An Integrative Framework For Temple Tourism Destination Of Odisha: The Marketing And Management Perspectives, Case Study On Golden Triangle Of Odisha, India

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Abstract: The tourism industry is changing rapidly across the globe that ultimately accountable towards the sustainability of the destination. Tourists derive the unforgettable experience by the dint of destination attributes like competitiveness, attractiveness, and uniqueness. The success and failure of a particular destination solely depend on the various attributes that make and mars the image of the destination. The existence of both destination and tourism is vital for future survival in terms of many touristic activities. Odisha, the land of spiritualism, has been laced with history, heritage, culture, faith and belief of various temples, but in particular temple tourism as a single entity has not been promoted instead of vast potential and prospects. Hence it is a major and prolific step taken by the author to study and find the way for promoting Odisha as an emerging temple tourism destination concentrating and focusing in and around Bhubaneswar-Puri- Konark, the golden triangle circuit.

Index Terms: Temple tourism, Marketing, Management, Destination, Golden triangle

1 INTRODUCTION

In this cut-throat competitive era, lagging behind all other sectors, the tourism industry is growing rapidly and has emerged as a vehicle for socio-economic, cultural and sustainable development. In the socio-economic backdrop, tourism has become the pillars of growth and development by providing employment, revenue and at the same time eradicates poverty from the community. The multidimensional nature of tourism has been contributing by providing direct and indirect benefits and betterment to society and the visitors. The nature of the mass tourism around the globe has been saturated and gradually obsolete, being replaced by the modern tourism, keeping in pace with modern tourism, the destinations are re-engineered and restructured at regular intervals to enhance the tourists’ influx. In recent times, one of the emerging areas of tourism that carries the legacy of pristine age, but not yet come to the limelight is temple tourism. The old age tourism which was primarily meant for pilgrimage tourism, where people travel to holy places having numerous kinds of temples, shrines, and Peethas for religious and spiritual purposes. Since then temples have been significant in all religions. In many people’s opinion religious, spiritual and pilgrimage all are enticed or engulfed within the temple tourism being propelled by the faith, belief, religion, somehow correct, but temple tourism by its own can be defined as symbolic confluence of art, architecture, cultural and archaeological attractions driven by the religious beliefs, faiths, and spiritualism. Temple tourism very much inclined towards the “house of God” or “abode of God”, learning and experiencing the history, heritage, philosophy and cultural rituals of the particular temples. Being a different kind of tourism, temple tourism provides the learning experience about the monumental, architectural and sculptural and mythological history, traditions and cultures and fulfilling the necessity of essence of mankind in the form of liberation, salvation, sanctity, religiosity, and spiritualism.

2 OBJECTIVE OF THE STUDY

*To identify the potential and prospects of temple tourism as a new product in the tourism business.

*To bring into limelight the existence of temple tourism that could be a new and alternative form of tourism apart from other traditional tourism like religious, spiritual tourism.

*To find out the roles and responsibilities of destination marketing and management organizations (DMMO), to develop a suitable framework for temple tourism destinations like Golden triangle circuit of Odisha.

3 LOCATION OF THE STUDY
Disha is renowned for religious and spiritual tourism. The cultural milieu of Odisha is blending with faith, belief, and spiritualism that have been inextricably reflected in every minute objects and aspects of Odisha. Every aspect of religious tourism of this state has strengthened by the various sacred attributes like faith, belief, and spiritualism and the tourists are gaining experience from it in the due course of time. Another side of this religiosity is visiting of temples, its art and architecture, the history, heritage, and the cultural milieu, providing an aura of purity and sanctity to every visitor should be unfolded and brought to the mainstream of tourism activities. Hence the sole purpose of this study is bringing into limelight the historical saga of temples that has become the emblem of spiritualism and religiosity. As Odisha is proudly called the city of temples, and particularly the golden triangle circuit of Odisha is dotted with numerous temples, hence the purposes may be the destination marketing and management of Odisha incorporating temple as a new tourism product. The religious and spiritual tourism has already been saturated in the given moment; hence the purpose may be re-engineering and reviving spiritualism through temple tourism.

4 PURPOSE OF THE STUDY
Since time immemorial, the holy state Odisha is renowned for religious and spiritual tourism. The cultural milieu of Odisha is blending with faith, belief, and spiritualism that have been inextricably reflected in every minute objects and aspects of Odisha. Every aspect of religious tourism of this state has strengthened by the various sacred attributes like faith, belief, and spiritualism and the tourists are gaining experience from it in the due course of time. Another side of this religiosity is visiting of temples, its art and architecture, the history, heritage, and the cultural milieu, providing an aura of purity and sanctity to every visitor should be unfolded and brought to the mainstream of tourism activities. Hence the sole purpose of this study is bringing into limelight the historical saga of temples that has become the emblem of spiritualism and religiosity. As Odisha is proudly called the city of temples, and particularly the golden triangle circuit of Odisha is dotted with numerous temples, hence the purposes may be the destination marketing and management of Odisha incorporating temple as a new tourism product. The religious and spiritual tourism has already been saturated in the given moment; hence the purpose may be re-engineering and reviving spiritualism through temple tourism.

5 SCOPE OF THE STUDY
Religious and spiritual tourism of Odisha will get a new horizon by unfolding the historical saga of various temples that will add an extra feather to its cap. The temple tourism will give an insight view of philosophical and spiritual thoughts to each visitor that will strengthen the destination marketing process. The scope of this study will help to find out the bygone eras architectural and sculptural skills and its preservation and restoration essential for the future generations. Also, this study will enrich the knowledge of visitors by going through the history; heritage and cultural and ritualistic practices associated with various temples and in the same time will bridge the gap in between east and west by the cultural impact, assimilation, and religious interconnectivity and reciprocity.

6 LITERATURE REVIEW
Defining the temple tourism on its own, a more difficult task, because religiosity and spiritualism are very much associated with the basics of temples of a particular destination or place. Still, the differentiation could be drawn in between these to further understand the significance of temple tourism from many angles. From the ancient age, the motivations for the travel were merely depending on its religious or spiritual journey directing towards to the visiting a temple or sacred or holy places having a cluster of temples or shrines or Shaktipeethas. The traditional tourism activities comprises of above things, but at present, the scenario has been changed, and the modern tourists, in the midst of hectic life seeking solace and in-depth meaning of life visiting temples getting a lifetime learning experience by glancing over the history, heritage, art and architecture, and cultural essences of the various temples. In the literature of tourism studies, it is often categorized in different ways by different authors, thus religious tourism, pilgrimage tourism, cultural tourism, cultural heritage tourism, and spiritual tourism are often used interchangeably, and again temple tourism cannot be separated, still in its own promoted as one of the emerging tourism area to further intensify the religiosity and spiritualism thoughts of the visitors by inculcating a deeper sense of historical and monumental, cultural and ritualistic values of temples. As stated by (Timothy & Olsen, 2007, 1) in the tourism parlance, religious tourism is the least studies area and regarded as one of the oldest forms of tourism. Similarly, temple tourism as a separate branch of tourism has not been studied or researched much and it is one of the fertile research arenas for the researcher or tourism practitioners to explore the hidden potential of temple tourism in the state. Yeoman (2008, 181) defines religious tourism is that “traveling to visit a place, a building or a shrine, which is sacred”. Again (Kasim, 2011, 441, 446; Yeoman, 2008, 181) derive the experience from the study and assert that this form of travel is based on one’s belief and faith. Surprisingly the temple tourism is a form of sacred and faith-based travel that may not be religious or spiritual intentions, but maybe the historical and heritage awakening of the past as well as achieving the knowledge by realizing the supreme power. In the context of temple tourism, the pilgrimage can be discussed further to make a crystal clear definition of temple tourism. The definition is given by Wright (2008, 10) about the pilgrimage tourism is that a journey to a holy site with a spiritual intent or purpose”. But temple tourism is not always the spiritual-based very often based on the learning experience of the ancient history, heritage, understanding the god’s supremacy and power, and cosmic energy governing the whole universe. Temple tourism is searching one’s own conscience and connecting it with the god for better experiencing the truth and reality of life. Temple tourism is the segment of its own, closely linked with the sacred people, holy places, divine attractions, and cultural and spiritual events. There is a paradigm shift from religious and spiritual tourism towards the temple tourism by creating oneness and finding peace and happiness from within by embracing the temple culture. From the angle of the touristic view, the temple tourism concept links one’s own self with the divinity incarnation in a true manner. The temple tourists more often seek the authenticity for the inner development of their mind, body, and soul by mingling with the temple culture which is serene and sublime having the divine aura of god and its incarnation, history, heritage, and culture. It can also be defined as the tourism activity performed getting away from the materialistic or mundane life, and inclined towards the god and divinity to find the true
essence of life. The temple tourism concentrates on a spiritual focus along with a temple visit where the art and architecture, history, heritage, various cultural and ritualistic activities embraced by the tourists give them a divine experience and inner joy. Even more temple tourism is a hard and tumultus journey where the search of a tourist starts from the blessing, seeking answers about the life's intricacy questions; driven by the faith, sometimes for the healing and wellness purposes, achieve the obligations of life or sometimes for wish fulfillment. In the case of temple tourism, the tourist is curious about to know the holy destination where the temple located along with willing to participate actively in temple cultural activities. Temple tourist attractions are places or resources with value in art, customs, and traditions that have been inherited over time from previous generations (Janton, 2002). The study undertaken by Thailand, it has been asserted that Thai temples carry high historical and artistic value (Menakanit, 1999). Undoubtedly Odisha, the land of religiosity and spiritualism, the temple tourism have the potential and prospects as it carries extreme monumental and architectural values and essences.

According to Prakrupaiboon Sornkit (2009), tourists are attracted to temples for the art and architecture, religious and cultural activities, the surrounding environment and Vipassana (meditation). Especially in Odisha the various Yatra in different times of the year in many temples attracts millions of tourists by creating a divine environment to experience the inner attributes of temples in terms of faith, belief, and holiness. Similarly, Moscardo (1996) noted that most temple visitors wish to learn about the site; however, some of them seek to be educated and understand while others prefer only to be informed about the site. The site or place or destination acquiring temples provides historical information which gives visitors a significant memorable experience that lasts. Also, the temple tourism is a devotional experience deriving by participating in the Puja which is an act of worship or reverence to God. Not only the temple tourism is a quest for spiritual, but also a divine force connecting the supernatural with humanity by creating a faithscape that entails the sacrosanct of time, place, and rituals.

7 RESEARCH METHODOLOGY
For this paper, the content analysis type of methodology has been chosen suitable for temple tourism destinations, as well as its marketing and management perspectives. The reason for choosing the content analysis to analyze literature sources is because the content analysis is found to be the appropriate technique or tool that can be used to analyze any kind of text (Esterberg, 2002). The Content analysis is one of the popular methodologies for conceptual paper and successfully proven by Puvenesvary, Rahim et al (2011), and it uses extensive studies like written, verbal communication like novels, journal articles, newspapers, focus groups, observation, and social media. The above criteria are used for the literature review section, chalk out the various integrative frameworks for destination management and marketing of new and emerging kind of tourism in the state like Odisha.

8 SIGNIFICANCE OF TEMPLES IN HINDU RELIGION
India is one of the pristine civilizations of the world; major religions like Islam, Buddhism, Jainism, and Christianity have paved their way since time immemorial contributing to the socio-economic and cultural development of the society as well as humanity. The cultural vibrancy and tapestry of religion have contributed a lot to the promoting of ism. India is unique in the whole universe for its array of religions that have attracted numerous foreign travelers in the ancient past. Odisha has a distinct place and incredible image being the land of spiritualism and religiosity, respecting and revering other religions in an equal manner. The people of Odisha have a soft tolerance to the other religions which makes them unique in every aspect. From the Mogul period, the inhabitants of Odisha are mostly Hindus, but later stage there are many religions have been grown up in the due course of time. According to Hunter, “For two thousand years, Orissa has been the holy land of the Hindus. It is the land that taketh away sin. It is the realm established by the gods; from end to end it is one vast region of pilgrimage”. Various sects and cults of Hinduism are renascence and manifested in this state during the Mogul period. Various cults like Saivism, Saktism, Vaishnavism have been flourished in that period and every cult has its distinct features and characteristics that have led to the growth of various temples, Peethas, shrines, and Khetras from time to time by the different rulers and kings. Every religion has its place of worship that brings a huge number of devotees of religiosity and spiritualism. However, in the Hindu religion, the temples have a unique place not only for worship, but also for the teaching and learning process between the priest and disciples. In the entire world, there is a prominent place for Hindu religion and temples though other religions have been existing. It is always been an enriching experience for the people of other religions to understand and realize more about Hindu religion and temples. Cross-cultural assimilations and cherishing religious experiences have become one of the significant tourism activities for the visitors of the country that have unfolded the temple tourism potential. Hindu religion is just like a banyan tree having numerous branches, diverse beliefs and multi faiths essence have leveraged the growing numbers of temples all through the country as well as in the state. The temples are playing a pivotal role in Hindu society by upholding the religion or Dharma, not only a center of customs, rituals, and congregations but also an apostle of philosophy and knowledge that are basics to the Hindu Dharma. The Hindu temples are like a huge umbrella that creates the pious platform for the youth of the country as well as the visitor from the other country to understand, realize and experience the culture, traditions, beliefs, and spirits of the people and the society. From the contemporary point of view, the temples are the altar of worship, but in the modern world, there is a paradigm shift of temple worship into a meaningful and purposeful practice of prayer, congregation, religious discourses and participation of the religious-cultural rituals. The temples are the abode of god and goddess in the form of Murti(idol) and Puja(worship) is religious activities generally carried out by a priest. Murti puja or idol worship is the most profound form of worship.
and an ideal medium to connect with the divinity. One of the oldest forms of religion is Sanatana dharma, based on the spiritual, philosophical and religious dimensions are reflected in all most all the temples and from the ancient times’ temples have been regarded as the center of learning, practicing yoga and delivering the religious sermon by the saints and sages. Hence the temples are also called the Devalaya. The temples hold the high esteem of the ethos of the Hindu community; at the same time, it is the central axis to raise the cultural as well as religious awareness for the new generation. In the Hindu religious, temples have been evolved as the sacred and profane place from the interconnectivity of human life, the universe, and absolute truth. Temples explore the traditional art and science, history, intellectual, and spiritual essences which are very much necessary for the younger generation and other tourists seeking the path to attain the divinity. In this context, it is worthwhile to quote here a few lines from the book, “Power in Temples -- A Modern Perspective” (www.integralbooks.com) “Modern man should develop a rational and scientific understanding of the use of temples in refining his spiritual, mental and physical life”. The significance of a temple is in the form of manifestation of god were numerous people practices austerity. Since time immemorial, devotees flock to the temples to have a vision of Ishwara(God). The temple is a kind of place where knowledge, devotion, and karma are blended harmoniously. Hence temples are regarded as the vibrant and illuminating centere of cosmic and divine energy. The spiritual power exudes inside of the temples is the Murti of a deity which has been installed by the power of mantras and rituals sourced from the infinite Brahman.

9 CASE OF GOLDEN TRIANGLE CIRCUIT OF ODISHA

The tourism of Odisha is not only confined in its glorious nature, beaches, wildlife, hills, forest, tribal and village life, but also reflected in its art and architecture, monumental, sculptural, and temples of bygone eras. Every nook and corner of this state is dotted with 4000 monuments, temples, shrines, and holy places and other archaeological sites. The state has been mesmerized and glorified by the numerous Jain caves and temples, Buddhist monasteries, domes, Pillars, Hindu temples, ancient and medieval forts, heritage palaces, mosques, and churches. Odisha, a kaleidoscope of pristine splendors and present glamour shines with its various temples and shrines from the ancient age. The potential of temple tourism in Odisha can be special interest tourism (SIT), the major part of it lies hidden in religious tourism. The quintessential Odisha mesmerizes and condenses the temple—culture all through the country. The ample evidence from the sacred lord Jagannatha temple to the world heritage site Konark sun temple to the marvelous caves and mystical monasteries of Jainism and Buddhism speaks behemoth the glorious past and shinning present. Odisha, the tourist’s paradise now and then has allured the many sages and saints to experience the cult of Jagannatha or Sanatana dharma that has strengthened the religious sentiments of people of the Odisha. Tourist not only comes to have a glimpse of the nature and beauty of Odisha but also to enjoy and learn the majestic and charming art and architecture of temples. Odisha otherwise known as Kalinga and Utkal is worldwide known for excellence in art and architecture which have been reflected in its beautiful temples. The spiritual land Odisha is proud to be a religious hot spot that has bridged the gap between east and west with the help of its maverick temples and artistic sculpture. Particularly the golden triangle circuit of Odisha, Puri –Konark –Bhubaneswar is universally renowned for its numerous temples found in every nook and corner. Among them, the three mighty temples of golden triangle circuit are lord Jaganatha temple, Lingaraj temple, and world heritage sun temple Konark proclaims the artistic beauty mingled with cultural and religious essences that have been always the tourist’s first and foremost inclination towards the visit of Odisha.

“Fig”. 2.(Pictorial view of Golden triangle of Odisha)

Source (https://omus.wordpress.com/2012/04/06/golden-triangle-of-orissa-odisha/)

The picturesque golden triangle circuit starts from the capital city Bhubaneswar, which is best known as the “city of temples”. The ancient kingdom of Kalinga, presently known as Bhubaneswar is enriched with 500 temples in and around signifying the value of religious and spiritualism all across the country. The major attractions of the city are Lingaraj temple built in 11th century, Mukteswar and Rajarani temple built in the 10th century, Vaitali temple, Yogini temple, and Parasurameswar temple and many more temples built by the different dynasties before the 10th century. Apart from these major temples, a vast array of small temples in and around the Bhubaneswar speaks a lot about religiosity and spiritualism of this state. The three finest temples of Odisha Lingaraj, Mukteswar and Rajarani temples having the symbolic stone carving of
ancient god and goddess, animals, flowers, and other artifacts and motifs reflects and signifies the mesmerizing forms of Orissan art and architecture. From a very small distance of Bhubaneswar, another majestic temple is the Shanti Stupa (peace pagoda) at Dhauli is the emblem of the Buddhist art and sculpture attracting millions of Buddhist tourists to the state. The golden triangle of Odisha is dotted with numerous sacred temples thronged by the tourists all year round. There are various religious festivals are celebrated associated with these temples are Maha Silbaratari, Ratha yatra, light and sound festivals at Konark sun temple. Puri apart from the holy abode of Lord Jagannatha, is one of the Peethas founded by the Adiguru Shankaracharya. A trip to Puri is considered as most sacred and profane for every Hindu cherished in their lifetime. The annual car festival (Rath Yatra) is religious temple festivals attract millions of devotees and tourists from all across the globe. During this Yatra, the images of Lord Jagannath, Balabhadra and Subhadra were richly attired, gorgeously adorned and placed on three wooden chariots (Rath). The chariot of Lord Jagannath was known as Nandighosa (Chakradhwaja Ratha) with its sixteen wheels whereas the chariot of Balabhadra was known as Taladhwaja and the chariot of Subhadra was called Debadalana and set on fourteen wheels. The temple of Jagannath stands majestically in Puri was built by Chodagangadeva in the 12th century. One of the major characteristics of this temple is four gates facing four different directions named as Singhadwara(lions gate ) at the eastern side, Aswadwara(horse gate) at the western side, Hasti dwara(elephants gate) at the northern side, Khanja dwara(tigers gate) at the southern side. The most important is Singhadwara, in front of which there stands a monolithic pillar called Aruna stambha(sun pillar) However, during the Mogul period, Orissa was regarded as the land of Lord Jagannath and Puri was entitled as Srikesetra, Purushottamiksetra (the dwelling of Vishnu) and the Swargadwara (the gate of heaven). The various other temples in and around the Puri are the Sri gundicha temple, Maa Bimala temple, Lokanatha temple, Atharanala, Batamangala etc. Located 35 km from Puri, Konark is famous for sun temple, also called the black pagoda. The historical and architectural works of this temple have been alluring a huge number of tourists and devotees all around the globe. The Konark sun temple has been built in the shape of a celestial chariot having twelve pairs of wheels and seven horses. The major cultural show annually celebrated in this temple is Konark dance festival inviting celebrated classical dancer thorough out country creating a huge platform of music and dance. The sun temple at Konark is further intensified by the most romantic and enchanting Chandrabhaga beach. The pristine beauty and the majestic charming of this temple have carved its place in the world heritage site declared by UNESCO. Another temple situated near to the Konark temple is the Ramachandi temple, where there is a confluence of river and sea creating panoramic scenery. The capital city Bhubaneswar proudly stated as the temple city of Odisha stands apart by the maverick 11th century built Lingaraja temple. The Nagar style of traditional temple worships Lord Shiva. The various other temples in and around the main temple are Kedargouri temple, Ananata basudeva, Brahmeswar temple, Mukteswar temple, Rajarani temple etc.

10 TEMPLE TOURISM DESTINATION: A MARKETING & MANAGEMENT PERSPECTIVE

Destination marketing is one of the major prolific processes in the tourism arena to offer something new, unique and unforgettable experience to the visitors. Destination marketing is essential to remove the boredom from the tourists and to present or showcase something new that can attract tourists to a greater extent. Every destination has some hidden potential that should be explored through the marketing process. Globally the tourism industry is such an industry that is changing so rapidly, the destination marketing process is of utmost importance to keep pace with the changing mind of tourists seeking the novel experience in every moment. The unique attractiveness creates a brand image in the minds of tourists further intensifying, promoting tourist destinations as a means of improving their imagery and popularity. According to (Buhalis & Michopoulou, 2011), destination marketing is promoting tourist destinations as a means of improving their imagery and popularity. The survival and sustainability of the destination are significant in this cut-throat competitive environment. In the present scenario destination marketing and management has become a distinct paradigm incorporating new tourism product and services. Hence (UNWTO, 2011) defines destination marketing is now acknowledged as a pillar of the future growth and sustainability of tourism destinations in an increasingly globalised and competitive market for tourists. In the context of Odisha, religious, pilgrimage and spiritual tourism are very much associated with temples and its various cultural events, but temple tourism as a new emerging tourism product can be promoted through destination marketing process. An analytical and integrative framework of destination marketing incorporating temple tourism is here chalked out by the author involving four key elements like resources, activities, outcomes, and impacts.

“Fig.” 3. (Destination marketing incorporating temple tourism)
11 MARKETING AND MANAGEMENT FRAMEWORK FOR TEMPLE TOURISM DESTINATION

Destination marketing is now acknowledged as a pillar of the future growth and sustainability of tourism destinations in an increasingly globalised and competitive market for tourists (UNWTO, 2011). Now a day’s more and more places are trying their level best to place themselves in the global tourism map, hence there is a desire for re-engineering and restructuring the destination management and marketing, to highlight the destination attractiveness and image to the outer world. Again destination marketing and management is a very complex issue. To understand this complexity destination management and marketing requires a comprehensive approach (Wang, 2011). Hence different tourism destinations such as national, regions, states and cities have established destination management and destination marketing organizations to promote, manage, and market these destinations to the target tourist markets (Pike, 2008).

“Fig.” 4. (Key roles of destination management and marketing organisation)

In the recent past, most of the tourism stakeholders and promoters are utilizing the temple tourism products and attributes in the destination marketing process, and benefitted subsequently. The temple tourism products directly linking with religious and spiritual aspects the major areas of the target profile group in the tourism market parlance. The intangibility nature of the temple tourism product solidifies the destination attractiveness and strengthens the competitiveness of the destination. The potential and prospects of temple tourism of a particular destination are leveraged by practicing faith and spiritualism connecting the sacredness and divinity among the group of people, assimilation of different cultures and traditions that strengthen it from the very bottom part by sharing the spiritual experience and bonding a new relationship. Emphasizing more on the temple tourism and its product, destination marketing and management can be performed smoothly if there is a proper and effective marketing strategy is formulated. Keeping in mind, the author has devised the 4 P’s of marketing myopia that is significant for DMMO and other tourism stakeholders.

“Fig.” 5. (Four P’s of marketing linking Temple tourism)

12 DISCUSSION AND FINDINGS

A solid marketing strategy and efficient management is very much required for DMMO in every level of tourism planning for destination development and competitiveness by considering temple tourism as a new kind of tourism product that will further intensify the tourists’ influx to the state. Hence more and more research should be carried out on the various aspects of temple tourism incorporating its marketing and management strategy which ultimately assists in destination branding and positioning. Further an intensive tourism marketing research and a management planning should be formulated by the DMMO to unfold the potential and prospects of temple tourism and its multiple dimensions that will help in creating a new paradigm in destination development. By taking into account the various frameworks formulated by the author, it has been found suitable that destination development incorporating temple tourism requires the effective and a well-designed marketing and management strategy and policy.

13 SUMMARY OF FINDING

The various frameworks depicted by the author truly signify the importance of DMMO for well-designed tourism destination marketing and its development subsequently. As temple tourism is a new and emerging kind of tourism, hence the proper marketing strategy is required at every level to make it more popularize and identifiable. Considering the literature sections and various frameworks, the present paper justifies the various roles played by the destination management and marketing organization and authority that have been depicted in the table.

14 THEORETICAL AND MANAGERIAL IMPLICATIONS

The major theoretical contribution derived from this paper...
is, highlighting the potential and prospects of temple tourism essences in the state of Odisha and discussed keeping in mind the destination, marketing, management, and development. From the tourists' point of view, temple tourism is not a single touristic product, and in the state like Odisha where there is a vast repository of temple tourism resources scattered in every nook and corners of the state. Again the potential of temple tourism has been leveraged by interlinking of other tourism like cultural, spiritual and religious tourism in a single moment. Hence the outcomes derived from the various frameworks and discussion will help in better and efficient management and marketing.

15 CONCLUDING STATEMENT
To end with this intensive research study on temple tourism, the author has wholeheartedly emphasized the importance of temples in the socio-cultural backdrop, like temples are the most significant and prolific emblem of art and architecture reflecting the essences of spiritualism, religiosity, and cultural fabric. It has been well regarded for Hindus, temples are the abode of god where the spirit is emancipated from the universe and installed in the form of the deity inside of a temple. Temples can be described in many other ways like Devalaya, Shivalaya, and Devayatana. Moreover, in the present scenario, temple tourism has been regarded as special interest tourism (SIT) and also an augmented tourism product interlinking many other tourism resources like cultural, heritage, religious, and spiritual tourism that should be promoted in countries and states. The potential of temple tourism has the manifold purposes of fulfilling the religious and spiritualism, at the same time highlighting temple culture, art, and architecture, fairs, and festivals etc. Hence temple tourism is the new area of tourism activities that can also help in destination marketing and branding.

16 MAJOR RECOMMENDATIONS OF THIS RESEARCH STUDY ARE
* The state tourism department should promote temple tourism by chalking out a well-planned marketing strategy blending with the various cultural fairs and festivals that will fetch more tourists to the state.

* The tourism department should come forward by declaring the golden triangle circuit of Odisha as the hub of temple tourism destination in the international tourism market.

* The local DMO, tourism stakeholders and promoters should highlight internally and externally the golden triangle circuit as temple tourism destinations for tourists’ influx.

* The Govt should create a better platform for various facility and infrastructure development linking to the golden triangle like Bhubaneswar-Puri –Konark for easy accessibility of domestic as well as international tourists.

* Specialized and promotional temple tours should be organized by the state tourism board, reputed travel agents and tour operators in the domestic market as well as in the international market to create awareness about the potentiality of temple tourism of the state.

17 CONFLICT OF INTEREST
The authors confirm that there is no conflict of interest to declare for this publication.

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