

# Towards Frameworking a Strategic Approach for Festival Tourism Destination Marketing and Management: Case study of Odisha (India)

P.P. Mohanty<sup>A</sup>

Received: Jun 2018 | Accepted: December 2018

DOI: 10.5937/turizam22-17398

## Abstract

*The integral part of human travel from ancient age has been the result of interlinking of religion and tourism. Religious tourism, the tourism which is motivated by the belief and faith has been proved from the millennia. The symbolic and hectic nature of modern tourism has become sought after touristic activities due to the numerous religious festivals which are very often termed as a sacred sojourn. That is how festival tourism has been considered as one of the prominent part of religious tourism, more concentrated with spiritualism, divinity, blending with and driving towards culture, tradition, and heritage. Festival tourism is now viewed as an alternative to the religious tourism for cultural and heritage resurgence, renaissance and awakening, transcending the border of religiosity into universal humanity and spirituality. This paper aims to highlight the emerging nature of festival tourism in a small state like Odisha, India and the author has been able to formulate the different strategic approach of destination management and marketing considering the various attributes of festival tourism and in the same time pointing out the various roles and responsibilities of DMMO for the smooth and effective destination development.*

**Keywords:** Festival Tourism, Destination, Marketing, Management, Strategic approach

## Introduction

Since the time immemorial, India has been the abode of spiritualism that reflected in various religions. India, the oldest living civilization stretches from Kashmir to Kanyakumari manifests different religion from time to time. Discussing the context of Odisha, from the ancient period it has been regarded as the religious state. According to Hunter, “For two thousand years Orissa has been the holy land of the Hindus. It is the land that takes away sin. It is the realm established by the gods; from end to end it is one vast region of pilgrimage”. Religion has been injected in its culture, tradition and heritage, where each and every festival interlinks the culture and religion to a greater extent. Every minute particle of Odisha’s culture proclaims

<sup>A</sup> School of Hotel Management, Faculty of Hospitality & Tourism Management, Siksha O Anusandhan University, Jagamara, Khandajiri, Odisha, Bhubaneswar, 751030, India, email: richhmohanty@gmail.com

the existence of festivals, starting from the sacred car festival of Lord Jaganatha, to the Konark dance festivals, Raja festivals to the Toshali craft festival; the state has been survived as the land of festivals. Every aspects of Odisha's history, heritage, tradition and culture is dotted with "*Bara mase tera parab*" (literally meaning thirteen festivals in twelve months, in Odia), which signifies the pivotal role of festivals propelling the people towards religiosity, and spiritualism. Festivals are the indispensable part to the culture of Odisha, that's why a general saying there are 13 festivals in 12 months. Festival of Odisha has a unique blending and amalgamation of both religious, cultural and heritage based festivals which are celebrated all through the year with great pomp and show. One of the major and international acclaimed religious festival is annual car festival (Ratha Yatra) attracts millions of tourists and devotees from the all parts of the globe. Odisha proudly called the "city of temples" has mesmerized the religious essence by interlinking the fairs and festivals with spirituality and divinity that has converted this state as a religious hub or that has bridged the gap between east and the west. The festival of Odisha are not only confined to its temples, shrines, and *Peethas* and *Dham*, but also it has transcended the boundary of village, society, its people, its mountains and monuments and rivers and lakes, and also the sublime and tolerance of various religion like Buddhism, Jainism, Hinduism, and Islam has enriched the state to a melting pot of religious unity and belongingness through its vast array of festivals. Odisha's contribution to the religious tourism has leveraged by the faith and philosophy of Jaganatha culture and the festivals associated with it. Another uniqueness of the festivals of Odisha are place oriented or native to places, which are more symbolic and prolific in place marketing from the religious tourism point of view. Yeoman (2004) says that festivals can lengthen tourist seasons, extend peak season or introduce a "new season" into a community. Events such as festivals do not only serve to attract tourists but also help to develop or maintain a community or regional identity. Considering the festivals of Indian origin, (Gaur and Chapnerkar, 2015) also explored aspects of large scale festivals like the "Ganapati festival" which is celebrated in many parts of the country, with millions of Indians participating with much enthusiasm. In this context, a master planning approach will help improve the experience of devotees, and it will also allow stakeholders to leverage cultural and economic potential to its fullest. Hence a holistic approach need to be integrated and formulated for the promotion of these festivals that can surely help in the reengineering and restructuring the religious tourism of India as well as Odisha.

## Review of literature

Different literature defines different notion about the concept of festivals. On the domestic front, festivals are the special performance inducing spiritualism, religiosity, faith and belief, however finally resulting into a spectrum of celebration, enjoyment, merrymaking and rejoice. Even festivals can be defined as the some sort of social activities arising from the people's need, part of their traditions, customs and lifestyles, established in the due course of time and lastly turned as a legacy from generation to generation. But looking into the western concept, festivals are derived from the events or series of special events. Though the root of the festivals dates back to the pristine history and heritage, but the study of festivals have flourished in the recent times and have become an prolific research area among the researchers, because its significance have been felt in tourism destination marketing, due to its multidimensional nature. From the beginning, festivals are the important sub-field in event framework studies, and the study of this is very interesting among the scholars as festivals are associated with the festiv-

ity experience and popularity. In all most all region's culture, festivals occupy a unique place, hence it is being researched in a fast pace in the field of anthropology and sociology.

The term festival is derived from the Latin word "festum". But originally Latin has two derivative terms for the festival; "festum" is for "public joy, merriment and revelry, and "feria" means "abstinence from work in the honour of Gods". Festivals are defined as celebrations derived from the three major components like cultural, ethnic, religious and culinary essences. It can be further understood from the view point of dance, drama, music, art and crafts, religious traditions, ceremonies and food and food related activities.

The significant characteristics of the festivals are based on society and centre on the celebrations. The festivals are usually organized with an aim for protecting and developing local culture and history, recreation, making employment opportunities and developing the local tourism industry (Günersel, 1997:28). Festivals have been defined by Falassi (1987, p.2), in the classical cultural-anthropological perspective as "a sacred or profane time of celebration, marked by special observances." Falassi stated that the definitions and meanings of festivals in literature have been made in various ways. Perhaps more reflective of the modern approach to naming events as festivals, Getz (2005 p.21), defined them as "themed, public celebrations. Pieper (1965) believes only religious rituals and celebrations could be called festivals. Getz (1997, p.1) introduces festivals events as a: "Events constitute one of the most exciting and fastest growing forms of leisure, business, and tourism-related phenomena."

According to (Weaver and Robinson, 1989: 7); there are so many reasons for organizing festivals such as;

- To increase the excitement and pride of the community
- To show why community special and unique
- To develop image
- To provide income for special projects
- To create opportunities in art and other creative areas to be interested for local people
- To honour a person or important event

One of the most pertinent literature on the advantage of festivals as cited by (Huang et al., 2010; Dwyer et al., 2005) that creating vast opportunities for income generation, supporting the existing business, and encouraging the new start-ups as well as generating the revenues for governments. Apart from the special advantages of festivals, the most influential and much benefitted is the host city, as their image is boosting in a vigorous way. For an example as cited by (Popescu and Corboş, 2012:19) festivals like Oktoberfest Munich, Germany, The Las Fallas Festival (The Festival of Carpenters and Fire) from Valencia and The George Enescu Festival and International Competition Bucharest, Romania are of the greatest importance and international repute bringing the image of host city into limelight. According to (Kostopoulou, Vagionis, N., & Kourkouridis, 2013), the significance of research on festivals leads to find out the catalytic mechanism to stimulate the regional economic development of the host destination.

Munjal (2015) in her paper looks at the critical role of building a participatory framework that allows all key stakeholders to work toward sustaining fairs and festivals in small towns in India. The paper documents the case of Sohna, a small town in the State of Haryana. Munjal categorizes the fairs and festivals as:

- Tourism driven; and
- Local community driven.

According to Munjal, to leverage the potential of fairs and festivals, the cultural resources that they are linked with the event (such as built heritage, local arts and crafts, religious attractions and indigenous socio-economic frameworks) must be integrated to expand their significance and drive urban development

## Location of the study area

In the context of Odisha, various festivals both cultural as well as religious are the perfect platform to enhance and intensify the potential and prospects of festival tourism destination management and marketing. The entire Odisha has taken into consideration, because all kinds of festivals are celebrated all through the state. Being located on the eastern part of India, Odisha is the cultural hub and spiritual abode, bridging the gap between east and west.



Figure 1. Map of Odisha

Source: Google map

## Problem statement

Cultivation is the chief occupation of Odisha people and agriculture is the backbone for the state Odisha. Hence Odisha is always regarded as an agrarian state, and most of its festivals are closely associated directly and indirectly with agricultural purposes. The solidarity of religion, faith, and spiritualism along with the enriched culture has influenced various festivals in Odisha. Celebrating the festivals has two fold purposes like from socio-cultural point of view abolishing the monotonous of life by inducing the merrymaking and enjoyment. In the same

time festivals creates a huge platform where social values, essences and ethics are enriched and spirituality and religiosity in the society are leveraged. Again from the tourism point of view, festivals promote, explore and strengthen the brand image of destination. Though Odisha is famous worldwide for Car festivals (*Ratha Yatra*), and apart from this festival, many of the festivals of local repute like *Puri beach carnival*, *Konark dance festival*, *Mukteswar dance festival*, *Raja festival*, *Akshaya tritya*, *Gamha purnima*, *Pana sankranti* has not yet come to the limelight from the touristic point of view. As maximum numbers of festivals are celebrated in rural areas, hence it will definitely promote the rural tourism as well as cultural tourism of Odisha through proper destination marketing strategy. Earlier many researchers have studied religious tourism of Odisha for the sake of destination marketing and development involving the cultural, and heritage and other aspects. But there is a huge gap of systematic research based study on festivals of both cultural and religious by nature that could unfold the hidden potential of festival tourism of Odisha. Hence in this present study, the author has tried to bring into limelight the some of the indigenous festivals of Odisha to leverage the destination marketing and management process to position festival tourism as one of the brand image of Odisha.

## Purpose of the study

The multifaceted nature of Odisha's tourism immensely providing the pleasure and enjoyment to the all kinds of tourists in every season. The enriched and vibrant heritage and culture has given birth the vast array of fairs and festivals which are inseparable to the Odia society. Odisha is the land of temples and where religious fraternity are treated as most sacrosanct and sacredness. The spiritualism and religiosity not only confined to its temple and other ritualistic activities, rather the essence of religious faiths and beliefs are hidden in its festivals. A major portion of the festivals celebrated in Odisha reflects and carry the religious insignia which shows the great potential of festival tourism activities in Odisha. Festivals are the catalytic engine fetching a large number of people from all parts of the country or region, even that helps in the tourism destination development. The evidence is the famous religious festival *Ratha yatra* (Car festival) annually celebrated in Puri, Odisha. Apart from this, lots of festivals having the religious and cultural values are celebrated with pomp and show, which has the potential to leverage or to enhance the festival tourism in state, but the lack of marketing promotion is the bottleneck for popularization of these festivals. Hence the sole purpose of the study is to identify the potential of festival tourism, and the contribution of festivals for tapping of the potentiality of religious tourism. The other purpose may be destination development through festivals for branding and positioning Odisha as the religious hub bridging the gap between east and west.

## Scope of the study

The scope of this particular study will explore the true meaning and essence of spiritualism and religiosity into a greater platform by showcasing the potential of festivals. Also the study on festivals particularly will help in tapping the hidden treasure of festivals of Odisha and their linkage to religious and cultural potential that can be ultimately in future converted to a tourism product. Furthermore the extensive study will result incorporating a new kind of tourism called "*festival tourism*". The single entity festival tourism in future will surely helps in the destination development and will create a brand image among the tourists. The scope of this study is wide

spread by strengthening the host and guest relationships, creating a new avenues for employment, larger and wider participation and community involvement, further creating a proper balance by maintaining the social fabric, fostering peace, belongingness, and universal brotherhood.

## Objectives of the Study

- To leverage the potential of festival tourism in the state by synthesizing and frame working a strategic approach for destination management and marketing incorporating the festival tourism.
- To indentify and understand the contribution and importance of festivals in Odisha's culture and its linkage in boosting the festival tourism in the state.

## Methodology

The content analysis of methodology on festival tourism, destination marketing and destination management has been adopted in this study .The reason for chosen content analysis to analyse literature sources is because content analysis is found to be the appropriate technique or tool that can be used to analyse any kind of text (Esterberg, 2002). This claim is shared by Puvenesvary, Rahim, Naidu, Badis, Nayan, & Aziz (2011) that the use of content analysis is very popular across wide array of studies including written and recorded verbal communication such as novels, journal articles, newspaper articles, interviews, focus groups, observations and World Wide Web.

## Festivals of Odisha

In a general approach festivals can be categorised according to their characteristics, duration and geographical location. Within a region different festivals are derived from the different location. Another feature of the festivals is sometimes they are closely associated with the cultural aspects, though they are religious by nature, so it's very difficult to separate them. For an example Diwali and Holi both have the religious and cultural sentiments closely inter-

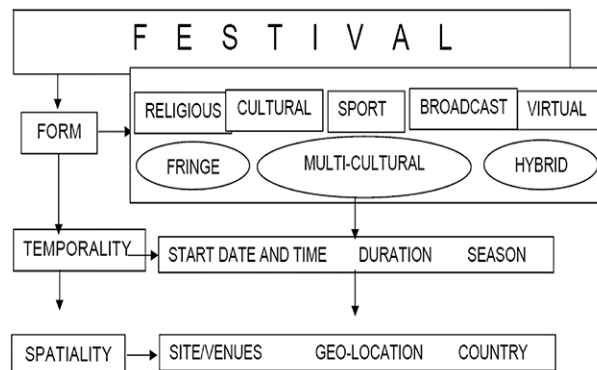


Figure 2. Typology of festivals

Source: Based on event typology by Jago and McArdle, 1999:7

mingled with each other. A general typology of festivals is here given for better understanding and clarity.

The classification of festivals in Odisha falls into four categories like

- Religious festivals or Temple festivals (Dussehera, Diwali, Eid, Christmas etc)
- Secular or Social festivals (Independence Day, Republic Day, Book fair etc)

In this category promotional festivals are widely celebrated keeping in mind to attract more and more tourists like Mango festival, kite festival, Dessert festival etc.

- Cultural festivals ( Konark dance festival, Puri beach carnival etc)
- Tribal festivals (Maghe Parab, Karama Festival, Sume-Gelirak)

The people of Odisha celebrate the three major categories of festivals with much pomp and show. Apart from these festivals, many *Osha* and *Brata* are observed to conduct their life according to the faith by taking *Upavasa* (fasting) *Jagarana* (vigil) and *Upasana* (worship) . Though most of the festivals are common to all, but many places are famous for Table 1( various festivals, rituals and other religious practices of Odisha).

**Table 1. Name of festivals/rituals/and other Religious practices**

Sl. No	Names	Name of festivals/rituals/and other Religious practices
01	Rituals	Chhadakhai, Mahalaya, Id-ul-juha, Jhulan Purnima, Dhanu sankranti, Dola Purnima, Deepavali, Devasnana Purnima, Rakhi purnima, Rasa Purnima, Raja Sankranti, Ramjan, Savitri Amabasya, Sudasabrata, Samba Dasami, Mahavisuva Samkranti Anla Navami, Bada Osha, Manabasaguravar, Naga Chaturthi, Kumar Purnima, Makar Sankranti
02	Temple festivals	Chandanjatra, Pana sankranti or mangala Yatra, Sital sasthi, Nabkalebara, Naba Jauban Darsan, Rath Yatra, Shrabani mahostav, Siba ratri or jagara, chitou amabasya, basanta panchami, joranda festival
03	Cultural festival	Konark Dance & Music Festival, Puri beach carnival, chandrabhaga mela, khandagiri music and dance festival, Dhauli Mahatsova, Ekamra Utsav, Toshali festival, Kalinga Mahotsav, Adibasi festival, Gajapati festival, Raja Rani Music Festival, Shreekrtra Utsav, Bali yatra, Kali puja, Ganesh puja, Saraswati puja, Durga puja, Magha mela, Taratarini mela,
04	Tribal festival	Maghe Parab, Karama Festival, Sume-Gelirak, Bija Pandu, Chaitra Parva, Kedu Festival,

Source (Author's own design)

**Table 2. Month-wise festivals and rituals in Odisha**

Sl. No	Month	Festivals/Rituals
01	Magha masa (Jan- Feb)	Makara Sankranti, Magha Saptami, chandra bhaga mela, kharvela utsav, samba dasami, Aghira purnami, shree panchami
02	Phalgunasa masa (Feb-Mar)	Maha Sivaratri, Phagudasami, Dola purnima, holi
03	Chaitra masa (Mar-April)	Chaitra Parva, Hingula yatra, pana sankranti, mangala yatra, Rama Navami, (Mahastami, Rukuna rathajatra), Ram-Leela, Sitalasasthi, Ashokashtami
04	Baisakh masa (Apr-May)	Hanuman Jayanti, Akshaya Trutiya, Panasankranti, Patua Jatra
05	Jaistha masa (May- June)	Chandan Yatra. Debasnananpurnami, Chandan Purnima, Savitri Amabasya, Sital Sasthi, Buddha jayanti, Rukminibibaha, sabitri brata
06	Asadha masa (June- July)	Raja Sankranti, Rath Yatra, Herapanchami, Netrostav, Sarabana ekadasi, Gundicha yatra, bahuda yatra, Vyasapurnima
07	Sravana masa (Jul- Aug)	Jhulan Yatra, Janmastami, Rakhi purnima, Chitalagi Amabasya, Balabhadra Jayanti
08	Bhadrab masa (Aug- Sep)	Khudurukuni, Ganesh Chaturthi, Id-ul-fiter, Nuakhai, Satapuri amabasya, Viswakarma puja

Sl. No	Month	Festivals/Rituals
09	Ashwina masa (Sep- Oct)	Dutibamanosa, Mahalaya, Jahni Osha, Gajalaxmi-Puja, kumar purnima, moola asthami, Dusserah, Dutiya Osha, Garbhana Sankranti,
10	Kartika masa (Oct- Nov)	Durga-puja, Deepavali, Balijatra, Panchuka, Id-ul-juha, Chhadakhai, Aanlanavami Bada Osha, Rasa Purnima
11	Margasira masa (Nov- Dec)	Mana Basa Gurubara, Muhrum, Prathamastami, Sitabihaha, chadakhai, bali yatra
12	Pousha masa (Dec- Jan)	Dhanu Sankranti, Shamba Dashami, Christmas, Bataosa

Source (Author's own design)

## Festival tourism, Destination management and marketing

As it has been discussed in the literature review festival tourism, that tourism which is propelled by the faith, beliefs and spiritualism, religions, philosophy, celebration, merriment, and joy of the human society, bounded by the culture, traditions and lifestyles of the people of the society. Hence in this context, festivals do have the real existence in each blood count of the human being. The religious, cultural or social gathering having the common purpose driven by the faith or belief from the ancient age has taken the shape of festivals. Festival tourism plays a central role by fetching a large number of people in the society with the help of freedom of movement and respect for human rights. The various attributes of festival tourism are summarised below in a proper diagram and description.

Faith, belief, divinity and spiritualism are all transcendental by nature and the festivals really strengthen and solidify it in the form of mass gathering by attracting millions of participants, tourists and pilgrims. The potentiality of festival tourism of a particular region are enhanced because of festivals follow the practices of faith and spiritualism derives the sacred-

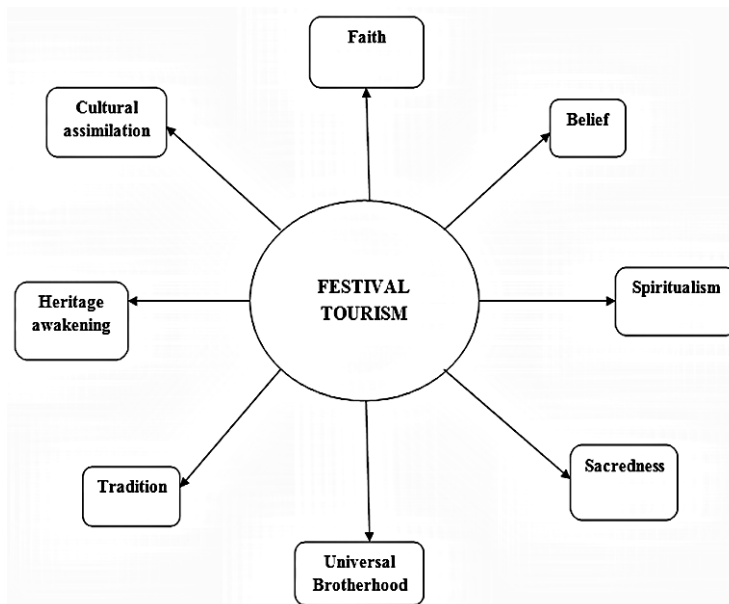


Figure 3. Attributes of Festival Tourism

Source: Author's own design



ness and divinity among the group of people, assimilation of different culture and traditions strengths it from the very bottom part by sharing the spiritual experience and bonding a new relationship. And moreover festivals observed in a holy place have the dual effects of detachment from the everyday life by merrymaking, enjoyment and in the same time better understanding of spiritual life.

Festivals are the subsets of event tourism, socializing and enriching the cultural and religious lives of people. From the beginning festivals have a major influence on the humanity by providing the social activities to make them engaged and in the same time provides the source of income to the host region. Festivals have the capability in restoring and fostering the peace, local culture and traditions and bringing the universal brotherhood and belongingness which are the major attributes for the festival tourism enhancement of a destination. From the destination marketing perspectives local community festivals are the major attractiveness in the destination brand development and empowerment of the local people. Festivals do many advantages to a particular destination by enriching the cultural essence and increasing the spirit of unity and solidarity leverage the potentiality of festival tourism. Festivals do many positive contributions by increasing the visitors' satisfaction level, lengthen their stay in the host destination, and facilitate the economic generation.

Hence local festivals are key elements associated with the regional development. They have an important contribution to the economic development of the local areas, and in the same

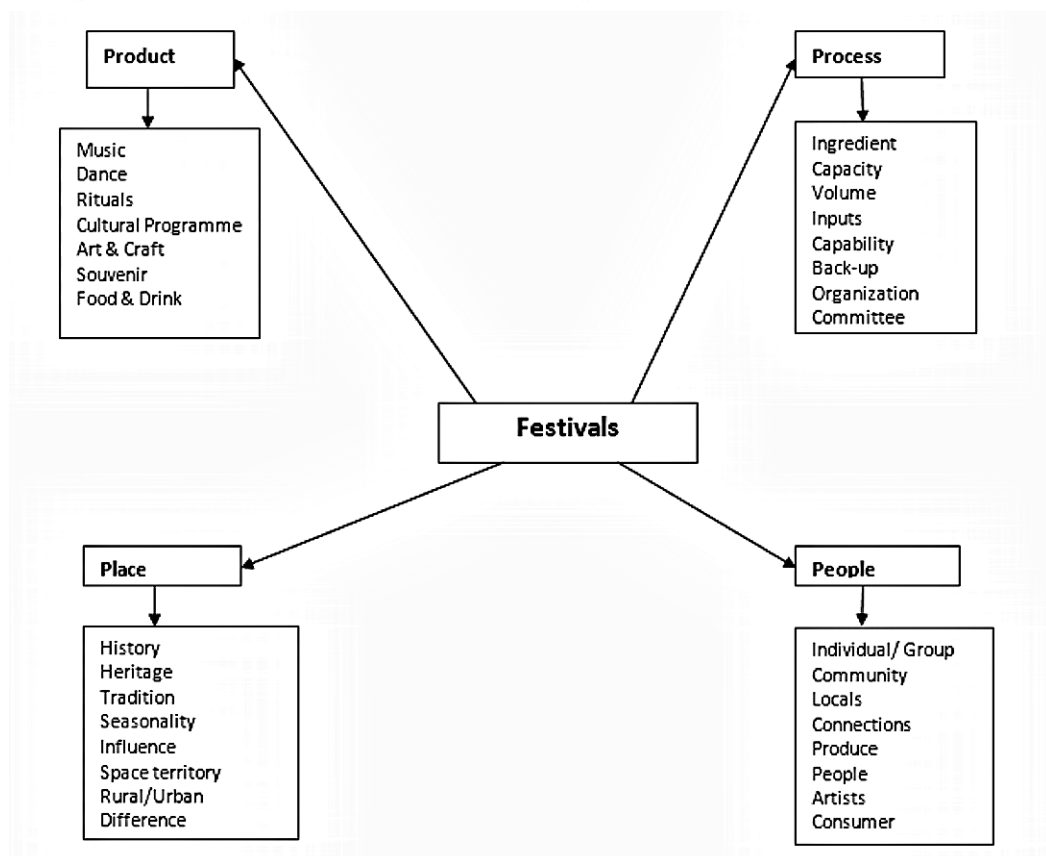


Figure 4. 4 P's of destination marketing

Source: Author's own design

time provide opportunities for tourism destination promotion and place marketing. From the destination marketing point of view festival of a particular region plays a major role inculcating the 4 P's of marketing myopia. In the context of festivals, the 4 P's are summarised in the below mentioned table. Festival itself a leveraged product which consists of many sub products like music, dance and drama, souvenirs, art and crafts, rituals, and various cultural programme that have the capacity to pull a huge number of tourists from all around the globe. Similarly festivals are conducted and organised by a systematic process for its smoothness and effectiveness that creates a favourable environment for tourists to enjoy and experience the authenticity and originality of the events. Another major P's of marketing is the place which determines the credibility of festivals. As festivals helps in the place marketing, hence history, heritage, culture, tradition, and many other place inductive features are closely associated with the performance of the festivals that helps in the destination marketing. Out of the 4 P's of marketing, people is the most significant element that determines the successful destination marketing. Though festivals seem to be a non-living entity, but the driving force behind its stupendous victory are the human touches. Without the people festivals are like void. Hence people in the form of individual or community, producer or artists bring the vibrancy into festivals.

### Framework depicting festival tourism and DMMO's role

The author has developed a suitable framework for festival tourism destination development duly considering the DMMO'S roles and responsibilities in every level. Though in every level, DMMO'S role change accordingly, but the various functions performed by them are more or less same. The framework depicts as follows like festival/event organiser, brand builder, intermediary/moderator, tourism product campaigner, harmonizing and synchronizing the social networking, creating a manifesto for community participation and involvement, solves the various legal and judicial issues, finance and funding, diffusing information, collaboration and relationship.

The proposed framework for DMMO differentiates its roles into two broad categories; one is management role and another one is marketing role. The various management functions performed by the DMMO in every level are, working as a facilitator or moderator between the festival organiser and the tourists or visitors, sometimes works their own as event organiser solely, creating a better platform for community participation and involvement, maintain a good relationship and effective collaboration between visitors and event planners, disseminates the accurate information to the tourists, helps in the financing and funding of the various events and third parties, solves the legal issues whenever necessary. Similarly the various marketing roles performed by the DMMO helps in the brand development and recognition, promote the tourism product into the target market group, product sharing in the social networking sites for greater popularization and wider acceptance, etc.

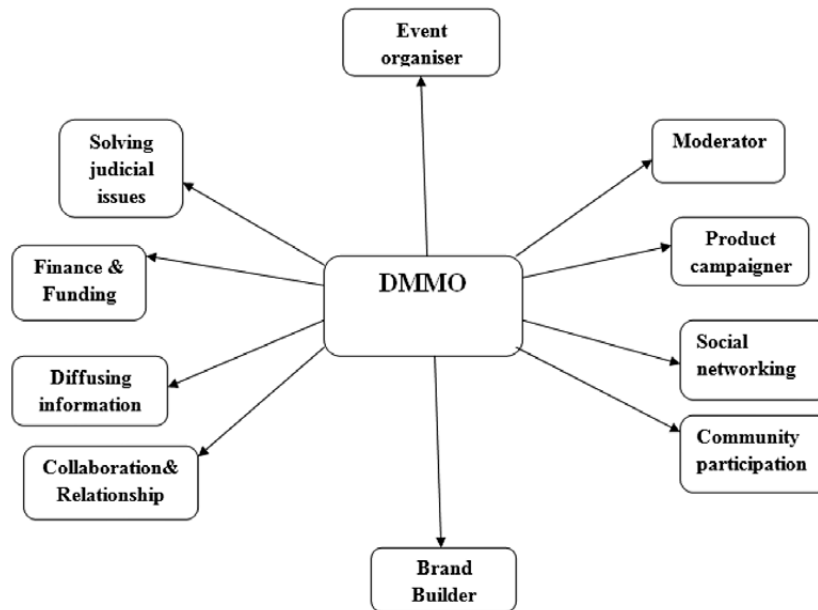


Figure 5. Roles and responsibilities of DMMO

Source: Author's own design

Table 3. Strategic framework of DMMO

STRATEGY	AIM	FOCUS	BENEFITS
Destination marketing	New product introduction, innovation, Service diversification, coordination and collaboration with intermediaries, flexibility and market segmentation	Brand building, recognition, market penetration, Target market client retention, positioning, market expansion	Larger market share, popularity, competitiveness, survival and sustainability
Destination management	Act as a facilitator, Authority and control ,relationship building, dissemination of information, organiser, protector, judicial adviser, funding	Planning, co- coordinating, Monitoring, maintaining good relationship, Revenue sharing, adhering rules and regulation	Profit maximisation, better service quality, brand value
Destination competitiveness	Destination building block, product augmentation, identification, large scale growth	Differentiation, environment impact assessment, market analysis, supply-demand gap	Well defined market position, destination development, competitive advantage, destination image creation

Source (Author's own design)

## Discussion and findings

Both destination marketing and management in each level of tourism arena are very much essential to remain streamlined in this competitive era. Roles and responsibilities of DMMO are also mandatory requirement for destination competitiveness, and to increase the visitor’s footfall to the destination. Hence a strategic and holistic approach is necessary to smoothen the research conducted on the various aspects of DMMO and its influence on destination branding, positioning and imaging. Also an extensive study should be carried on DMMO

to unfold the multidimensional nature and set a new benchmark in the context of destination development involving festival tourism. Keeping in mind the various framework developed by the author, it has been found that festival tourism destination marketing and management is a complex phenomena and requires proper nurturing from ground level to upper level. DMMO'S role starting from national, to local level is of utmost important to devise and formulate policies and procedure for destination development. The strategic framework compiled by the author also depicts the various significant strategies like management strategy, marketing strategy and competitiveness strategy, along with their aims, focus and the derived benefits. The various tables designed by the author also justify the significant presence of festivals all year around and ushers the potential of festival tourism in Odisha.

## Summary of finding

The summary of the findings and the essence derived from the discussion, and various frameworks proves that, there is a need for effective and efficient destination marketing and management in every level to bring into limelight the potential of festival tourism in the state like Odisha. It has envisaged the smooth functioning of DMMO both from management and marketing angle. Based on the literature sections and from the frameworks, this paper also justifies the various roles played by both the destination management and marketing that has been shown in the table . The conceptual analysis have been adopted for research methodology that has interlinked the destination management and marketing very well and have bridged the gap in between.

## Theoretical and managerial implications

The major theoretical contribution derived from this paper are, the significance of festivals, its core values and essences are showcased, and role of management and marketing are highlighted in order to strategize the potential of festival tourism in state of Odisha. The various strategic frameworks will pave the way for destination development and leverage the potential of festival tourism in the state.

## Conclusion and direction for future studies

To conclude this paper, the author has cited again the most popular Odia language phrase '*bare mase tera parab*' (literally meaning thirteen festivals in twelve months) ,elicits all about the potential of festival tourism in state of Odisha. The State Odisha has been promoted as scenic, serene, and sublime is extremely rich in cultural diversity. The cultural and heritage value of the typical Odia festivals has glorified Odisha's heritage manifestations and has made it a brand champion in tourism has studied in this research work. Festival tourism is an emerging area in the state like Odisha, and not yet gained an eye appealing position in the global tourism map, hence this is the perfect time to rejuvenate and revitalize the hidden treasures of festival tourism to enhance the tourist's influx to the state. Proper marketing strategy mapping the potential of festivals of Odisha should be showcased in the international arena on behalf of government authorities, tourism stakeholders as well as local DMMO. Various cultural and heritage community in and around the Odisha as well as outside of India should come forward to promote the

celebration of festivals that will fetch more tourists to the state. As this paper is based on a theoretical study, but an empirical research work could be conducted in future by the other researchers to find out more aspects on festival tourism, destination management and marketing.

## Acknowledgements

*Author is extremely grateful for the consistent cooperation on completing this research paper from Dr. Sapan kumar Sadual and Dr. Himanshu Bhusan Rout.*

## References

- Dwyer, L., Forsyth, P., Spurr R. 2005. Estimating the impacts of special events on an economy. *Journal of Travel Research* 43(4), 351–359.
- Esterberg, K.G. 2002. *Qualitative research methods in social research*. Boston: McGraw-Hill Inc.
- Falassi, A. (Ed.). 1987. *Time Out of Time: Essays on the Festival*. Albuquerque: University of New Mexico Press.
- Gaur, S.S., Chapnerkar, S.M. 2015. Indian festival's contribution to the cultural and economic wellbeing: A case study of Ganapati festival. *Worldwide Hospitality and Tourism Themes* 7/5.
- Getz, D. 1997. *Event management and Event Tourism (1st Ed.)*. New York: Cognizant Communications Corp.
- Getz, D. 2005. *Event Management and Event Tourism (2nd Ed.)*. New York: Cognizant.
- Günersel, Ş. Türkiye'nin Turizm Tanıtımında Kültürel Değerlerin Kullanımı ve Önemine Bir Örnek: Festivaller”, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü,, İstanbul , 1997
- Huang, J.Z., Li, M., Cai, L.A. 2010. A model of community-based festival image. *International Journal of Hospitality Management* 29(2), 254–260.
- Jago, L.K., McArdle, K.O.(1999). A Temporal, Spatial and Thematic Analysis of Victoria's Special Events, in Proceedings of 1999 CAUTHE National Research Conference. Adelaide, South Australia, eds Davies, J. & Molloy, J.
- Kostopoulou, S., Vagionis, N., Kourkouridis, D. (2013). Cultural Festivals and Regional Economic Development: Perceptions of Key interest Groups. In A. Matias, P. Nijkamp, M. Sarmento (eds.) *Quantitative Methods in Tourism Economics*, Advances in Tourism Economics Series, Physica-Verlag. A Springer Company, Heidelberg, 175-194.
- Munjal, P. 2015. Potential of participatory approach in sustaining fairs and festivals of small towns: the case of Sohna, Haryana. *Worldwide Hospitality and Tourism Themes* 7/4
- Pieper, J. 1965. *In Tune With the World: A Theory of Festivity*. New York: Harcourt.
- Popescu , R.I , Corboş,R.A. 2012. The Role of Festivals and Cultural Events in the Strategic Development of Cities. Recommendations for Urban Areas in Romania *Informatica Economică* 16(4),19-28.
- Puvenesvary, M., Rahim, R.A., Naidu, R.S., Badis, M. Nayan, N.F.M. & Aziz, N.H.A. 2011. *Qualitative research: data collection and data analysis techniques*. Sintok: Universiti Utara Malaysia press.
- Weaver, G. D., Robinson, L. R. 1989. *Special Events: Guidelines for Planning and Development*, University Of Missouri, Columbia.
- Yeoman, I. et al. 2004. *Festival and Events Management*. Oxford: Elsevier Butterworth Heinemann.