIST</th>
<th>FOREIGN TOURIST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>3566.89</td>
<td>150.83</td>
<td>3,717.72</td>
</tr>
<tr>
<td>2010-11</td>
<td>3901.61</td>
<td>170.39</td>
<td>4072.00</td>
</tr>
<tr>
<td>2011-12</td>
<td>4253.81</td>
<td>201.14</td>
<td>4454.95</td>
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<tr>
<td>2012-13</td>
<td>4665.29</td>
<td>209.81</td>
<td>4875.10</td>
</tr>
<tr>
<td>2013-14</td>
<td>10288.60</td>
<td>308.94</td>
<td>10597.54</td>
</tr>
</tbody>
</table>

Odisha And Accommodation Facilities

The Department of Tourism, Govt. of Odisha, by observing hotel tariff and the spending capacity of tourists, broadly divided the hotels of Odisha in three categories: (a) Low Spending Group (L.S.G), the average tariff per room per day up to RS. 500/-, (b) Middle Spend Group (M.S.G), the average tariff per room per day RS. 501/- to RS. 999/- and High Spend Group (H.S.G), the average tariff per room per day RS. 1000/- & above. So by the end of 2013, there are 306 nos. of H.S.G hotels with 21303 nos. of beds, 356 nos. of M.S.G hotels with 15335 nos. of beds and 923 nos. of L.S.G hotels with 29329 nos. of beds. Apart from this there are 11 nos. of 5 star and 3 star category of hotels with 1446 nos. of beds in major cities of Odisha like Bhubaneswar (The Trident, May Fair Lagoon, The Crown, Swosti Premium Ltd., Hotel Swosti), Rourkela, Puri, Jarsuguda and Ganjametc. For the convenience of tourist, there are some of the accommodation units which are operated by Department of Tourism, Govt. of Odisha like, Panthasala (Narsingnath), Panthasala(Jajpur), Panthasala (Kapilas), Panthasala (Khiching) etc.

Tourist Centres Of Odisha

As per the statistics of Department of Tourism, Govt. of Odisha, there are 336 identified tourist centres at 30 districts in Odisha up to Dec. 2013, those places are receiving maximum tourist not only from Odisha and India but also from Foreign countries. Tourist places occupied a unique position in the tourist map of Odisha because of their diversified Cultural , Religious, Architectural and Natural potentials.

Source: Statistics 2013 (Department of tourism, GOVT. of odisha)

Beach Destination Image Of Odisha

India has the most diverse varieties of beaches than anywhere in the world. Placid backwaters and lagoons, bays and rough lava-rocked seas, marine estuaries with fish, crashing surf, powdery golden sand or palm fringed shores – Incredible India has them all. The 7,600-kilometer long Indian coastline encircles the Indian Peninsula like a garland with a large number of beaches dotting the entire coastline just as pearls strung on a silver string. Luxury Indian Destinations offers you tours to some of the exotic and almost unexplored beauty spots in coastal India. Come and visit these unusually peaceful and very beautiful seaside holiday destinations that offer you opportunities to fish, boat, swim, relax and more. Beach holidays in India can be more than exciting. They are rejuvenating, relaxing and very enjoyable. You can enjoy water sports at almost all the beaches in coastal India except a few where the sea behaves treacherously. Though such beaches are far and few between. Most of the beaches in coastal India have lifeguards and tourist information centres.

As Odisha is situated in the coast of Bay of Bengal, the most of the tourist destination are situated in the coastal line. Eco tourism is important in Odisha and notably it includes Kanika, Chilika, Tikarpada, Gahirmath, Chandi-
Tourism in Odisha, India has grown considerably in recent years due to the various attractions of Odisha, ranging from wildlife reserves and Beaches to Temples and Monuments and the arts and festivals. One of Odisha's major attractions is its 482 km long coastline and beaches and natural scenery such as Chilika Lake, Asia's largest brackish water lake. Out of odisha’s 482 km long coastline some of the promoted beach like Gopalpur, Puri, Ramachandi, Chandrabhaga (konark), Chandipur receives good numbers of tourists every year for their unique historical and legendary associations. Apart from these some other beaches like Gahiramatha, Patisonapur, Balaramgadi, Talasari etc., which are supporting livelihood for local community having immense potential to turn Odisha one of the leisure destination not only in India but international also.

**Potentials Of Chandipur Beach**

Out of the 482-km coastline in Odisha, the golden beach of Chandipur in Balasore district has a unique characteristic of its own. Chandipur Beach, which is 16km from Balasore town are exclusive for laze holidaymakers, who lingers on to enjoy nature beauty, at their best. Considering its uniqueness, the beach supports a varied range of biodiversity. It's not rare to thus find a horseshoe crab or red crab crawling beside you. While it's still not very well known among tourists who flock to its cousin beaches of Puri, or the temple destination of Konark, local tourists often visit Chandipur. In any case, the sea is not rough here. The waves are gentle. Food is another plus point here. For those who love sea food, here's a place which can offer you plenty, especially fresh prawns. It is the only beach where the seawater recedes more than five km every day and return rhythmically after a regular interval – a phenomenon seldom found anywhere else. It’s like magic when one can see the sea literally vanishing before his own eyes and coming back as if playing hide and seek with the beholder. Geographically it is the continental flat of earth surface, which is rarest not only in India but Asian continent also. The Chandipur beach is also well known for its proximity to the Defence Research and Development Organisation's (DRDO) Integrated Test Range. A number of missiles have been launched from here, including Akash, Agni, Shaurya and Prithvi ballistic missiles. Chandipur is considered a precious test range of pre and post-independence India. Even during the world wars, it played a significant role in demolishing the opposition army and navy. Now the range has been extended to 19.5kms and the range to the sea is 3kms wide. The area is also used to test indigenous ideas relating to ballistic and forensic to the public sector undertaking. There are reports that the range would be extended up to 50kms to the sea and 50kms towards inner wheelier island in the near future. This uniqueness has attracted WTO to develop it as a tourist resort of world class. World Tourism Organisation (WTO), a United Nations body has expressed its interest to develop the coastline from Chandipur to Balaramgadi as a tourist resort of international standard.

**Things to see and do on chandipur beach.**

The sea, gently laps the shore and is extremely safe for beach-walkers. A stretching hours on the beach, offers the high and low sea-tides, swaying the dense casuarinas and flaunting with the atmosphere. The sea at Chandipur has no undercurrent or quick sands and visitors can splash water as much as they like. Swimmers, at times can catch-hold of the tiny fish, sea-shells and red-crabs, scattered on the endless shore.

**Chandipur beach shopping**

There is no popular shops on the beach and yet visitors can buy some shell items from the local vendors, roving on the Chandipur beach. Well, the best option to collect attractive collectibles lies in visiting SunarpurChhak bazaar, located km from the beach. For shopping you can visit the local markets to buy souvenirs such as lacquered toys, Remuna brass work and Nilagiri carvings.

**Eating at chandipur beach**

A couple of make-shift and snack-shops offer some visitors to relish themselves with some spicy pakodas, masala tea, crunchy chips, fish fry and fruit juices. Besides, visitors can tinkle their buds with the delicious grilled pomfret and golden prawns, available at the budget beach hotels.

**Chandipur beach festivals.**

Besides several attractions, a dance festival is a must-watch while on a travel to Chandipur Beach. It comprises various dance forms such as Ghoda Nacha, Chhau and Sambalpuri performed by professional troupes. Three-day Chandipur sea beach festival would begin from January 11. State Tourism Minister, all MLAs and MPs belonging to Balasore would attend the meeting. On this occasion, National Adventure Foundation would organise parasailing and water sports in Chandipur beach. Folk dance of Assam, Manipur and Rajasthan will also be staged on this occasion.

**Near by attractions**

Balasore surrounds an area of 3076 km². Geographically, Balasore or Baleshwar comprises three distinct regions of North-Western Hill ranges, Coastal Area and inner alluvial belt. Balasore is famous for its forests and mines. Balasore, the coastal district of Odisha is crisscrossed with perennial and estuarine rivers because of its proximity to the sea. Two important rivers of Odisha, namely Budhabalanga and Subarnarekha pass through this district from west to east before surging into the Bay of Bengal. The irrigation system in Balasore district is very much widespread. Balasore is a place of scenic beauty and a major tourist attraction, also because of its historical monuments, such as various temples in the area. They are Talasari Beach, Chawmukh Beach, Kashaphal Beach, Panchalingeswar Temple, Khirachora Gopinatha Temple, Chandaneswar, Raibania, Chashakhand, Bhujakiapir, Gan-
In today’s competitive environment, the marketers of Odisha tourism should realise to develop a new image in tourist mind with differentiate of product. To develop a positioning strategy, the destination marketers (department of tourism, govt. of Odisha, Odisha tourism development corporation OTDC, tour operators of Odisha, tourism institutions, Newspapers, magazine publishers) should highlight their unique potentials in a newer form. The potential traveler’s images of the destination should be compared to its competitors and this information would provide useful understanding into the development of a positioning strategy, calantone et al (1989) and Ahmed (1991). Its time for Odisha, to promote its beach destination, specially Chandipur beach to take the competitive advantage at present scenario. In the year 2013-14 12th five year plan on going project sanctioned for the development of Talasari- Chandipuri- Dugarra Beach Circuit (Department of Tourism, Govt. of Odisha, Performance Budget 2013-14). Odisha should be marketed as a leisure destination with its beach potentials. If a destination is not differentiated from similar destinations, then the likelihood of being considered and chosen in the travel decision process is reduced (Mayo and Jarvis, 1981). positioning a destination’s image in the minds of target group of customers is a core activity of destination marketing organisations (Day et al, 2001). The destination positioning strategy should be based on the customer’s image of the tourism product, the satisfaction of the product attributes, and the tourist needs and preferences in a tourist destination (Etchner and Ritchie, 1993). According to Kotler et al (1993) positioning of a destination is extremely essential and the process of doing so can be described as establishing a distinctive place for a destination in the minds of the potential travellers in the targeted markets. If any discrepancy exists destination marketers and planners should “alter the portrayed image and positioning or improve and develop tourism products and services, or both” (Balogus and Mccleray k,1999, p-144). Destination image can even contribute to forming destination brands, Tasciand and Kozak(2006). According to (Coshall 2000) tourists have certain expectations from a destination before they have visited it. A large number of attributes influence the inflow of tourist to a destination which greatly modifies their perceptions. Some additional attributes have been proposed by (Milman & Pizam 1995) such as product, receptiveness of the destination hosts, and environment.

**Steps For Positioning Chandipur Beach**

a) Standardize and ensure good, clean, hygienic facilities and practices at the beach.
b) Beach trekking should be encouraged.
c) Exclusive sun bath facilities for the foreign tourists can be made the focus point.
d) The fishing point Balaramgari should be attached in the chandipur beach package.
e) Sports/game activities like beach volley ball, horse riding, bike riding and the like should be encouraged.
f) Special attention should be given for increasing the duration of stay as well as the repeats.
g) Nearby T destination are to be included at least every day with their daily program during the stay.
h) Beach shopping lane for local handicrafts.
i) Beach resorts with SPA, kids club, restaurants & bars, outdoor pools has to be developed.
j) Tourist police near the beach for safety and security.
k) Life guards and Ambulance facilities at the beach.
l) Medical facility for immediate aid.
m) Adequate transport facility to the beach side.
n) Adequate accommodation availability at the beach side.
o) Improved service quality by those who interact tourist near the beach side.
p) Information availability not only at the beach side but also in the website, magazines, documentaries, television, movies etc.
q) Packaging the beach by the govt. agencies and tour operators.
r) Land and financial subsidy by the Govt. to the private stakeholders for infrastructure development at the beach side.
s) Local community participation for beach development.
Conclusion & Limitation
This study looked into the insight of destination image, which need to understand by the destination managers to create positive image through various marketing strategies. Through this study attempt has been made to highlight Odisha as a leisure destination with the unique potential and attractions of Chandipur beach. Though Odisha has witnessed a considerable growth by receiving foreign as well as domestic tourist in last few years (as per the statistics by the Department of tourism, Govt. of Odisha) but it is high time to form a distinctive image to attract the attention of more number of tourists in future.

As per the statistical bulletin 2013, Department of Tourism, Govt. of Odisha 56% of foreign tourist, their main purpose of visiting Odisha is for holidaying and 83% of domestic tourist visiting holidaying, business & official. It reveals that the leisure activity has to be given importance to increase the duration of stay of a tourist in Odisha and unique beach potential is the best option. The Govt. of Odisha, ministry of tourism should undertake differentiate marketing strategy with the help of stakeholders, industry players, media, and tourists to communicate beach destination image in tourist generating market for Odisha. Also, through literature review, it is highlighted the destination image is prime factor in decision making process and will help to survive in competitive market. Chandipur as a beach destination has immense potential to strengthen the economy of Odisha tourism industry.
The study having certain limitations. The study is based on some of the secondary sources and published materials like website, magazine, journals etc. Though little field study and sample collected through interaction with few domestic and foreign tourists but it allows an extensive study to find out concrete result. Also, study involves some personal field experiences of the Writer but it requires more depth field analysis and scientific analysis. However, to make tourism industry of Odisha more revenue generating, a modified beach destination image would be an appropriate step and strategy with current destination image. Highlighting the Chandipur beach destination image, the marketers could bring a sustainable growth for tourism industry of Odisha.

The present study is helpful for tourism decision makers in the public and private sectors, mainly Department of Tourism, Govt. of Odisha to understand the unique potential of Chandipur beach image its and scope for the development of some of the beach activity, which may not be possible in other beaches of Odisha. This study is a powerful input for destination promotion and positioning it with a newer image. This study also highlights through quality services and encouraging community involvement, the negative image of a destination could be turned into a positive destination image.

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MARKETING THE COMPETITIVE DESTINATION OF THE FUTURE

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