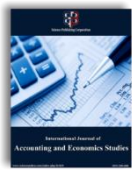
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Research paper



ECO Retreat as Brand Equity of Odisha Tourism: A Progressive Approach Towards Value Integration

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Abstract

Keeping in view the scope of the study, it was decided to choose tourists based on a purposive sample who are coming to different retreats. The sample coverage here is taken from the point of foreign and domestic tourists. A total of 142 sample tourists were included in the study to represent the total tourists' branding of Odisha Tourism. Out of that, only 102 respondents were found valid for all the questions asked of them in a five-point Likert scale. The period of study is six months, taken here on the basis of collection of primary data during the time of the festival at different tourist spots of Odisha in 2024. The responses were collected individually, interacting through the questionnaire with tourists, both international and domestic, at the different tourist places and spots in Odisha, being collected. The study is based on the methodology adopted in collecting and analysing the total data from the tourists for the study. The questionnaire results were tabulated, analysed, and concluded that the attitude of locale at destination (Eco retreat) is not of very friendly environment & very distant desert places have been excluded here and pointed out for value integration.

Keywords: *Brand Equity; Destination Branding; Eco Retreat; Odisha Tourism; Tourism.*

1. Introduction

The tourism industry has expanded rapidly over the past few decades, becoming one of the fastest-growing sectors of the global economy. Within this context, destination branding has emerged as a relatively recent yet powerful concept, drawing from trademark and intellectual property principles, including collective and certification marks, sui generis protections, and geographical indications. By registering a logo or phrase associated with a specific location and highlighting its unique qualities, destination branding fosters a strong relationship between the destination (as the product) and tourists (as consumers), building trust in the experience they can expect.

Eco-retreats are an example of niche tourism branding. These sustainability-focused facilities offer not only accommodation but also well-ness and recreational activities such as mindfulness, yoga, meditation, and group programs. Such retreats provide a tranquil, nature-rich environment that encourages relaxation, reduces stress, and promotes mental clarity by allowing visitors to disconnect from daily routines. Branding is one of the most effective tools in marketing destinations, enabling them to carve out a distinctive position in an increasingly competitive market. A strong destination brand shapes positive perception and sets a location apart, serving as a means for image building, repositioning, and long-term visitor engagement. Odisha—celebrated as the cultural heart of Incredible India—has traditionally been clas-sified as a heritage and cultural tourism destination. However, several Indian states, such as Madhya Pradesh, Bihar, and Uttar Pradesh, have begun promoting eco-retreats that integrate cultural and heritage elements. To maintain and grow tourist interest, Odisha must diver-sify its branding strategy to incorporate eco-retreats into its tourism offerings.

Given that 83.13% of Odisha's population resides in rural areas, the state has significant potential to position itself as a premier eco-retreat destination. This study seeks to showcase Odisha's untapped potential in eco-retreat branding and its expected positive impacts.

Tourism opportunities in Odisha span a wide range of experiences—from nature camps and tiger reserves to cultural trails and pristine beaches. Nature enthusiasts can explore destinations such as Daringbadi, a hill station known for its lush valleys, coffee gardens, and cool summer climate. Cultural travellers can follow the art trail, engaging with the state's rich craft traditions. Beach lovers can visit European-influenced locations like Gopalpur-on-Sea, a former East India Company port named after a temple dedicated to Lord Krishna.

Odisha Tourism's recent digital campaign promotes a "one-stop, end-to-end" travel planning solution, enabling visitors to customise every aspect of their journey—whether for relaxation, cultural immersion, or adventure. This integrated approach aims to strengthen the state's tourism brand and attract a broader, more diverse audience.

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1.1. Odisha tourism: the soul of incredible India

The Government of Odisha, through its Department of Tourism, has placed significant emphasis on developing and promoting tourism in the state. In 2021–2022, Odisha recorded 39,01,923 visitors. With its rich history, strategic location, diverse landscapes, and abundant natural resources, Odisha—often described as India's best-kept secret—holds immense potential for the travel and tourism industry. The state is endowed with both cultural and natural heritage, acting as a bridge between India's vibrant present and its illustrious past.
Odisha's appeal lies in its varied attractions, including scenic landscapes, historical monuments, pristine beaches, lush forests, majestic mountains, unique wildlife, waterfalls, handicrafts, water bodies, music traditions, and warm hospitality. However, the COVID-19 pandemic severely disrupted the global tourism industry, with Odisha experiencing a 99% decline in international tourist arrivals and an overall 64.14% drop in visitor numbers compared to the previous year.

1.2. Eco-retreat initiative

To revitalise tourism and promote sustainable practices, the Department of Tourism launched the Eco Retreat brand—luxury, temporary tented accommodations set amidst Odisha's natural landscapes. Over the past three years, the initiative has successfully achieved its objectives by:

- Showcasing new and unique destinations with high-quality temporary facilities, even amid limited private sector investment.
- Encouraging sustainable tourism through seasonal operations, eco-friendly practices, and community participation.
- Attracting increased private sector investment in Eco Retreat locations and enhancing Odisha's global tourism profile.
- Operating successfully at five sites—Ramchandi (Konark), Satkosia, Hirakud, Daringbadi, and Pentha (Bhitarkanika)—with a three-month season each year.
- Maintaining over 50% occupancy during the pandemic by adopting robust safety protocols and leveraging technology.

As a distinctive tourism product, Eco Retreat has become synonymous with excellence, sustainability, and innovation. In line with Kapferer's (2004) principles of brand management, its success rests on three key factors:
1) Appealing through shared values—aligning the brand with customer aspirations.
2) Sustaining interest through innovation—regularly introducing new experiences consistent with core values.
3) Building loyalty through quality and value—delivering standards that justify consumer trust in competitive markets.

By combining strategic branding with sustainable tourism, Eco Retreat has strengthened Odisha's position as a unique and desirable travel destination.

2. Literature review

Research on the distinctions between the traditional categories of awareness, perceived quality, image, and association, and brand equity was conducted by Lassar et al. (1995). Rather than assessing brand equity from a purely behavioural standpoint, the authors argued for a perceptual analysis of its dimensions, identifying five key components: price/value, identification/attachment, social image, performance, and trustworthiness.
According to Ritchie and Ritchie (1998), destination branding began to gain prominence in the late 1990s, notably when it became a central theme at the Travel & Tourism Research Association Annual Conference. Examples from Canada, Oregon, New Orleans, and Hawaii were highlighted. Although often perceived as a new concept, destination branding had already been addressed under the broader field of destination image studies.
Kotler and Armstrong (2001) defined brand equity as the value of a brand arising from high loyalty, name recognition, perceived quality, and strong associations. They observed that each destination offers a unique and simultaneous consumption pattern, with each visitor experiencing a different combination of services.
Olimpia (2008) and Olimpia, Luminita, and Simona (2011) emphasised that country branding should be based on a concise, emotive concept adaptable to different target audiences and communicated both verbally and visually. Strong branding aids businesses in managing products, organising inventories, and cultivating customer loyalty.
Martins (2016) noted that travellers often engage in extensive information searches to form mental models of how a destination meets their needs, primarily to reduce perceived risk. This process shapes the destination's image and influences travel decisions. Similarly, Almeyda-Ibáñez and George (2017) described brands as symbols of a supplier's promise, reducing consumer risk and simplifying decision-making. They stressed that brand value depends largely on visitor satisfaction, perceived quality, and awareness, making the brand one of a company's most valuable assets.
George (2017) highlighted that increasing competition has led destinations worldwide to incorporate branding theory into their development strategies. Both residents and past or current visitors contribute to forming a destination's image, influenced by familiarity and personal experience.
Cartier and Warnick (2019) argued that destination branding integrates all elements associated with a place, enhancing perceived value and fostering a favourable image. Its core purpose is to identify tourism offerings that differentiate a destination from competitors, thereby strengthening brand recognition and tourist loyalty. Pedeliento and Kavaratzis (2019) observed that place and destination branding research remains less developed than product branding, with opportunities to adapt embedded branding principles to the destination context.
Molinillo et al. (2019) discussed the growing complexity of destination branding, especially in the era of digital communication, which requires new models of interaction. Rejeb et al. (2020) examined consumer branding in the context of emerging technologies, noting that the internet has expanded reach, deepened market insights, and reshaped branding strategies. The COVID-19 pandemic further altered consumer behaviour, accelerating reliance on technology and prompting a re-evaluation of brand equity.
Kim et al. (2021) reported that pandemic-related restrictions have driven brands across sectors to adopt digital technologies, with consumers showing greater openness to such innovations. Rojas-Lamorena et al. (2022) added that brands carry both practical and symbolic meanings, shaping customer experiences, connecting products to personal values, and influencing behaviour over time. As significant corporate assets, brands continue to receive strong attention from both practitioners and scholars. Mbarek et al. (2024) investigate how the adoption of digital innovations in tourism can lead to increased revenue streams, improved cost efficiency, and enhanced brand reputation, ultimately driving economic sustainability. By leveraging digital tools, tourism businesses can also better measure and manage their environmental impact, leading to more effective sustainability reporting and financial decision-making. Chowdhury (2024) finds that the study

underscores the economic benefits of digital marketing in sustainability and ethical branding, including increased brand loyalty and premium pricing for eco-friendly products. Transparent communication and authentic storytelling can also mitigate reputational risks and reduce potential financial losses associated with greenwashing accusations. Dogra et al. (2025) reveal that green marketing and branding can yield economic benefits, such as increased brand value, market share, and customer loyalty, while also reducing costs associated with waste reduction and energy efficiency. By adopting sustainable practices, businesses can capitalize on emerging market opportunities and achieve long-term financial sustainability. Parma et al. (2020) highlight the importance of strategic planning and collaboration in developing Bali's health and wellness tourism industry, with potential economic benefits from increased tourism revenue and job creation. Mahakul et al. (2025) opine that geo-tourism in Odisha can generate significant economic benefits for local communities through sustainable tourism practices, creating jobs and income opportunities. By promoting conservation and environmental awareness, geo-tourism can also contribute to the region's long-term economic sustainability and environmental preservation.

2.1. Objectives

The following is a discussion of the study's goals.
1) To study the factors on the brand equity of Eco Retreat in Odisha Tourism
2) To suggest the change factors for the development and sustainability of Odisha tourism.

2.2. Scope of the study

Although there are several activities undertaken to promote and develop tourism both at the central as well state levels, this study mainly focuses its attention on the tourism growth and exploration in the state with the strategic action of the government of Odisha. The scope of the study thus covers the development of the tourism sector through different strategic plans to date at the primary level only. It intends to study the implications and impacts of planning for tourism development and to give details about the socio-economic aspects. The present study, i.e., "Eco Retreat as Brand Equity of Odisha Tourism: A perspective approach towards value integration," intends to study the factors responsible and perspectives of destination branding in the tourism sector of the state. To study this, samples have been collected from different types of tourists, i.e., foreign (17) as well as domestic tourists (85) who come from different countries and states to visit Odisha in different seasons and occasions.

2.3. Relevance of the study

In Odisha, since the implementation of the 1st five-year plan, the government has been providing promotional support to the tourism sector. Promotional support is mainly confined to various plans updated from time to time. By now, the tourism sector has become an effective force, influencing the infrastructural development of the state and other concerned stakeholders directly or indirectly. The study reveals that eco-retreats in Odisha face challenges in providing a friendly environment, impacting tourist experiences. From an economic perspective, this finding highlights the need for eco-retreats to balance environmental sustainability with cost-effective measures to enhance tourist satisfaction, potentially boosting Odisha's economic resilience in the post-COVID-19 era. Cost-benefit analysis could optimize eco-retreat operations. However, the planned approach has not brought about effective results; very small amount of research has been done in this area to determine the cause of failure of various plans. Therefore, it becomes pertinent to examine the planning and development aspect of tourism in Odisha, the potential to grow, the developmental role of the government, and future framework policy for promotion to this sector as an instrument of economic planning geared to the goal of rapid progress of this sector.

3. Research methodology

Selection of Samples:
Keeping in view the scope of the study, it was decided to choose tourists based on a purposive sample. The sample coverage here is taken from the angle of foreign and domestic tourists. A total of 142 sample tourists were included in the study to represent the total tourists' branding of Odisha Tourism. Out of that, only 102 respondents were found valid for all the questions asked of them in a five-point Likert scale.
Data Collection and Period of Study:
The period of study is six months, taken here based on the collection of primary data during the time of the festival at different tourist spots of Odisha in 2024. The responses were collected individually, interacting through the questionnaire with the tourists, both international and domestic, at the different tourist places and spots in Odisha.
Tools and Techniques:
The study is based on the methodology adopted in collecting and analysing the total data from the tourists (both foreign and domestic) for the study. The questionnaire results were tabulated and analysed through the SPSS Package. The analysis involves Descriptive statistics, Regression, and ANOVA.

4. Analysis and interpretation of results

Table 1: Crosstab of Gender

Age	Gender		Total
	Male	Female	
Less than 20 years	19	15	34
21-35	33	14	47
36-50	30	25	55
above 51	6	0	6
Total	88	54	142

Table 1 indicates the results of cross-relation measurement of the Age of the respondents in relation to their gender type. The category type has been categorized as i.e., male and female, whereas their age has been classified as less than 20, 21-35, 36-50, 51 and above. This

relation indicates the category-wise classifications of the respondents. Out of 142 respondents, 88 are male and 54 are female. The male category respondents are more in comparison to female category respondents.

Table 2: Crosstab of Marital Status

Age	Marital status		Total
	Married	Unmarried	
Less than 20 years	17	17	34
21-35	38	29	47
36-50	26	29	55
above 51	3	3	6
Total	64	78	142

Table 2 indicates the results of cross-relation measurement of the Age of the respondents in relation to their marital status. The category type has been categorized as, i.e., married and unmarried, whereas their age has been classified as less than 20, 21-35, 36-50, 51 and above. This relation indicates the category-wise classifications of the respondents. Out of 142 respondents, 64 are married, and 78 are unmarried. The unmarried category respondents are more as comparison to married category respondents.

Table 3: Descriptive Results of Tourists in Relation to Their Gender Type Differences

		N	Mean	Std. Error
	Male	88	2.92	0.16
A1	Female	54	3.04	0.20
	Total	142	2.96	0.13
	Male	88	2.08	0.13
A2	Female	54	1.85	0.15
	Total	142	1.99	0.10
	Male	88	1.95	0.11
A3	Female	54	1.89	0.14
	Total	142	1.93	0.09
	Male	88	1.84	0.10
A4	Female	54	1.89	0.10
	Total	142	1.86	0.07
	Male	88	2.92	0.16
A5	Female	54	3.04	0.20
	Total	142	2.96	0.13
	Male	88	1.89	0.13
A6	Female	54	1.57	0.12
	Total	142	1.77	0.10
	Male	88	4.69	0.05
A7	Female	54	4.76	0.06
	Total	142	4.72	0.04
	Male	88	2.11	0.13
A8	Female	54	2.33	0.16
	Total	142	2.20	0.10
	Male	88	4.15	0.09
A9	Female	54	4.26	0.09
	Total	142	4.19	0.07
	Male	88	1.70	0.11
A10	Female	54	1.59	0.13
	Total	142	1.66	0.08

Table 3 reports the results of the mean score and standard deviation of each variable (question) relating to tourist response to the eco retreat of Odisha tourism. The respondents responded more positively and significantly on the eco retreat of Odisha tourism when the mean score is below 3.0; a mean score of 3.0 indicates strong disagreement with this statement. Here, A7: The most expected accommodation and night stay are well-connected destinations for sightseeing and comfortable, and A9: Employees at the centre marked more amicable in all senses, indicating more than 3.0, i.e., 4.72 and 4.19, respectively, meaning the tourists do not agree on these questions.

Table 4: Test of ANOVA (Gender)

		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	.455	1	.455	.198	.071
A1	Within Groups	322.369	140	2.303		
	Total	322.824	141			
	Between Groups	1.735	1	1.735	1.231	.001
A2	Within Groups	197.258	140	1.409		
	Total	198.993	141			
	Between Groups	.144	1	.144	.129	.721
A3	Within Groups	157.152	140	1.123		
	Total	157.296	141			
	Between Groups	.077	1	.077	.105	.747
A4	Within Groups	103.106	140	.736		
	Total	103.183	141			
	Between Groups	.455	1	.455	.198	.657
A5	Within Groups	322.369	140	2.303		
	Total	322.824	141			
	Between Groups	3.264	1	3.264	2.537	.003
A6	Within Groups	180.067	140	1.286		
	Total	183.331	141			
A7	Between Groups	.146	1	.146	.716	.399

	Within Groups	28.586	140	.204		
	Total	28.732	141			
	Between Groups	1.615	1	1.615	1.104	.001
A8	Within Groups	204.864	140	1.463		
	Total	206.479	141			
	Between Groups	.416	1	.416	.682	.410
A9	Within Groups	85.450	140	.610		
	Total	85.866	141			
	Between Groups	.419	1	.419	.428	.514
A10	Within Groups	137.355	140	.981		
	Total	137.775	141			

The ANOVA table-4 represents a significant F statistic i.e. 1.574, with significance value of 0.109; indicate the dissimilarity in opinion of the tourist category in referring to their gender types, i.e. Male and female as P ≤0.05 irrespective of their age, and domicile that A2:The locality at this destination is supportive, A6: Maximum pleasure in one hub (recreational activities) with local people in retreats and, A8: Most participative events to interact with each intimate for cultural & other activities in group values. There is a direct positive and similar impact, which has been marked from all the question reported above are A1:The attitude of locale at destination (Eco retreat) is of very friendly environment & not in a very distant desert places, A3: Destination culture on retaining structural design & natural environment is significant, A4: Tourist destinations are designed in such a way to create a positive culture on tourists of any type, A5: Influencing culture is marked at Eco retreat, A7: The most expected accommodation and night stay are well connected destinations for sight scene and comfortable, A9: Employees at centre marked more amicable in all senses and, A10: Retreats areas like a dream for us in such a cost fixed by government in different places and so nicely developed for stay in holidays.

4.1. Regression analysis on managing the eco-retreat as brand equity in destinations

There were 10 related questions asked of the tourists those were already stayed in different destinations as Satkosia, Konark, Satapada, Chilika, Gopalpur, and Derash.
These questions were basically related to staying at eco retreats:

1) The attitude of the locale at the destination (Eco retreat) is of a very friendly environment & not in a very distant desert place.
2) The locality at this destination is supportive.
3) Destination culture on retaining structural design & natural environment is significant.
4) Tourist destinations are designed in such a way as to create a positive culture for tourists of any type.
5) Influencing culture is marked at the Eco retreat.
6) Maximum pleasure in one hub (recreational activities) with local people in retreats.
7) The most expected accommodation and night stay are well-connected destinations for sightseeing and are comfortable.
8) Most participative events to interacting with each other for cultural & other activities in group values.
9) Employees at the centre are marked as more amicable in all senses.
10) Retreat areas like a dream for us at such a cost fixed by the government in different places and so nicely developed for stay in holiday.

Table 5: Regression Coefficient

R	R^2	Adjusted R^2	Std. Error of the Estimate	Change Statistics				
				R^2 Change	F Change	df1	df2	Sig. F Change
0.711[a]	0.505	0.065	0.381	0.505	1.574	9	132	0.109

a. Predictors: (Constant), A10, A6, A8, A3, A4, A9, A2, A7, A5

Dependent variable: Expected Satisfaction (ES)
Table 5 shows the R, the correlation coefficient of the changes in the variables i.e., Eco retreat as brand equity with dependent factors mentioned above, during the study. For factors responsible for eco retreat brand equity is moderate, i.e., 0.711, which indicates a moderate relationship with the changes in independent variables to dependent variables. Further, R^2, the coefficient of determination, shows about 50 percent, i.e., 0.505; this model explains variation in eco retreat brand equity. As a further measure of the strength of the model fit, it has been comparing the standard error. The value of standard error, i.e., 0.381, which is much higher with the change in scale of value integration regarding eco retreat as brand equity of Odisha tourism.

Table 6: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.839	9	0.982	1.574	0.109[b]
	Residual	82.380	132	0.624		
	Total	91.218	141			

a. Dependent Variable: Expected Satisfaction (ES).
b. Predictors: (Constant), A10, A6, A8, A3, A4, A9, A2, A7, A5.

The ANOVA table-6 represents a significant F statistic, i.e., 1.574, with a significance value of 0.109, indicate the similarity in opinion of the tourist category as P ≥0.05. The regression does have a better impact on the effectiveness of tourism management in managing eco retreats of different destinations to make them brand destinations. The variation in expectation is explained by the model, which is due to the change in independent variables of effective practices of managing the total system, and signifies a change of nearly 90 percent, which can be expected if possible, changes in factors.

Table-7: Co-Efficients[a]

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.785	.784		3.550	.001
A2	.047	.057	.069	.816	.416
A3	.096	.065	.127	1.481	.141

A4	.115	.079	.122	1.453	.149
A5	.032	.047	.060	.680	.498
A6	-.076	.059	-.108	-1.285	.201
A7	-.369	.153	-.207	-2.409	.017
A8	-.036	.056	-.023	-.876	.783
A9	.008	.090	.008	.089	.930
A10	.079	.070	.097	1.128	.261

a. Dependent Variable: Expected Satisfaction (ES)
Excluded variable: A1
b. Predictors in the Model: (Constant), A10, A6, A8, A3, A4, A9, A2, A7, A5

The Coefficient table-7 shows that, the predictors in the model, i.e. to determine the relative importance of the significant predictors, which actually contribute towards management of Eco-retreat as Brand Equity of Odisha tourism marked a low standardized coefficient values and even negative on A-6: Maximum pleasure in one hub (recreational activities) with local people in retreats, A-7: The most expected accommodation and night stay are well connected destinations for sight scene and comfortable and, A-8: Most participative events to interact with each intimate for cultural & other activities in group values. Here, t-values are also moderate values and negatively significant. So, these variables are more elastic in nature. Further, Beta (unstandardized) values against variables indicate a higher efficient value, which indicates a higher potentiality, in overall performance of OTDC and other agencies on other seven factors as A1: The attitude of locale at destination (Eco retreat) is of very friendly environment & not in a very distant desert places has been excluded as there is no such significance is marked. Further, A2: The locality at this destination is supportive, A3: Destination culture on retaining structural design & natural environment is significant, A4: Tourist destinations are designed in such a way to create a positive culture on tourists of any type, A5: Influencing culture is marked at Eco retreat, A9: Employees at centre marked more amicable in all senses and, A10: Retreats areas like a dream for us in such a cost fixed by government in different places and so nicely developed for stay in holidays. We are having more significance to the brand equity in total tourism, especially in Eco retreats.

4.2. Suggestive model for brand equity in the eco-retreat of Odisha tourism

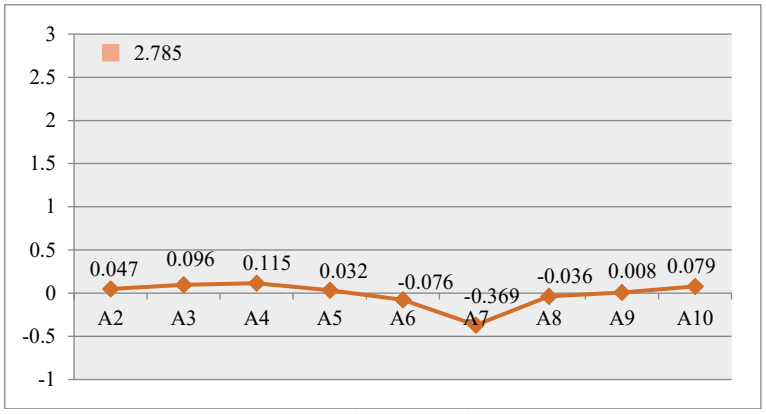


Fig. 1: Suggestive Model on Expected Satisfaction (ES).

Figure -1 represents the suggestive model that A6: Maximum pleasure in one hub (recreational activities) with local people in retreats, A7: The most expected accommodation and night stay are well connected destinations for sight scene and comfortable, A8: Most participative events to interact with each intimate for cultural & other activities in group values are to be managed properly and to focus more on all these areas to achieve excellence and sustainability in tourism management of Odisha.

4.3. Challenges to destination branding

Despite the progressive movements of OTDC and Private Operators, the progress is not visible in the state earnings as per brand equity. The challenges are many, and these have been pointed out below:

Political instability and internal disturbances:

Disagreements or fierce rivalry among different political parties, the tourism business suffers greatly when there is political instability. A single, there has been a notable drop in tourism because of the recent political unrest and internal conflict. Destination branding becomes completely meaningless in these situations.

External Environment:

Events outside of the industry, such as wars, have a significant effect on it. For instance, the tourism industry in Europe and the Middle East suffered greatly because of the financial imbalances.

Absence of strategic planning:

Promoters, the public, and government officials must work together to create a destination brand that is successful. Tourism is greatly impacted when the key components of destination branding are not coordinated.

Absence of Exclusiveness:

A less exclusive brand has a higher chance of failing. The foundation of destination branding is exclusivity. For a brand to draw in tourists, it needs to be so distinctive that it can leave a lasting impression on people's thoughts regarding a specific location.

Over-reliance on commercials:

The first phase of destination branding marketing is advertising. However, the whole goal of branding is defeated if there is an excessive amount of promotion without any real action taken to advance the destination.

Travel-related Items:

The sustainability of destination branding is severely hampered by the failure to recognize the significance of the interaction between a destination product and destination branding.

Short-term preparation:
Several gradual and ongoing efforts go into developing a destination brand. Short-term development plans impede the area's progress rather than being beneficial for it.
Incompetence in brand maintenance:
When it comes to growing a brand, creating a brand is easier than maintaining one. Making initial investments in brand development without making maintenance efforts renders brand development futile.

5. Conclusion

The concept of destination branding is relatively new in the travel and tourism sector. As previously mentioned, the fierce competition has been fuelled by the incredible advancements in communication and technology. The protection of brands and other related rights under the purview of intellectual property rights is imperative, considering the tourism industry's significant foreign exchange earning capacity. The results of this study show that A1: The attitude of locale at destination (Eco retreat) is of very friendly environment & not in a very distant desert places has been excluded here and A2: The locality at this destination is supportive, A3: Destination culture on retaining structural design & natural environment is significant, A4: Tourist destinations are designed in such a way to create a positive culture on tourists of any type, A5: Influencing culture is marked at Eco retreat, A9: Employees at centre marked more amicable in all senses and, A10: Retreats areas like a dream for us in such a cost fixed by government in different places and so nicely developed for stay in holidays are positive and significance impact on the overall tourist management system of Odisha and, the factors A6: Maximum pleasure in one hub (recreational activities) with local people in retreats, A7: The most expected accommodation and night stay are well connected destinations for sight scene and comfortable, A8: Most participative events to interact with each intimate for cultural & other activities in group values are focus more on all these areas in order to achieve excellence and sustainability in tourism management of Odisha. The work's outcomes contribute to theoretical advancements in destination branding, expressing the significance of locale attitude, destination culture, and employee amicability in shaping tourist experiences. The study underscores the importance of combining sustainability and cultural preservation in tourism management. These insights can inform branding strategies for tourism destinations.
Modest Suggestions:
Policy Measures:
1) Eco-Retreat Development Grants: Offer grants to tourism operators in Odisha to develop eco-retreats that showcase the state's natural beauty and cultural heritage.
2) Sustainable Tourism Certification: Establish a certification program for eco-retreats in Odisha that meet certain sustainability standards, providing a competitive advantage for certified operators.
3) Community Engagement Initiatives: Implement community engagement initiatives to promote local participation in eco-retreat operations and sustainability efforts.

Metrics for Success:
1) Increase in Tourist Arrivals: Track the increase in tourist arrivals to eco-retreats in Odisha.
2) Customer Satisfaction Surveys: Conduct surveys to measure customer satisfaction with eco-retreat experiences in Odisha.
3) Sustainability Metrics: Track and measure sustainability metrics, such as energy consumption, water usage, and waste reduction, to assess the environmental impact of eco-retreats.
4) Local Community Benefits: Assess the benefits of eco-retreats to local communities, including job creation and income generation.
5) Environmental Impact Assessments: Conduct regular environmental impact assessments to monitor the effects of eco-retreats on local ecosystems and biodiversity.
6) Return on Investment (ROI) Analysis: Conduct ROI analyses to assess the financial returns on investment in sustainable practices and eco-retreat operations.

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Conflict of interest

The authors declare that they have no conflict of interest.

Author contributions

Author-1: Conceptualization, Data curation, Writing - Original draft. Author-2: Data curation, Formal analysis, Writing - Review & Editing. Author-3: Supervision, Validation, Writing - Review & Editing.

Ethical approval

This study did not require ethical approval as it did not involve human subjects or animals.

Data availability statement

Data will be shared upon reasonable request.

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