

A study on Destination Brand Equity elements and Tourist Perceptions of Heritage Destinations in Karnataka

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Abstract

Tourism in India is seeing broad expansion as a result of increased inbound tourism by the developing Indian middle class, rising intake of foreign tourists and effective government initiatives like "Incredible India" to promote tourism. Beautiful beaches, forests, wild life, and landscapes for eco-tourism; snow, river, and mountain peaks for adventure tourism; technological parks and science museums for science tourism; pilgrimage centres for spiritual tourism; and heritage, trains, and hotels for heritage tourism are among the other attractions. Tourists are also drawn to yoga, Ayurveda, natural health spas, and hill stations. Development of branding elements can also be extended to understand the importance of tourism destinations and their significant contributions towards social and economic empowerment. The destination branding may lead to the creating of vast knowledge regarding the place, tourism destination and hence branding the tourism destination is of prime importance today.

Keywords: destination, brand awareness, brand image, brand quality, brand value, brand loyalty, tourists

Introduction

India is known for its traditions, culture, life styles, fairs and festivals, cultural heritage throughout the globe. People visit the place at different times and for different reasons. "Atiti Devo Bhava" is the Indian way of treating visitors who come for adventure, to spend their leisure time, who come for learning spirituality, to enjoy the wild life, beaches and tourism. Yoga, Ayurveda (AYUSH) also attracts tourists. Tourism is a multibillion industry to explore the socio-economic magnitude and is the fast-growing service industry with great potential for expansion and diversification.

The concept of branding has a long back history of 50 years and branding in tourism is since late 90's (Ritchie & Ritchie 1998). The 1st initiative towards conceptualizing the branding in tourism started with Annual Conference of the International Travel and Tourism Research Association (TTRA, 1998) with the theme "Branding the Travel Market". (R & R 1998). In the present-day world, with so many choices for an individual and the complexity he faces in decision making branding is an easy solution. This branding should not just fulfil the short term need, but has to create a meaningful long term relationship with the tourist.

Fyall and Leask (2007, pp. 53-61) talks about 15c frame work which challenges destination.

Complexity, Completion, Control, Commodification, Change, Creativity, Crisis, Communication and channels, Complacency, Cyberspace, Customers, Consolidation, Culture, Collaboration

Statement of the Problem

Karnataka being one of the major tourists' destinations in India, it has a rich cultural heritage as evinced by the fact that many dynasties and kings ruled various parts of the state of Karnataka. Heritage tourism is considered as the most important type of tourism due to the fact that it enriches the knowledge of visitors by providing information regarding the historical background of the destination. This necessitates the building of brand image in visitors. Tourists being the major stakeholder of tourism industry, their perceptions towards the heritage tourism needs to be studied to maintain the cultural heritage as well as to develop tourism in the state.

Objectives

- To explore the demographic features of tourism destinations.
- To analyze the destination brand equity elements of heritage destinations among the tourists.

Hypothesis

H(0): There is no significant difference among the destination brand equity elements of heritage destinations among the tourists.

H(1): There is significant difference among the destination brand equity elements of heritage destinations among the tourists.

Research Methodology

Research methodology includes details about Population, Sampling unit, type of data used, Sample size and its calculation, Sampling technique, Statistical tools and Techniques used, Measurement scales used in questionnaire, data collecting tools etc.

The nature of research undertaken to conduct the present study is descriptive and the data required for the study is primary data. The heritage tourism destinations are stratified into three heritage circuits based on their Geographical locations i.e., North Heritage Tourism circuit, South Heritage Tourism circuit, Coastal Heritage Tourism circuit.

As the total population of the tourist visitors is unknown it is considered as a case of unknown and large population. Hence, for determination of the sample size, the researcher has used the formula for **“Large & unknown population”**

$$\text{i.e. } s = \pi * (1 - \pi) * z^2 / D^2.$$

Where, s = Sample size π = percentage picking a choice, expressed as decimal = 0.5 (worst case scenario considered) $1 - \pi$ = percentage not picking a choice, expressed as decimal = $1 - 0.5 = 0.5$, Z = Z value = 1.96 for 95% confidence level D = confidence interval, expressed as decimal = 0.05 i.e. at 95% of level of confidence. (The most general case of sample size determination is adopted as the Z value for two tailed test is taken as 1.96)

$$S = 0.5 * 0.5 * (1.96)^2 / (0.05)^2 \\ = 0.9604 / 0.0025 = 384.16.$$

The sample size thus may be approximated to 400, distributed among the heritage circuits in Karnataka. In order to simplify the sample size determination as well as to get the large sample, the sample is considered as 653. Secondary data relating to theoretical concepts were collected from various text books, research articles and reports published by the Ministry of Tourism. Secondary data was used in identifying the research gap for the study by referring to various research articles and reports collected for the study.

Review of Literature

Kalpna Bhakuni et.al (2016) discussed the structured approach for Repositioning of Brand India Tourism Destination. It is observed that the dynamics of global tourism with constantly changing trends of international market and the increasing demands from tourists also require realignment of our products especially in terms of packaging and delivery. There should be major paradigm shifts made in developing physical, social and cultural infrastructure at various touch points so that Brand Heritage India is created. The study highlighted that Branding Indian Tourism is associated with four brand building strategies namely Brand Image, Brand Identity, Brand Building, Brand Promise.

Pallavi Kamble et.al (2019) analysed Stakeholder's Perception Regarding Destination Branding Strategies of Maharashtra State, India. The study aims to study the perceptions of tourism stakeholders of Maharashtra regarding effectiveness of branding and marketing strategies. Maharashtra Tourism Development Corporation (MTDC), founded in 1975, is a state tourism organization responsible for developing the policies for the development and promotion of tourism.

The major finding of the study is that there should be collaboration between the Government and stakeholders at the destination and the destination brand building strategies should be consumer (Visitor) centric. It is also identified that Maharashtra Tourism needs to work more on developing tourism products, strategies based on consumer perceptions. Competitive destination branding strategies should be evaluated when developing a destination brands strategy. Maharashtra Tourism is falling short in assessing the competitive branding strategies and there is need of strategic thinking to present branding strategies in order to evolve competitive advantage for the development of Heritage Tourism Destinations.

Sabari Shankar (2019) explained the role of destination branding in enhancing Indian tourism. In Indian context there are several types of tourism, which are associated with heritage importance for one or the other reason. Indian Government has initiated many strategies and programs, for the betterment and promotion of Indian tourism targeting the world tourists.

It is concluded that destination marketers and government must identify the elements for empowering the brand image of the destination, and to analyse the significance of attributes which may affect during the branding process. The personality traits associated with the destination must be considered, as it encompasses the lifestyle of the destination, that is, traditional, modern, arousing, western, or down-to-earth etc. Ancestry – the historical and traditional aspects associated with the destination, and relative tourism factors such as landscapes, natural attractions, adventure, spirituality, religious, medical, or educational, etc., must be researched. In tourism perspective, destination branding creates unique identity, defines the purpose of the destination, acquires competitive advantage and communicates its image to tourists carrying expectations to experience.

According to Keller (2001) building of brands can be referred to “Branding Ladder”, which is associated with five major stages to build and sustain strong Brand differentials among the competitors. Following are the five stages to build “Branding Ladder”.

- Establishing Brand Awareness
- Creating Brand meaning through Brand Associations
- Stimulating positive Brand responses
- Forging Brand relationships with Brand differentiations.
- Creating the customers with active Brand Loyalty

These five major stages can further create ten types of Brand feelings i.e., Warmness, Fun, Joy, Pleasure, Excitement, Recognition, Reward, Security, Social approval and Social status. These ten brand feelings

can have a bearing impact on creating unique Brand differentials to build strong brands.

Data Analysis and Interpretation

Objective 1: To explore the demographic features of tourists

Gender of respondents

Gender of respondents		Frequency	Percentage
	Male	447	68.5
	Female	206	31.5
	Total	653	100.0

Source: Primary source, compiled by the researcher

The above table shows the gender of tourist respondents. Out of 653 samples taken for the study, 447 respondents (68.5%) were male and 206 respondents (31.5%) were female.

Country of respondents

Country of respondents		Frequency	Percentage
	Indian	599	91.7
	Foreign	54	8.3
	Total	653	100.0

Source: Primary source, compiled by the researcher

The above table shows the domicile of the respondents. Out of 653 samples taken for the study, 599 respondents (91.3%) were Indians and 54 respondents (8.3%) were tourists coming from other countries.

Heritage tourism circuit

Heritage tourism circuit		Frequency	Percentage
	North circuit	352	53.9
	South circuit	207	31.7
	Coastal circuit	94	14.4
	Total	653	100.0

Source: Primary source, compiled by the researcher

The above table shows the heritage tourism circuit. Out of 653 samples taken for the study, 352 respondents (53.9%) belonged to northern districts of the state, 207 respondents (31.7%) were from south and 94 respondents (14.4%) were from the coastal region.

Objective 2: To analyze the destination brand equity elements of heritage destinations among the tourists.

Hypothesis: H(0): There is no significant difference among the destination brand equity elements of heritage destinations among the tourists.

H(1): There is significant difference among the destination brand equity elements of heritage destinations among the tourists.

The above objective is designed to analyze the level of brand equity elements such as brand awareness, brand image, brand loyalty, brand quality, brand value among the visitors to heritage destinations in Karnataka. Brand awareness is an important element of creating brand equity as a component of consumer perception regarding either a place or a product or a service. The present analysis is dedicated to the

tourism services stratified into heritage tourism destinations as portrayed in the subsequent data tables. The variables influencing brand awareness with regard to heritage tourism brand awareness are listed as -

- The heritage tourism site is my first choice.
- The heritage tourism site is well known for its salient features of heritage and cultural imprints.
- The heritage tourism site is unique and it can be easily differentiated among the rest of the heritage sites in Karnataka.
- The synonym “Incredible India” is a better match to the heritage tourism site.
- The heritage tourism site is known for its cultural and tourism fests.
- Tourism Destination Brand Image - The tourism image of the heritage site is conducive with the tastes of visitors.
- The destination brand image is enhanced by the cultural and historical attractions.
- The image of the tourist site is clearly manifested with that of the personality of the tourists.
- The image of the heritage tourism site enhances the image and pride of Karnataka.
- The image of the heritage tourism site enhances the image and pride of India.
- There is a good public recognition to the Heritage tourism destination.
- Word of mouth exchange of salient features of heritage destination adds value to the Brand Image of Tourism Destination.
- Tourism destination brand quality - The tourist attractions possess high quality of Heritage Tourism.
- The heritage tourism sites can help in rebuilding the forgotten history.
- The tourism sites deliver best performance during the course of visit to the heritage sites.
- The heritage tourism sites are well protected and heritage monuments are well preserved.
- The heritage tourism site is well monitored with the help of core-strategies of tourist destination management.
- Heritage tourism site is witnessing Heritage tourism marketing practices.
- Tourism destination brand value - Visit to the heritage tourism site adds value to my knowledge of Indian History and its glory.
- Visit to the heritage tourism site provide value to money.
- It is comfortable to Visit to the heritage tourism site.
- Spending time at the heritage tourism site is a pleasure.
- The heritage tourism site lures me to visit again and again.
- Loyalty to tourism destination brand - I often select the same heritage site for my annual vacations.
- I am willing to travel to the destination even in the case of increase in travel costs.
- I have the passion of liking the tourism destination.
- I am determined to revisit the destination without a second thought.
- I engage in positive word of mouth exchange of information about the destination.
- I would like to have long time relationship with heritage sites.
- I am emotionally associated with heritage site.
- I recommend the destination my friends and family members to visit.

The perception of tourists to analyze the destination brand equity elements of heritage destinations among the tourists were obtained on a 5point Likert scale (5=strongly agree, 4- agree, 3= neutral, 2= disagree, 1= strongly disagree) Descriptive statistics showing the percentage, frequency, mean and standard deviation

for each of the element of destination branding is presented in the following tables. ANOVA (Analysis of Variance) is administered in order to verify the stated hypothesis. Table 2.1 shows the perception towards heritage tourism site as their first choice

Brand awareness	Table 2.1 The heritage tourism site is my first choice								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	11	18	99	156	68	352	3.82	0.94
	%	1.7%	2.8%	15.2%	23.9%	10.4%	53.9%		
South	F	9	7	36	102	53	207	3.88	0.97
	%	1.4%	1.1%	5.5%	15.6%	8.1%	31.7%		
Coastal	F	1	7	12	46	28	94	3.99	0.91
	%	.2%	1.1%	1.8%	7.0%	4.3%	14.4%		
Total	F	21	32	147	304	149	653	3.89	0.94
	%	3.2%	4.9%	22.5%	46.6%	22.8%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.1 represents descriptive statistics for the element of brand awareness considering the variable heritage tourism site as the first choice of visit by the visitors. The responses for 3 different heritage circuits have been analyzed which shows that visitors first choose the coastal heritage tourism circuits.

Brand awareness	Table 2.2 The heritage tourism site is well known for its salient features of heritage and cultural imprints								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	12	17	59	170	94	352	3.90	0.96
	%	1.8%	2.6%	9.0%	26.0%	14.4%	53.9%		
South	F	2	5	37	103	60	207	4.03	0.81
	%	.3%	.8%	5.7%	15.8%	9.2%	31.7%		
Coastal	F	3	3	14	46	28	94	3.99	0.93
	%	.5%	.5%	2.1%	7.0%	4.3%	14.4%		
Total	F	17	25	110	319	182	653	3.97	0.90
	%	2.6%	3.8%	16.8%	48.9%	27.9%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.2 represents descriptive statistics of the concept brand awareness considering the variable heritage tourism site is well known for its salient features. The variable is compared with three different heritage circuits. From the study it is found that south heritage tourism circuit is well known for its salient features.

Brand awareness	Table 2.3 The heritage tourism site is unique and it can be easily differentiated among the rest of the heritage sites in Karnataka								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	18	51	191	86	352	3.95	0.86
	%	.9%	2.8%	7.8%	29.2%	13.2%	53.9%		
South	F	4	6	38	105	54	207	3.96	0.86
	%	.6%	.9%	5.8%	16.1%	8.3%	31.7%		
Coastal	F	1	2	10	50	31	94	4.15	0.78
	%	.2%	.3%	1.5%	7.7%	4.7%	14.4%		
Total	F	11	26	99	346	171	653	4.02	0.83
	%	1.7%	4.0%	15.2%	53.0%	26.2%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.3 represents descriptive statistics of the concept brand awareness considering the variable heritage tourism site as unique. The variable is compared with three different heritage circuits. From the study it is found that coastal heritage tourism site is unique irrespective of other destinations in Karnataka.

Brand awareness	Table 2.4 The synonym “Incredible India” is a better match to the heritage tourism site								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	12	12	70	168	90	352	3.89	0.94
	%	1.8%	1.8%	10.7%	25.7%	13.8%	53.9%		
South	F	1	10	53	83	60	207	3.92	0.88
	%	.2%	1.5%	8.1%	12.7%	9.2%	31.7%		
Coastal	F	1	2	16	46	29	94	4.06	0.81
	%	.2%	.3%	2.5%	7.0%	4.4%	14.4%		
Total	F	14	24	139	297	179	653	3.96	0.88
	%	2.1%	3.7%	21.3%	45.5%	27.4%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.4 represents descriptive statistics of the concept brand awareness considering the variable “Incredible India” is a better match to the heritage tourism site. The variable is compared with three different heritage circuits. From the study it is found that “Incredible India” is a better match to the heritage tourism sites in Karnataka in the coastal heritage sites.

Brand awareness	Table 2.5 The heritage tourism site is known for its cultural and tourism fests								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	4	26	54	166	102	352	3.95	0.92

	%	.6%	4.0%	8.3%	25.4%	15.6%	53.9%		
South	F	3	12	35	103	54	207	3.93	0.89
	%	.5%	1.8%	5.4%	15.8%	8.3%	31.7%		
Coastal	F	0	2	16	42	34	94	4.15	0.78
	%	0.0%	.3%	2.5%	6.4%	5.2%	14.4%		
Total	F	7	40	105	311	190	653	4.01	0.86
	%	1.1%	6.1%	16.1%	47.6%	29.1%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.5 represents descriptive statistics of the concept brand awareness considering the variable heritage tourism site is known for its cultural and tourism fests. The variable is compared with three different heritage circuits. From the study it is found that heritage tourism site is known for its cultural and tourism fests in the coastal heritage sites.

Brand image	Table 2.6 Tourism Destination Brand Image - The tourism image of the heritage site is conducive with the tastes of visitors								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	12	21	58	166	95	352	3.88	0.98
	%	1.8%	3.2%	8.9%	25.4%	14.5%	53.9%		
South	F	1	10	34	99	63	207	4.03	0.84
	%	.2%	1.5%	5.2%	15.2%	9.6%	31.7%		
Coastal	F	1	6	9	43	35	94	4.12	0.90
	%	.2%	.9%	1.4%	6.6%	5.4%	14.4%		
Total	F	14	37	101	308	193	653	4.01	0.91
	%	2.1%	5.7%	15.5%	47.2%	29.6%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.6 represents descriptive statistics of the concept brand image considering the variable tourism image of the heritage site is conducive with the tastes of visitors. The variable is compared with three different heritage circuits. From the study it is found that heritage tourism site is favorable with the tastes of visitors visiting the coastal heritage tourism destinations in Karnataka and to some extent in the south heritage tourism destinations.

Brand image	Table 2.7 The destination brand image is enhanced by the cultural and historical attractions								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	9	11	76	176	80	352	3.87	0.89
	%	1.4%	1.7%	11.6%	27.0%	12.3%	53.9%		
South	F	2	10	41	95	59	207	3.96	0.87
	%	.3%	1.5%	6.3%	14.5%	9.0%	31.7%		
Coastal	F	0	5	13	40	36	94	4.14	0.85

	%	0.0%	.8%	2.0%	6.1%	5.5%	14.4%		
Total	F	11	26	130	311	175	653		
	%	1.7%	4.0%	19.9%	47.6%	26.8%	100.0%	3.99	0.87

Source: Primary source, compiled by the researcher

The above table 2.7 represents descriptive statistics of the concept brand image considering the variable destination brand image is enhanced by the cultural and historical attractions. The variable is compared with three different heritage circuits. From the study it is found that destination brand image is enhanced by the cultural and historical attractions of coastal heritage tourism destinations in Karnataka.

Brand image	Table 2.8 The image of the tourist site is clearly manifested with that of the personality of the tourists								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	11	17	69	165	90	352	3.87	0.95
	%	1.7%	2.6%	10.6%	25.3%	13.8%	53.9%		
South	F	1	8	37	90	71	207	4.07	0.85
	%	.2%	1.2%	5.7%	13.8%	10.9%	31.7%		
Coastal	F	1	4	16	41	32	94	4.05	0.88
	%	.2%	.6%	2.5%	6.3%	4.9%	14.4%		
Total	F	13	29	122	296	193	653	4.00	0.89
	%	2.0%	4.4%	18.7%	45.3%	29.6%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.8 represents descriptive statistics of the concept brand image considering the variable describing the manifestation of the personality of the tourists with that of the image of tourist destination. The variable is compared with three different heritage circuits. From the study it is found that the manifestation of the personality of the tourists with that of the image of tourist destination adds value to the brand image in the south tourism destinations in Karnataka and also in the coastal heritage tourism destinations.

Brand image	Table 2.9 The image of the heritage tourism site enhances the image and pride of Karnataka								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	5	25	72	163	87	352	3.86	0.92
	%	.8%	3.8%	11.0%	25.0%	13.3%	53.9%		
South	F	2	6	40	101	58	207	4.00	0.82
	%	.3%	.9%	6.1%	15.5%	8.9%	31.7%		
Coastal	F	0	7	14	41	32	94	4.04	0.89
	%	0.0%	1.1%	2.1%	6.3%	4.9%	14.4%		
Total	F	7	38	126	305	177	653	3.97	0.88

	%	1.1%	5.8%	19.3%	46.7%	27.1%	100.0%		
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Source: Primary source, compiled by the researcher

The above table 2.9 represents descriptive statistics of the concept brand image considering the variable image of the heritage tourism site enhances the image and pride of Karnataka. The variable is compared with three different heritage circuits. From the study it is found that the image of the heritage tourism site enhances the image and pride of Karnataka in coastal and south heritage tourism destinations.

Brand image	Table 2.10 The image of the heritage tourism site enhances the image and pride of India								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	5	27	59	166	95	352	3.91	0.93
	%	.8%	4.1%	9.0%	25.4%	14.5%	53.9%		
South	F	3	11	32	101	60	207	3.99	0.89
	%	.5%	1.7%	4.9%	15.5%	9.2%	31.7%		
Coastal	F	1	4	16	48	25	94	3.98	0.84
	%	.2%	.6%	2.5%	7.4%	3.8%	14.4%		
Total	F	9	42	107	315	180	653	3.96	0.89
	%	1.4%	6.4%	16.4%	48.2%	27.6%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.10 represents descriptive statistics of the concept brand image considering the variable image of the heritage tourism site enhances the image and pride of India. The variable is compared with three different heritage circuits. From the study it is found that the image of the heritage tourism site enhances the image and pride of Karnataka in the south and coastal heritage sites.

Brand image	Table 2.11 There is a good public recognition to the Heritage tourism destination								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	22	57	164	103	352	3.95	0.93
	%	.9%	3.4%	8.7%	25.1%	15.8%	53.9%		
South	F	2	14	38	100	53	207	3.91	0.89
	%	.3%	2.1%	5.8%	15.3%	8.1%	31.7%		
Coastal	F	0	8	11	42	33	94	4.06	0.90
	%	0.0%	1.2%	1.7%	6.4%	5.1%	14.4%		
Total	F	8	44	106	306	189	653	3.97	0.91
	%	1.2%	6.7%	16.2%	46.9%	28.9%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.11 represents descriptive statistics of the concept brand image considering the variable that there is a good public recognition to the Heritage tourism destination. The variable is compared with three different heritage circuits. From the study it is found that there is a good public recognition to the coastal Heritage tourism destination.

Brand image	Table 2.12 Word of mouth exchange of salient features of heritage destination adds value to the Brand Image of Tourism Destination								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	7	26	72	140	107	352	3.89	0.99
	%	1.1%	4.0%	11.0%	21.4%	16.4%	53.9%		
South	F	1	10	35	93	68	207	4.05	0.86
	%	.2%	1.5%	5.4%	14.2%	10.4%	31.7%		
Coastal	F	1	7	10	42	34	94	4.07	0.93
	%	.2%	1.1%	1.5%	6.4%	5.2%	14.4%		
Total	F	9	43	117	275	209	653	4.00	0.93
	%	1.4%	6.6%	17.9%	42.1%	32.0%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.12 represents descriptive statistics of the concept brand image considering the variable word of mouth adds value to the image of heritage tourism destination. The variable is compared with three different heritage circuits. From the study it is found word of mouth adds value to the image of heritage tourism destination.

Brand quality	Table 2.13 Tourism destination brand quality - The tourist attractions possess high quality of Heritage Tourism								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	4	17	75	166	90	352	3.91	0.87
	%	.6%	2.6%	11.5%	25.4%	13.8%	53.9%		
South	F	4	6	27	122	48	207	3.99	0.81
	%	.6%	.9%	4.1%	18.7%	7.4%	31.7%		
Coastal	F	0	5	10	46	33	94	4.14	0.81
	%	0.0%	.8%	1.5%	7.0%	5.1%	14.4%		
Total	F	8	28	112	334	171	653	4.01	0.83
	%	1.2%	4.3%	17.2%	51.1%	26.2%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.13 represents descriptive statistics of the concept brand quality considering the variable tourist attractions possess high quality of Heritage Tourism. The variable is compared with three different heritage circuits. From the study it is found that tourist attractions possess high quality of Heritage Tourism particularly in the coastal heritage sites.

Brand quality	Table 2.14 The heritage tourism sites can help in rebuilding the forgotten history								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	17	73	176	80	352	3.87	0.88

	%	.9%	2.6%	11.2%	27.0%	12.3%	53.9%		
South	F	1	11	47	88	60	207	3.94	0.88
	%	.2%	1.7%	7.2%	13.5%	9.2%	31.7%		
Coastal	F	1	6	16	40	31	94	4.00	0.93
	%	.2%	.9%	2.5%	6.1%	4.7%	14.4%		
Total	F	8	34	136	304	171	653	3.94	0.90
	%	1.2%	5.2%	20.8%	46.6%	26.2%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.14 represents descriptive statistics of the concept brand quality considering the variable heritage tourism sites can help in rebuilding the forgotten history. The variable is compared with three different heritage circuits. From the study it is found that heritage tourism sites can help in rebuilding the forgotten history.

Brand quality	Table 2.15 The tourism sites deliver best performance during the course of visit to the heritage sites								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	4	24	72	152	100	352	3.91	0.93
	%	.6%	3.7%	11.0%	23.3%	15.3%	53.9%		
South	F	2	5	42	104	54	207	3.98	0.81
	%	.3%	.8%	6.4%	15.9%	8.3%	31.7%		
Coastal	F	0	2	15	37	40	94	4.22	0.79
	%	0.0%	.3%	2.3%	5.7%	6.1%	14.4%		
Total	F	6	31	129	293	194	653	4.04	0.84
	%	.9%	4.7%	19.8%	44.9%	29.7%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.15 represents descriptive statistics of the concept brand quality considering the variable tourism sites delivers best performance during the course of visit to the heritage sites. The variable is compared with three different heritage circuits. From the study it is found that coastal tourism sites deliver best performance during the course of visit to the visitors.

Brand quality	Table 2.16 The heritage tourism sites are well protected and heritage monuments are well preserved								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	5	27	82	145	93	352	3.84	0.95
	%	.8%	4.1%	12.6%	22.2%	14.2%	53.9%		
South	F	3	14	40	86	64	207	3.94	0.95
	%	.5%	2.1%	6.1%	13.2%	9.8%	31.7%		

Coastal	F	1	5	22	35	31	94	3.96	0.94
	%	.2%	.8%	3.4%	5.4%	4.7%	14.4%		
Total	F	9	46	144	266	188	653	3.91	0.95
	%	1.4%	7.0%	22.1%	40.7%	28.8%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.16 represents descriptive statistics of the concept brand quality considering the variable heritage tourism sites are well protected and heritage monuments are well preserved. The variable is compared with three different heritage circuits. From the study it is found that coastal heritage tourism sites are well protected and heritage monuments are well preserved in the state of Karnataka.

Brand quality	Table 2.17 The heritage tourism site is well monitored with the help of core-strategies of tourist destination management								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	3	25	79	141	104	352	3.88	0.98
	%	.5%	3.8%	12.1%	21.6%	15.9%	53.9%		
South	F	2	6	52	92	55	207	3.93	0.85
	%	.3%	.9%	8.0%	14.1%	8.4%	31.7%		
Coastal	F	0	5	15	35	39	94	4.15	0.88
	%	0.0%	.8%	2.3%	5.4%	6.0%	14.4%		
Total	F	5	36	146	268	198	653	3.99	0.90
	%	.8%	5.5%	22.4%	41.0%	30.3%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.17 represents descriptive statistics of the concept brand quality considering the variable heritage tourism site is well monitored with the help of core-strategies of tourist destination management. The variable is compared with three different heritage circuits. From the study it is found that heritage tourism sites are well monitored with the core-strategies of tourist destination management.

Brand quality	Table 2.18 Heritage tourism site is witnessing Heritage tourism marketing practices								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	22	67	155	102	352	3.92	0.94
	%	.9%	3.4%	10.3%	23.7%	15.6%	53.9%		
South	F	2	8	41	86	70	207	4.03	0.88
	%	.3%	1.2%	6.3%	13.2%	10.7%	31.7%		
Coastal	F	1	2	15	44	32	94	4.11	0.82
	%	.2%	.3%	2.3%	6.7%	4.9%	14.4%		
Total	F	9	32	123	285	204	653	4.02	0.88
	%	1.4%	4.9%	18.8%	43.6%	31.2%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.18 represents descriptive statistics of the concept brand quality considering the variable heritage tourism site is witnessing Heritage tourism marketing practices. The variable is compared with three different heritages. From the study it is found that coastal heritage tourism site is witnessing Heritage tourism marketing practices.

Brand value	Table 2.19 Tourism destination brand value - Visit to the heritage tourism site adds value to my knowledge of Indian History and its glory								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	19	76	163	88	352	3.88	0.91
	%	.9%	2.9%	11.6%	25.0%	13.5%	53.9%		
South	F	4	5	42	103	53	207	3.95	0.85
	%	.6%	.8%	6.4%	15.8%	8.1%	31.7%		
Coastal	F	0	2	20	39	33	94	4.10	0.80
	%	0.0%	.3%	3.1%	6.0%	5.1%	14.4%		
Total	F	10	26	138	305	174	653	3.98	0.85
	%	1.5%	4.0%	21.1%	46.7%	26.6%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.19 represents descriptive statistics of the concept brand value considering the variable Visit to the heritage tourism site adds value to my knowledge of Indian History and its glory. The variable is compared with three different heritage circuits. From the study it is found that Visit to the coastal heritage tourism site adds value to my knowledge of Indian History and its glory.

Brand value	Table 2.20 Visit to the heritage tourism site provide value to money								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	10	17	78	150	97	352	3.87	0.97
	%	1.5%	2.6%	11.9%	23.0%	14.9%	53.9%		
South	F	4	6	50	70	77	207	4.01	0.95
	%	.6%	.9%	7.7%	10.7%	11.8%	31.7%		
Coastal	F	1	3	17	40	33	94	4.07	0.87
	%	.2%	.5%	2.6%	6.1%	5.1%	14.4%		
Total	F	15	26	145	260	207	653	3.98	0.93
	%	2.3%	4.0%	22.2%	39.8%	31.7%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.20 represents descriptive statistics of the concept brand value considering the variable Visit to the heritage tourism site provide value to money. The variable is compared with three different heritage circuits. From the study it is found that Visit to the coastal heritage tourism site provides value to money.

Brand value	Table 2.21 It is comfortable to Visit to the heritage tourism site								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	25	63	156	102	352	3.92	0.95
	%	.9%	3.8%	9.6%	23.9%	15.6%	53.9%		
South	F	2	5	33	101	66	207	4.08	0.81
	%	.3%	.8%	5.1%	15.5%	10.1%	31.7%		
Coastal	F	0	2	10	42	40	94	4.28	0.74
	%	0.0%	.3%	1.5%	6.4%	6.1%	14.4%		
Total	F	8	32	106	299	208	653	4.09	0.83
	%	1.2%	4.9%	16.2%	45.8%	31.9%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.21 represents descriptive statistics of the concept brand value considering the variable it is more comfortable to visit the heritage site. The variable is compared with three different heritage circuits. From the study it is found that it is more comfortable to visit the coastal heritage site.

Brand value	Table 2.22 Spending time at the heritage tourism site is a pleasure								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	9	17	80	160	86	352	3.84	0.93
	%	1.4%	2.6%	12.3%	24.5%	13.2%	53.9%		
South	F	1	7	33	92	74	207	4.12	0.83
	%	.2%	1.1%	5.1%	14.1%	11.3%	31.7%		
Coastal	F	1	3	12	47	31	94	4.11	0.82
	%	.2%	.5%	1.8%	7.2%	4.7%	14.4%		
Total	F	11	27	125	299	191	653	4.02	0.86
	%	1.7%	4.1%	19.1%	45.8%	29.2%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.22 represents descriptive statistics of the concept brand value considering the variable time spent at the heritage tourism site. The variable is compared with three different heritage circuits. From the study it is found that there is a pleasure in spending time at the coastal and south heritage tourism site.

Brand value	Table 2.23 The heritage tourism site lures me to visit again and again								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	7	26	84	139	96	352	3.83	0.98
	%	1.1%	4.0%	12.9%	21.3%	14.7%	53.9%		
South	F	1	7	48	91	60	207	3.98	0.84
	%	.2%	1.1%	7.4%	13.9%	9.2%	31.7%		

Coastal	F	0	4	12	40	38	94	4.19	0.82
	%	0.0%	.6%	1.8%	6.1%	5.8%	14.4%		
Total	F	8	37	144	270	194	653	4.00	0.88
	%	1.2%	5.7%	22.1%	41.3%	29.7%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.23 represents descriptive statistics of the concept brand value considering the variable heritage tourism site lures me to visit again and again. The variable is compared with three different heritage circuits. From the study it is found that coastal heritage tourism site lures me to visit again and again.

Brand loyalty	Table 2.24 Loyalty to tourism destination brand - I often select the same heritage site for my annual vacations								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	8	20	76	144	104	352	3.90	0.97
	%	1.2%	3.1%	11.6%	22.1%	15.9%	53.9%		
South	F	2	6	42	74	83	207	4.11	0.89
	%	.3%	.9%	6.4%	11.3%	12.7%	31.7%		
Coastal	F	1	3	10	46	34	94	4.16	0.82
	%	.2%	.5%	1.5%	7.0%	5.2%	14.4%		
Total	F	11	29	128	264	221	653	4.06	0.89
	%	1.7%	4.4%	19.6%	40.4%	33.8%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.24 represents descriptive statistics of the concept brand loyalty considering the variable the same heritage site is selected for annual vacations. The variable is compared with three different heritage circuits. From the study it is found that visitors select the coastal heritage site for annual vacations.

Source: Primary source, compiled by the researcher

Brand loyalty	Table 2.25 I am willing to travel to the destination even in the case of increase in travel costs								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	19	93	135	99	352	3.86	0.95
	%	.9%	2.9%	14.2%	20.7%	15.2%	53.9%		
South	F	2	7	52	85	61	207	3.95	0.88
	%	.3%	1.1%	8.0%	13.0%	9.3%	31.7%		
Coastal	F	0	2	13	40	39	94	4.23	0.77
	%	0.0%	.3%	2.0%	6.1%	6.0%	14.4%		
Total	F	8	28	158	260	199	653	4.01	0.87
	%	1.2%	4.3%	24.2%	39.8%	30.5%	100.0%		

The above table 2.25 represents descriptive statistics of the concept brand loyalty considering the variable travel cost. The variable is compared with three different heritage circuits. From the study it is found that people are ready to travel to the coastal heritage sites even if the travel costs are high.

Brand loyalty	Table 2.26 I have the passion or liking the tourism destination								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	6	37	63	153	93	352	3.82	0.99
	%	.9%	5.7%	9.6%	23.4%	14.2%	53.9%		
South	F	0	14	39	83	71	207	4.02	0.90
	%	0.0%	2.1%	6.0%	12.7%	10.9%	31.7%		
Coastal	F	1	6	7	44	36	94	4.15	0.89
	%	.2%	.9%	1.1%	6.7%	5.5%	14.4%		
Total	F	7	57	109	280	200	653	4.00	0.93
	%	1.1%	8.7%	16.7%	42.9%	30.6%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.26 represents descriptive statistics of the concept brand loyalty considering the variable passion to visit the heritage tourist destination. The variable is compared with three different heritage circuits. From the study it is found that people visiting coastal heritage tourism destinations have a passion to visit the site.

Brand loyalty	Table 2.27 I am determined to revisit the destination without a second thought								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	5	22	62	156	107	352	3.96	0.93
	%	.8%	3.4%	9.5%	23.9%	16.4%	53.9%		
South	F	1	5	38	99	64	207	4.06	0.79
	%	.2%	.8%	5.8%	15.2%	9.8%	31.7%		
Coastal	F	0	2	15	38	39	94	4.21	0.79
	%	0.0%	.3%	2.3%	5.8%	6.0%	14.4%		
Total	F	6	29	115	293	210	653	4.08	0.84
	%	.9%	4.4%	17.6%	44.9%	32.2%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.27 represents descriptive statistics of the concept brand loyalty considering the variable that tourists are determined to revisit the destination without a second thought. The variable is compared with three different heritage circuits. From the study it is found that tourists are determined to revisit the coastal heritage sites without a second thought.

Brand loyalty	Table 2.28 I engage in positive word of mouth exchange of information about the destination								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	9	21	76	148	98	352	3.87	0.97
	%	1.4%	3.2%	11.6%	22.7%	15.0%	53.9%		
South	F	2	9	36	80	80	207	4.10	0.90
	%	.3%	1.4%	5.5%	12.3%	12.3%	31.7%		
Coastal	F	3	3	7	48	33	94	4.12	0.91
	%	.5%	.5%	1.1%	7.4%	5.1%	14.4%		
Total	F	14	33	119	276	211	653	4.03	0.93
	%	2.1%	5.1%	18.2%	42.3%	32.3%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.28 represents descriptive statistics of the concept brand loyalty considering the variable that tourists exchange positive word of mouth. The variable is compared with three different heritage circuits. From the study it is found that tourists exchange positive information of the coastal heritage places and the south heritage places that they have visited.

Brand loyalty	Table 2.29 I would like to have long time relationship with heritage sites								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	7	18	69	160	98	352	3.92	0.92
	%	1.1%	2.8%	10.6%	24.5%	15.0%	53.9%		
South	F	1	12	36	104	54	207	3.96	0.84
	%	.2%	1.8%	5.5%	15.9%	8.3%	31.7%		
Coastal	F	0	2	7	39	46	94	4.37	0.72
	%	0.0%	.3%	1.1%	6.0%	7.0%	14.4%		
Total	F	8	32	112	303	198	653	4.08	0.83
	%	1.2%	4.9%	17.2%	46.4%	30.3%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.29 represents descriptive statistics of the concept brand loyalty considering the variable that tourists would like to have long time relationship with heritage sites. The variable is compared with three different heritage circuits. From the study it is found that tourists like to have long time relationship with coastal heritage sites.

Brand loyalty	Table 2.30 I am emotionally associated with heritage site								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	8	30	65	145	104	352	3.87	1.01
	%	1.2%	4.6%	10.0%	22.2%	15.9%	53.9%		

South	F	4	13	38	82	70	207	3.97	0.97
	%	.6%	2.0%	5.8%	12.6%	10.7%	31.7%		
Coastal	F	1	2	7	46	38	94	4.26	0.78
	%	.2%	.3%	1.1%	7.0%	5.8%	14.4%		
Total	F	13	45	110	273	212	653	4.03	0.92
	%	2.0%	6.9%	16.8%	41.8%	32.5%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.30 represents descriptive statistics of the concept brand loyalty considering the variable that tourists are emotionally associated with the heritage site. The variable is compared with three different heritage circuits. From the study it is found that tourists are emotionally associated with the coastal heritage sites.

Brand loyalty	Table 2.31 I recommend the destination to my friends and family members to visit.								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	10	15	77	133	117	352	3.94	0.99
	%	1.5%	2.3%	11.8%	20.4%	17.9%	53.9%		
South	F	3	9	34	106	55	207	3.97	0.86
	%	.5%	1.4%	5.2%	16.2%	8.4%	31.7%		
Coastal	F	0	2	15	36	41	94	4.23	0.80
	%	0.0%	.3%	2.3%	5.5%	6.3%	14.4%		
Total	F	13	26	126	275	213	653	4.05	0.88
	%	2.0%	4.0%	19.3%	42.1%	32.6%	100.0%		

Source: Primary source, compiled by the researcher

The above table 2.31 represents descriptive statistics of the concept brand loyalty considering the variable that tourists would recommend the destination to their friends and family members to visit. The variable is compared with three different heritage circuits. From the study it is found that tourists visiting the coastal heritage sites recommend the destination to their friends and family members to visit.

	Table 2.32 Aggregate destination brand awareness of heritage destinations								
		SDA	DA	NU	A	SA	Total	Mean	SD
North	F	3	4	84	200	61	352	3.89	0.72
	%	.5%	.6%	12.9%	30.6%	9.3%	53.9%		
South	F	0	1	40	123	43	207	4.0	0.65
	%	0	.2%	6.1%	18.8%	6.6%	31.7%		
Coastal	F	0	2	7	58	27	94	4.17	0.65
	%	0	.3%	1.1%	8.9%	4.1%	14.4%		
Total	F	3	7	131	381	131	653	4.02	0.67
	%	.5%	1.1%	20.1%	58.3%	20.1%	100%		

Source: Primary source, compiled by the researcher

The above table 2.32 explains the aggregate of brand equity elements with regard to the heritage tourism circuits in Karnataka which is divided into three circuits namely north, south and coastal. From the data it is revealed that the heritage brand equity of coastal brand destination is at the prominent position followed by the south brand destination and north brand destination in Karnataka. In consolidation, Karnataka has its holistic destination brand equity distributed almost equally among its three heritage tourism circuits. The above table shows that all the destination brand equity elements have a very prominent role in branding coastal heritage destinations and it is extended to the southern heritage destinations of the state of Karnataka

Testing of Hypothesis

Table - 3.33 Destination brand awareness of heritage destinations among the tourists - ANOVA					
Sources of Variation	SS	DF	MS	F	P
Between:	6.184	2	3.092	6.519	0.002 H(0): Rejected H(1): Accepted
Within:	308.286	650	0.474		
Total:	314.470	652			

The table 3.33 shows the verification of null hypothesis of no significant difference among the destination brand equity elements of heritage destinations among the tourists. The ANOVA table further reveals that there is a significant difference among the different components of brand equity elements contributing towards the destination branding in Karnataka. The table shows that p-value is less than the standard significance level of 0.05 which states that there is a significant difference among the different components of brand equity elements contributing towards the destination branding in Karnataka.

Conclusion

Coastal historical sites typically drive stronger brand metrics across destination brand recognition, brand quality, brand value, and brand loyalty, according to the data, which show a distinct regional variation in visitor perceptions. There is a strong and positive consensus among tourists about beach locations in several important evaluation domains.

On the other hand, opinions on destination brand image are divided between southern heritage sites and coastal locations. This suggests that southern heritage monuments continue to have a competitive and unique mental attraction in the eyes of tourists, whereas coastal sites predominate in terms of functional usefulness and loyalty. These findings imply that southern locations have distinctive imagery qualities that might be utilised, even though coastal heritage sites have a broad strategic benefit. Destination branding should focus on maintaining the overall brand dominance of coastal places while launching targeted image-rebranding activities for southern heritage sites in order to close the loyalty gap and perceived quality difference.

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