

Impact of Storytelling for Effective Marketing and Reputation Management of Heritage Tourism Destination with Special Reference to Haflong (Assam, India)

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Abstract : This paper is an attempt to prove the impact of storytelling for effective marketing and maintaining the reputation of the destination for long run. This notable aspect of heritage tourism is cultural exchange among the various communities who visit our country India. Every destination has a life cycle like the product known as destination life cycle. India is considered to be the hub of cultural heritage tourism; its cultural heritage tourism can be traced back to several centuries. Heritage tourism has gained the popularity of global cuisine activity. The statistics of 2014 reveals 903 million International Tourist in heritage tourism destination is done to know the impact of storytelling for their visit to particular heritage tourism destination. SWOT analysis of the destination is undertaken for the research purpose. A collection of data from the travel agency was taken who visited the heritage tourism destination and were asked to fill questionnaire for the research purpose to know the impact of storytelling for their visit to destination. A total of 100 respondents filled the questionnaire. Likert scale was used in the paper also highlighted the scope, advantage and disadvantage of storytelling for effective marketing and reputation management.

Keywords : destination life cycle, heritage tourism, random sampling, reputation management, storytelling

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