HERITAGE TOURISM AND EVENTS IN ODISHA- A QUALITATIVE STUDY OF ARCHITECTURAL SPLENDOR OF HERITAGE SITES TO PROMOTE TOURISM

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ABSTRACT

Heritage tourism is the travel to experience the historical places, artifacts, and activities that authentically represent the stories and people of the past and the present. It includes cultural, historic, and natural resources. Planning and managing heritage tourism requires a number of issues to be dealt with. For those involved with the preservation of heritage manifestations, the challenge is to understand and work effectively with the tourism industry. Events are profound and venerated cultural expressions that create and elevate the image of tourist destinations. Globally, events have dotted a significant place reflecting and glorifying the cultural heritage of tourist sites, and enticing tourists in large numbers. The study of events and its role in place-making is now an important and prolific area of tourism research. Events frequently evolve as important means for driving economic development through tourism. Events have been for a long time a big draw for tourists in Odisha. Odisha has a magnificent cultural heritage. The state is gifted with all forms of arts which are well appreciated by domestic and international audience. Odisha boasts of playing host to some of the vibrant events of India such as the Konark Dance Festival, Car Festival, Puri Beach Festival, etc. The list is exhaustive with splendid variety. The State promoted as Scenic, Serene, and sublime is extremely rich in cultural diversity that ranges from community events to promotional events. This study focuses on how events play a pivotal role in the protection and maintenance of heritage symbols of Odisha. The cultural and heritage value of the events that glorifies Odisha’s heritage manifestations and make it a brand champion in tourism is studied in the present work. This paper also discusses how events can pool in the local resources that will go a long way in boosting the traditional symbols of Odisha.

KEYWORDS: Events, Festivals, Heritage Tourism, Marketing Campaign, Odisha Culture.
1. INTRODUCTION

“Odisha is a land of deep rooted heritage and history dating back to several centuries. The ancient heritage monuments, traditional art and culture still narrate the multi hued heritage of Odisha where one will find the saga of happiness, sorrow, love, and betrayal all woven in the rollicking time.”

Odisha is amongst the most colourful and culturally rich states of India. Odisha is known for its fascinating cultural heritage, amazing temples and monuments and spectacular architecture. This state is gifted with all forms of heritage which are well appreciated by both foreign and domestic tourists. The most significant contribution of Odisha to Indian culture is certainly the Odissi dance. Puri Ratha Yatra is the most anticipated festival of the year. The backbone of Odisha tourism industry is heritage that is deep rooted with the lives of the people and their life style. The state is extremely rich in heritage diversity. Events have tremendous potential as regards the development of tourism in Odisha is concerned. Fairs and festivals all around the year have captivated tourists to the state. Tourism planners attempt to tick up with the cultural organizations for making arrangements at important heritage tourism destinations to organize ethnic shows, cultural evenings, light and sound shows, craft melas, food plazas, etc. Such tourism promotional activities provide utmost enjoyment to the tourists and expose them to the vast and diverse cultural traditions of Odisha. Further, they also create employment opportunities, earn foreign exchange and support the socio-economic development of areas as well as in the preservation of national heritage manifestation and environmental resources. The study discusses those events which reflect on the traditional beliefs, customs and art of Odisha and its potential for the preservation and development of heritage tourism products in the State. Certain mind boggling events which are recently devised by Odisha Tourism Department, Government of Odisha namely the International Sand Art Festival to highlight the peculiar culture and tradition of the State are dealt with in this study. Organization of unique events has proved to be a spellbound success in Odisha by bringing the heritage attractions to the limelight and attracting patronage and sponsorship. Event Tourism promotion has undoubtedly enhanced the brand image of the State. They have a positive impact on the inflow of tourists, both foreign and domestic and also acquaint the tourist with the State’s cultural heritage. Tourism stakeholders of Odisha are making great efforts to exploit the vast potential of the State’s cultural and religious events to attract tourist inflow to monuments and architectural marvels.

1. REVIEW OF LITERATURE

Heritage pronounces the age old culture, traditions and customs of a country. Heritage tourism involves visit to historical or industrial sites that may include ruins, battle grounds, mausoleums, etc. The conversion of heritage structures like palaces, forts, traditional structures such as Nalukettu, Ettukettu, etc, to heritage hotels by providing the tourists a unique ambience and ethnic experience is a milestone as regards Indian tourism. The preservation, restoration and refurbishment of historical monuments are truly the need of the hour for Quinn and Richards (2007) posited that “Festival Tourism” is an important element in “event tourism” so much so that the term “festivalization” has been coined to suggest an over – commodification of festivals
exploited by tourism and destination marketers. Many a discourse on festival tourism management has attempted nuanced approaches to differentiate between tourists and festival goers.

Festivals can best be defined according to Getz (2007) as ‘themed, public celebrations’. Most definitions of festivals look to their significance as celebration of local identities (Falassi, 1987) which often focuses on religious, historic, economic, artistic or other aspects of the local cultural identities of the areas in which they are held. According to Gibson and Stewart (2009) lots of festivals are held throughout regional Australia every year that immensely contribute to local, economic, and cultural development.

Contemporary literature propounds that event tourism has emerged as a powerful strategic tool for branding potential destinations in various parts of the world. Comprehensive studies on festival motivations, often in a tourism context, were reported by Mohr et al (1993), Uysal, Gahan and Martin (1993) and Backman et al (1995). In the course of analyzing many studies it is generally found that the seeking and escaping theory (ISO – Ahola, 1980, 1983) is largely confirmed events are being crafted as a desired leisured pursuit.

Festival tourism was termed ‘an emerging giant’ more than a decade ago (Getz & Frisby, 1988). Still there is a dearth of serious literature on the subject. Festivals can extend the tourist season, generate revenue for government (Ritchie & Beliveau, 1974), and have revitalizing economic impacts on the local economy by generating income, supporting existing businesses and encouraging new startups (Mitchell & Wall, 1986). According to Michell & Wall (1986) small – scale festivals produced stimulating economic benefit but that as festival became more established the economic impact became relatively less important. The authors emphasize that the influx of more tourists results in a change in community infrastructure to serve the need of festival tourists so that, as festivals develop and start to make stronger links externally, local entrepreneurs are likely to become hostile and that consequently the economic benefits of the festival become less significant.

Janiskee (1980) viewed that festivals can be figured out as ‘formal periods or programs of pleasurable activities, entertainment, or events having a festive character and publicly celebrating some concept, happening or fact.’ The festive character implied in this definition is relevant because festivals have since ages existing as vital cultural practices crafted as forms of public display, collective celebration and civic ritual. Turner (1982) opined that people in all cultures recognize the need to set aside some time and space for communal ecstasy and celebration. Historical research demonstrates how festivals have a long history of posing as tourist attractions and of portraying the reproduction of places as scintillating tourism destinations. Festivals and events then embody the glorious legacy and have flourished again in contemporary society, following a decline from the mid 20th Century onwards (Boissevain, 1992). The current developments of festivals are noted by many researchers (e.g. Manning 1983; Rolfe 1992; Prentice & Andersen 2003; Gursoy, Kim & Uysal 2004) and is linked to their tourism potential.

From a tourism point of view, festivals clearly require audiences. As Fanlkner, Chalip, Brown, Jago, Masch and Woodside (2000) argue, the destination branding and development endangered by a festival in largely driven by the strength of attendance it is expected to ‘pull’. Also, Whitelegg (2000) states that the impact of mega events on international tourism is related
to their ability to attract global audiences. Thus, the branding of events forms a key area of interest and the motivational attributes assume importance. The significance of comprehending constraints has been discussed (Kim & Chalip, 2004) as has the importance of positioning, targeting and market segmentation. Formina & Uysal (1998) demonstrates that successful marketing depends on effective segmentation.

Festivals are becoming an increasingly important component of tourism destination portfolios Bowdin et al. (2006). Furthermore, the accentuating influence of macro – environmental forces which have resulted in intense competition, an increase in the sophistication of tourists with respect to their expectations and evaluations of their experiences, and a growing emphasis on performance (Fyall & Garrod, 2004) implies that it is important to identify festival tourist motivation and measure the performance of festivals from the consumer perspective. Also, from a festival planning and management perspective, it is crucial to find out tourist satisfaction, behavioural patterns with respect to repeat visitation and to identify the factors which affect visitor motivation and their experiential outcomes.

The importance of protection and management of cultural heritage has been realized as an increasing number of tourists are visiting heritage attractions, consequently impacting the structures and the environment. Odisha holds a unique position in the realm of heritage as it is a distinguished region where the heritage symbols are preserved in its original form.

This above literature review clearly indicates that events are first and foremost tourist attraction and plays a vital role in highlighting the heritage expressions of the destinations. The main focus of this study is to understand how tourism industry can paint festival events of Odisha to attract and satisfy tourists, plus generate a series of beneficial outcomes such as destination branding and image enhancement. This paper explores the branding perspective in relation to special events.

2. OBJECTIVES OF THE STUDY

- To conduct study on how events play a pivotal role in the protection and maintenance of heritage symbols of Odisha.
- To study the cultural and heritage values of festivals and events that highlights the heritage manifestations of Odisha.
- To elucidate on the linkages between events and heritage monuments of Odisha.

3. SCOPE OF THE STUDY

Odisha dots a significant place in the tourism map of India owing to its exquisite and throbbing cultural symbols. Festivals of Odisha have a distinct charm – hence its radiance is widely accepted as a niche and renowned cultural symbol of the destinations in the State. This study deliberates on the nuances of events of Odisha with respect to promoting the heritage expressions of the state. The composite and catholic characteristics of event and festival tourism can further improve and reinforce the unique identity of Odisha as a premier heritage tourism destination. This study is carried out by taking into account some of the renowned events of the State which are most appropriate and desirable to strengthen the heritage tourism brand of Odisha.
4. METHODOLOGY

The present study ascertains the event tourism potential of Odisha and analyses the trends and strategies of festival tourism promotion in the path of Heritage tourism in Odisha. Case study review method and field observation method were adopted to draw inferences and implications. The analytical output of such data that is extensively useful and substantiates the work is presented and interpreted.

5. ODISHA TOURISM – AN OVERVIEW

Odisha is located on the eastern coast of India. The State has a truly magnificent cultural heritage, one of the richest in India. Odisha Tourism has many hues and flavours. The capital city of Bhubaneswar is known for the exquisite temples that dot its landscape. The classical dance form – Odissi – has connoisseur across the globe. Contemporary Odisha has a rich cultural heritage as a result of the assimilation of three great religions traditions – Hinduism, Buddhism, and Jainism. The indigenous culture of the Adivasis (tribes) is an integral part of the modern cultural expressions of Odisha. Odisha has some of the most expressive forms of music and dance. The State’s arts and crafts offer visitors indelible experience of its cultural artifact, marvelously manifested in its Patta paintings, Silver filigree, Ikat silks, and stone carvings. Raghurajpur is an idyllic rural tourism destination and along with another village in Pipili bring alive the old traditions into a mesmerizing canvas.

6. LINKAGE OF EVENTS AND HERITAGE TOURISM IN ODISHA

In Odisha events are the most potent cultural expressions of the people that reflect their ecstatic spirit, rituals, customs, beliefs, and traditional outlook. Festivals of Odisha can be regarded as the most important physical aspect of cultural tourism. This is because festivals are idealistic avenues for the tourists and host communities to come together, interact and get to know about the culture of each other at a deeper level. Odisha is a land with a plethora of indoor and outdoor events at various scales. The list of events being promoted with the active support of the Department of Tourism, Government of Odisha and the tourism intermediaries are given in Table-1.
Table 1  Festival Tourism Attractions of Odisha

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Cultural Attractions</th>
<th>Heritage Destinations</th>
<th>Ideal Time</th>
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<tbody>
<tr>
<td>1.</td>
<td>Car Festival</td>
<td>Puri</td>
<td>June – July</td>
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<td>2.</td>
<td>Konark Dance Festival</td>
<td>Konark</td>
<td>December</td>
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<td>3.</td>
<td>Puri Beach Festival</td>
<td>Puri</td>
<td>November</td>
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<td>4.</td>
<td>Gopalpur Beach Festival</td>
<td>Gopalpur</td>
<td>January</td>
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<td>5.</td>
<td>Chandipur Beach Festival</td>
<td>Chandipur</td>
<td>January</td>
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<td>6.</td>
<td>Parab (Annual Tribal Festival)</td>
<td>Koraput</td>
<td>November</td>
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<td>7.</td>
<td>Dhanu Yatra</td>
<td>Bargarh</td>
<td>Dec – January</td>
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<td>8.</td>
<td>Bali Yatra</td>
<td>Cuttack</td>
<td>November</td>
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<td>9.</td>
<td>Rajarani Music Festival</td>
<td>Bhubaneswar</td>
<td>February</td>
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<td>10.</td>
<td>Kharavela Mohotsov</td>
<td>Bhubaneswar</td>
<td>January</td>
</tr>
<tr>
<td>11.</td>
<td>Konark Dance and Music Festival</td>
<td>Konark</td>
<td>February</td>
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<tr>
<td>12.</td>
<td>Durga Puja</td>
<td>Cuttack</td>
<td>October</td>
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<td>13.</td>
<td>Kalinga Mahotsov</td>
<td>Dhauli</td>
<td>February</td>
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<td>14.</td>
<td>Chaitra Parba</td>
<td>Baripada</td>
<td>April</td>
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<td>Chhow Festival</td>
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<td>15.</td>
<td>Ekamra Utsav</td>
<td>Bhubaneswar</td>
<td>January</td>
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<td>16.</td>
<td>Kalahandi Utsav</td>
<td>Bhawanipatna</td>
<td>January</td>
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<tr>
<td>17.</td>
<td>Adivasi Mela (Tribal Festival)</td>
<td>Bhubaneswar</td>
<td>January</td>
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<td>18.</td>
<td>Buddha Mahotsav</td>
<td>Ratnagiri</td>
<td>February</td>
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<td>19.</td>
<td>Vedavyas Sangeet Nrutya Utsav</td>
<td>Rourkela</td>
<td>November</td>
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<td>20.</td>
<td>Mukteswar Dance Festival</td>
<td>Bhubaneswar</td>
<td>January</td>
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<td>21.</td>
<td>Sand Art Festival</td>
<td>Puri &amp; Chandrabhaga</td>
<td>Dec.- January</td>
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Source: Annual report of Department of Tourism, Government of Odisha, 2010-11.
These events can overwhelm any tourist relishing them due to the sheer beauty, colour, magnitude, and mass movement of the people. Government of Odisha also facilitates organization of special festivals such as the International Sand Art Festival to highlight the importance of local destinations. The enormity and size of the festivals of the State are so profound that tourists are overwhelmed to a great extent. This propelled the idea of moot festival tourism as a niche tourism form in Odisha. Odisha has much to offer by way of events and in this regard the destination branding strategies need to link festivals with tourism by highlighting the festivals as the mainstay of tourism marketing with an integrated approach.

Odisha Tourism is releasing attractive and innovative advertisements for promoting festivals of Odisha and also the Odisha Tourism Website has been refurbished to underscore the various tourism products of the State and it has lured considerable cyber visitors. It is very evident that the website was given a novel dimension by incorporating colourful portraits of festivals of Odisha. Tourism literature of the Department of Tourism in Odisha vouch for the fact that a media management agency has been identified to take up the publicity campaign more effectively. Further event managers were engaged for organizing tourism events in a professional manner. Thus, it is confirmed that the public sector is consciously indulging in creating a niche tourism brand for the State and the efforts are spearheaded by event tourism. The brochures mentions that the Konark Festival, Toshali National Craft Mela, Kalinga Festival, Mukteswara Dance Festival, Rajarani Music Festival, Lokamahastov Sambalpur, Parab (Tribal Festival) at Koraput, Mondei at Nabarangpur, Beach Festival at Puri, Chandipur and Gopalpur, Chhau Festival at Baripada, Balangir and KalahandiMahotsav, Satkosia Festival, DhanuYatra (Bargarh), etc. are financially supported and organized by Odisha Tourism. The Odisha tourism Portal is engaged in undertaking global marketing with the pro – active participation of stakeholders, both from public and private sectors. Marketing event tourism itineraries through the portal will enable prospective tourists to get comprehensive information. It will also facilitate advance planning and arrangements.

The number of destinations looking to establish their brand architecture in order to position themselves ahead of competitors is increasing day by day. Destinations are often composite brands, i.e., they are composed of many different tourist spots, products, and activities. Odisha by carefully weaving the net of cultural manifests indulging events can become a destination supra brand.

Thus, the positioning of Odisha as the land of Event Tourism will translate into national benefits of interface with heritage, history, rites, rituals, folklore, and hospitable people. There is always the prospect of rejuvenation as events are dynamic in terms of creativity. Ultimately, the brand attributes offer a personified destination experience for visitors. Shifts in campaigns, in terms of new logos, captions, photographs, posters, coffee table books, post cards, and documentaries, can essentially incorporate the well thought-out brand values. The essence of creating a successful destination brand is to build an emotional link between the product and the consumer. It’s about the event experience for the tourists. Experiential attributes can definitely go a long way in strengthening the event tourism brand in Odisha. That means it has to be skillfully orchestrated. Odisha is famous for its ancient culture and rich and vibrant heritage. The event/festival tourist influx to the monuments such as Konark Sun Temple, Jagannath Temple, Puri, and many other monuments under ASI and State Archaeology Department and the
Buddhist sites catch the attention of promoters and destination planners. Furthermore, when tourists’ flock to witness the events organized in the precincts of the priceless monuments, more incentives come from the stakeholder’s side resulting in their effective participation for protection and preservation of the heritage manifests. The tour operators too would want to figure more itineraries involving heritage packages clubbing them with the seasons of events.

The composite heritage symbols are the hallmark of Odisha tradition and the catholicity of the events celebrated there will essentially strengthen the quality of assimilation. The environmental heritage such as Bhitarkanika, NandanKannan, and Chilika Lake are also very significant keeping in view the fragile nature and exemplary potential to offer a life time experience to tourists.

7. CASE STUDIES OF EVENTS IN HERITAGE TOURISM SITES OF ODISHA

With respect to destination marketing, Odisha Tourism has launched innovative ideas involving several events. The festive season in winter commences with Bali Yatra and ends with Rajarani Music festival, i.e., a series of mind boggling cultural festivals, - a treat for tourists. OTDC has initiated a package for the Konark Dance Festival at Konark Sun Temple and the International Sand Art Festival at Chandrabhaga. Tour operators’ views that OTDC can float event tourism to entice tourists from neighbouring States to visit the heritage expressions in the Golden Triangle region configuring Bhubaneswar, Puri, and Konark.

CASE STUDY 1: KONARK DANCE FESTIVAL

The Sun temple at Konark is a marvel as regards temple architecture. The artistic and cultural heritage of Konark Sun Temple is viewed as a USP by promoters and destination designers. According to estimates, the tourists’ influx peak to the temple during the event. As a befitting honour to the magnificent monument, renowned classical dances from all over India performed during the Konark Festival annually from December 1st to 5th is cherished as an ecstatic artistic delight, and the performances take the audience to a different world. The dancing hall reverberates with mesmerizing music throughout the festive season in Konark. The passion of event tourists is ignited witnessing the remarkable renderings. Repeat visitors are aplenty to Konark who are mostly connoisseurs of dance.

CASE STUDY 2: BULLOCK FESTIVAL

Bullock Festival of Odisha is slowly but steadily hogging the limelight. Organized at Bhuban in Dhenkanal district during Dussehra, the bullocks are decorated with beads, bells, and colourful saddles. They are attractively paraded before a grand race. Bullock Festival is bound to be a ‘tourist puller’. It is to be considered as an indigenous festival and effectively works as an incentive to preserve the natural, rural, and manmade heritage of Bhuban.

CASE STUDY 3: INTERNATIONAL SAND ART FESTIVAL

The latest in the realm of festival tourism, the International Sand Art Festival is organized in Chandrabhaga, the famous beach near Konark. The festival showcases the crafts of sand art
experts of great repute. Tourists flocking to witness the event makes it a point to visit the facets of heritage in and around Konark.

**CASE STUDY 4: PARAB TRIBAL FESTIVAL**

The Parab Tribal Festival is held annually in Koraput district of Odisha. Known as the ‘festival of festivals’, the Parab Tribal Festival is of a competitive character. It serves as a forum for the ethnic tribes, with distinct cultures and practices, to interact, share, and work towards preserving their indigenous cultural heritage – arts, handicrafts and traditions. It is getting popular day by day and is expected to rise to the stature of a national festival. Parab tribal festival also breathes life into many dying art of Odisha. It provides a platform to preserve and protect the cultural heritage of the tribes of Koraput.

**CASE STUDY 5: PURI RATH YATRA (CAR FESTIVAL)**

Car Festival is considered as the most famous festival of Odisha, it draws pilgrim tourists and cultural enthusiasts from all over the globe. The event is celebrated every year in the month of June or July. The idols of Lord Jagannath, Balabhadra, Subhadra and Sudarshana Chakra are brought out from the Jagannath temple and are taken in their respective chariots for their annual visit to Queen Guindicha’s temple where they are expected to stay for nine days. The three Chariots are pulled by thousands of people, cutting across caste, creed and religious beliefs and proclaim the catholicity of the festival. The Rath Yatra is a classic case of experiential form of event tourism. Issues pertaining to conservation of natural resources and prevention of pollution in the backdrop of Puri enticing large scale pilgrim tourist influx is raised and resolved to the best possible extent-thanks to the huge popularity of the event. All the devotion as well as curiosity of the visitors is encircled around the famous Jagannath temple, three mammoth wooden chariots and three deities. This festival is another transparent example which shows how cultural heritage influence the event surrounding.

9. **SWOT ANALYSIS OF EVENT TOURISM IN ODISHA**

Table: 2
<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tbody>
<tr>
<td>• Reputation of Festivals</td>
<td>• Tourist Amenities leaves much to be desired</td>
</tr>
<tr>
<td>• Catholicity</td>
<td>• Connectivity</td>
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<tr>
<td>• Experiential Delight</td>
<td>• Cleanliness</td>
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<tr>
<td>• Unique Attributes</td>
<td>• Safety and Security</td>
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<tr>
<td>• Festival Tourism Product Development</td>
<td></td>
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<tr>
<td>• Diversification Strategies</td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>OPPORTUNITIES</td>
<td>THREATS</td>
</tr>
<tr>
<td>• Branding strategies</td>
<td>• Lack of Sustainable Development Programme</td>
</tr>
<tr>
<td>• Aggressive marketing over Media</td>
<td>• Lack of Up gradation</td>
</tr>
<tr>
<td></td>
<td>Uncontrolled, Unplanned Development</td>
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10. RESEARCH FINDINGS

- Event Tourism is undoubtedly a ‘brand asset’ for Odisha Tourism.
- The Event Tourism brand is becoming successful in generating strong economic return on investment which is channelised for preservation and maintenance of heritage manifestations.
- Odisha has a very loyal tourist base with a high percentage of repeat visitors owing to the calendar of events organized in its premier heritage sites.
- Event tourism is giving Heritage tourism in Odisha an apparent identity.
- The ‘content of experiencing’ as regards event tourism in Odisha is outstanding.
• The unique rites and rituals have appealed to heritage tourists exuberantly.
• The myths and symbols of events linked to the heritage monuments are amazing spectacles.
• Emerging event tourist markets are identified and developed.
• The promotional campaigns over media are turning out to be a star attraction.
• Sustainable planning mechanisms are not introduced in many a event tourism centre of Odisha.
• This paper demonstrates that successful promotion depends on effective segmentation.
• The aesthetics of heritage events are not properly communicated to tourists.

11. MAJOR SUGGESTIONS

• Commoditization of heritage events must be prevented.
• The branding of experience is one of the most powerful contributions that events linked to heritage tourism can make in Odisha.
• Authenticity is to be regarded as a key brand value with respect to Heritage Tourism.
• Crucial to the success of event tourism branding in Heritage centres of Odisha is the pro – active initiatives and patronization efforts of both Central and State Governments.
• A Event Tourism Policy as regards heritage of Odishamay be envisaged in future.
• Interpretative centres in Heritage Tourism centres can be planned.
• Synergy between the Stakeholders should be promoted.
• Institutionalization processes must be reviewed.
• Unanticipated impacts must be dealt with through contingency planning.
• Overcrowding, congestion, and safety problems need to be addressed.
• Measures to offset health problems to event tourists tourists to highly populated heritage centres must be initiated.
• Corporate sponsorship perspectives may be worked – out by attracting the attention ofmajor companies through organizing indigenous events.
• Events of Odisha must entail public display, thus creating interest and attracting attention as they invigorate and elevate destinations.
• Regional Development plans can be introduced by way of event tourism promotion.
• The socio – psychological motivations of event tourists has to be taken into account for making the form of tourism a ‘turn – on’.
• The frame work of heritage tourism management must be nourished with societal acceptance and community participation models.
• The process of cultural change must be duly considered while branding heritage tourism.
• The co – ordination between heritage and tourism in the settings of events in Odisha should be comprehended for effective brand campaign.
12. CONCLUSION

The events of Odisha play a crucial role in positioning the State as a premier heritage tourism destination. Its success in attracting global and national audiences to heritage marvels such as Konark and Puri has become an eye – opener for destination planners to devise appropriate branding strategies. The pull attributes of the events are so strong as to attract repeat visitation to the heritage centres. Modification of the brand image of Odisha Tourism by incorporating the brand values of events for glorifying the heritage symbols can fetch great rewards. The constraints that play spoilsport such as inadequate tourist amenities, safety issues, lack of sustainable planning, etc, can be mitigated by enhancing human resources, green certifications, Public Private Participation Policy and other apt initiatives and strategic efforts.

Creativity holds the key in the context of events and heritage tourism and also destination branding in Odisha. The State needs to use its cultural heritage ambience and associations as a setting for event tourism. Many cities have the potential to be identified as heritage cities mainly because of the incredible events. Identifying genuine heritage tourists and determining their experience patterns as regards events becomes very important for Odisha; i.e., heritage tourists must be profiled keeping in view the engagements with events in prospect. Cultural exploration, passionate outlook towards heritage events, and feeling of awe and enchantment towards heritage expressions are found to be the principal motivational dimension of heritage tourists to Odisha as postulated by this work.

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