

The Influence of Content Quality Engagement and Online Barriers on Tourist Trust and Perception in Northern Odisha, India

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Abstract: This study investigates how three variables such as content quality, engagement and the impact of online barriers – influenced tourists' perceptions and confidence in Northern Odisha. The paper also studies challenges to promoting Northern Odisha which include inadequate in-region marketing, language differences and poor website quality. Regression analysis of 45 data points yielded the results - $R = 0.2899$, $R^2 = 0.084$, $F = 0.716$ and $p = 0.615$; therefore, there exists a weak but statistically significant relationship between the barriers to promoting Northern Odisha and tourists' perceptions. The positive intercept value (3.14; $p < 0.001$) indicates that tourists have generally positive impressions of Northern Odisha even though there are challenges associated with online positioning of tourist destinations. There are some barriers to promoting Northern Odisha while online could be statistically no significant; however, positive coefficients related to online engagement and marketing suggest future improvement in some aspects of tourism promotion.

Keywords: Tourist Trust, Online Barriers, Content Quality Engagement, Digital Tourism, Tourist Perception

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