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ST. MARY'S UNIVERSITY COLLEGE
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING

**EFFECT OF TOURISM INFRASTRUCTURE ON DESTINATION
IMAGE: THE CASE OF ETHIOPIAN TOURISM**

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May, 2018
Addis Ababa, Ethiopia

**EFFECT OF TOURISM INFRASTRUCTURE ON
DESTINATION IMAGE: THE CASE OF ETHIOPIAN
TOURISM**

By: Eden Hadush

**A THESIS
SUBMITTED IN PARTIAL FULFILLMENT OF THE
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**ST. MARY'S UNIVERSITY COLLEGE
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING**

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Declaration

The thesis entitled “Effect of Tourism Infrastructure on Destination Image: The Case of Ethiopian Tourism” is my original work and has not been presented for a degree, diploma, fellowship in any other university and that all the sources of materials used for the thesis have been dully acknowledged.

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I certify that the thesis entitled “Effect of Tourism Infrastructure on Destination Image: The Case of Ethiopian Tourism” is a legal work of Miss Eden Hadush who carried out the research under my guidance. I certified further, that to the best of knowledge, the work reported herein does not form part of any other thesis report or dissertation on the bases of which a degree or award was conferred on an early occasion on this or any other candidate.

Advisor’s Name: Mesfin Workneh (PhD)

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Abstract

The purpose of the study was to investigate the effect of infrastructure on destination image in Ethiopian tourism. In undertaking the study causal descriptive survey method was used. 120 tourists have participated in this study. The list of tourists' email addresses were found from tour organizations. Then, the samples were taken using systematic random sampling method. At the last questionnaire was distributed to each sample through online and turned back to the researcher. Descriptive and inferential statistics were applied for data analysis. The results of the data analysis were presented using frequency, percentage, mean, standard deviation, t-test and Spearman Correlation Coefficient to see the relationship of the independent variables with the dependent variable. Ethiopia is the most attractive country for foreign tourists. Ethiopia has many natural, cultural, special and nightlife attractions which motivated tourists to visit the country. However, the country has problems in accessibility, accommodation and amenity which are the main effects of destination image. The protracted bureaucracy to get visa, inconvenient time to reach in the destinations, lack of clear signposts, lack of variety selection of accommodation, inconvenient accommodation, poor services, limitation to provide facilities to different groups, lack of providing heterogeneity in one place, limited shopping activities and limited network are problems in the Ethiopian tourism destination image. Therefore, the Ethiopian government should reform the accessibility, accommodation and amenity of the tourism sector in order to enhance the tourism destination image.

Key words: Tourism, Destination Image, Infrastructure, Ethiopia

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Acronym

IATA	International Air Travel Association
NGOs	None-Governmental Organizations
UNESCO	United Nation Education, Science and Cultural Organization
WB	World Bank
WTO	World Trade Organization

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Tourism is a major and still growing industry, which has serious impacts (sometimes positive, more often negative) in the countries where it takes place (Brown & Hall, 2008). Related to this global growth in tourism industry, countries started to give more significance to tourism (Öktem, 2000). Tourism, specifically various forms of small-scale, indigenous tourism, can play a role in sustainable development in certain (Dearden,1991). Tourism is rapidly becoming one of the most important sectors of economic growth in the world (Lansing & De Vries,2007). The tourism industry has significant impacts not only in itself but also for other sectors such as hospitality industry, service industry, manufacturing industry and the economic progression of a nation as a whole (Redwan, 2017).

The examination of motives for setting up a tourism business reveals that tourism was seen as an industry which offered a better lifestyle and a higher standard of living while promising a pleasant work environment and high levels of human interaction (Szivas, 2001). Not surprisingly, then, as adventurous tourists began to take an interest in more 'exotic' Third World destinations-places where economic options were often limited as a result of poor communications, low commodity prices and/or lack of a modern manufacturing base-tourism became a seemingly obvious choice as a tool for development (Brown & Hall, 2008).

Tourism will continue to be a major driver of economic vitality throughout the world. However, the economic thought of the past, based on optimizing individual utility, without regard for social and environmental externalities, may explain much of the social disparity and economic inequality which now characterize the current world (Bailey & Richardson, 2010). Tourism offers a wide variety of jobs with diverse human capital requirements. The different sectors of tourism, such as accommodation, catering, leisure facilities, transportation and other services, are associated with a wide range of occupations that require different types and levels of skills (Szivas, 2001).

Tourism is important economic development sector for most countries and a gate which integrates countries to international markets (Kaaya, 2014). Unlike other services, tourism cannot stand alone without marketing; this shows the strong bond between the two. Tourism by its

nature is sensitive and needs a lot of effort and upgrade; and the only way needs and necessities can only be fulfilled is by adjoining tourism and marketing inseparably.

Tourism sites need revenue generation in order to stay in business, to fund the running for the site, pay for maintenance and up grading. the simplest and most direct means of doing this is using revenue gained from the provision of tourist services at the site or very close to the site. alongside this, marketing can be positive used to inform, educate and communicate with tourists about the importance of recognizing the needs of social and environmental well beings for the benefits of current and future generations. Marketing for sustainable tourism marketing balance requires information and education both on-site and off-site, and interactive management of visitors on-site (Carson et al, 2004).

Identifying and prioritizing tourism specific infrastructure projects will enhance the tourism offering and increase visitor satisfaction of the destination. But structuring and delivery of modern infrastructure facilities are extremely complex. According to Grzinic and Saftic (2012) there are 7 actions which can ensure adequate tourist and related infrastructure: 1) ensure accessibility to and within the destination, 2) improve the communal infrastructure, 3) develop new accommodation capacities, 4) advance the service quality of the provided services, 5) develop the necessary infrastructure, 6) upgrade the existing accommodation capacities, and 7) focus in destination safety and cleanliness. The infrastructure is contributing positively to tourist arrivals hence the sufficient and proper development of tourism specific infrastructure is essential to develop a mature tourist destination.

Destination image can be discussed in different contexts, when it is about tourist image, it is about the impression and feelings that one can have for a place. Image in the context of tourism has an important role in experiencing of a given destination. According to Somnez and Sirakaya (2002), a good destination image is an asset to any country or region that is participating in the tourism industry. Destinations with positive images have a high probability of succeeding than those with negative destination images. The authors emphasize that a positive image is an added advantage when competing for international tourists. A positive image in a destination influences the decision making process of potential visitors to a destination.

According to Lee (2009) destination image directly affects satisfaction and indirectly affects future behaviour. Destination image has been recognized as one of the influential concepts in

tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland, 2012).

The importance of tourism in developing countries is increasing at a drastic rate and the same is expected to continue in the near future (Redwan, 2017). Ethiopia has an abundance of attractions of numerous types ranging from wildlife, landscape culture, scenery, history and archaeology sites that set it apart from its neighbours (Elias, 2014).

1.2. Statement of the problem

For the tourism industry to be profitable industry now and in the long term, its development and management should be according to a new competitiveness paradigm (Ritchie and Crouch 1999 in Getahun & Dhaliwal, 2017). Competitiveness is now widely accepted as the most important factor determining the long term success of organizations, industries, regions and countries (Kozak and Rimmington, 1999). In many countries tourism industry has positive influence to the nations' economy. This is felt more in the developing countries with limited exporting options. Because providing foreign currency which increases the countries' currency reserve, assist the balance of payment in positive way and assist to pay foreign debt payments (Öktem, 2000).

It is widely presumed that infrastructure is a leading factor responsible for destination image. The number of studies that have been carried out on the subject of Tourism Infrastructure is indicative of the importance associated to the subject. Researchers (Ionel, 2013; Grzinic and Saftic, 2012) have explored the context of essential elements of successful tourism infrastructure and the actions related to it. A tourism resource rich region requires plausible planning and management for the development of such infrastructure.

The ultimate goal of any destination is to influence possible tourists' travel- related decision making and choice through marketing activities. Understanding the images of a destination is essential for a destination which wishes to influence traveler decision-making and choice. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland, 2012).

Destination Image is not static but changes depending on the Infrastructural attributes of the destination. Therefore the image after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli & Martín, 2014). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal and comprehensive is formed through visiting there (Molina, Gómez and Martín-Consuegra, 2010).

Ethiopia is the first in Africa registering large number of tourist sites in UNESCO. Despite the magnificent tourist attraction sites that exist, the country's tourist market share within the continent is insignificant and accounted for less than two percent in 2011 (WB, 2012). It is important to identify and study the reasons behind this problem. There may be a lot of reasons which hinder to the development of tourism in Ethiopia but this study has focused on infrastructure. Hence, this study identified the implications of infrastructure in tourism destination image.

Therefore, the researcher initiated to study the effects of tourism infrastructure on destination image in the Ethiopian tourism.

1.3. Research Questions of the Study

The main purpose of the study is to assess the effect of infrastructure on destination image in Ethiopian tourism. This study, therefore, seeks to answer the following basic questions.

- What are the tourism promotion types employed in Ethiopia?
- What are the effect of infrastructure on destination image?
- What are the various tourism specific infrastructural attributes affecting the pre visit & post visit destination image?
- What is the relationship between tourist satisfaction and future intention?

1.4. Objectives of the Study

1.4.1. General objective

The general objective of this study is to investigate the effect of infrastructure on destination image in Ethiopian tourism.

1.4.2. Specific objectives

Specifically, this study was changed:

- To identify the tourism promotion types employed in Ethiopia.
- To examine the effect of infrastructure on destination image.
- To explore various tourism specific infrastructural attributes affecting the pre visit & post visit destination image.
- To identify the relationship between tourist satisfaction and future intention.

1.5. Significance of the Study

The purpose of this study is to investigate the effect of infrastructure on destination image in Ethiopia. Besides, it will provide necessary information for government, private business sectors working on tourism, tour guides and other concerned bodies to identify important variables that directly or indirectly affect destination image in Ethiopia. Moreover, it may help policy makers to examine and evaluate the infrastructure in Ethiopia and work towards it.

This study will determine the impact of infrastructural facilities on destination image for effective tourism. This study is very important for destination pursuers, destination marketers, tour operators, government agencies and other stakeholders. Because they can simply identify the factors and effects of tourism destination and enable them to work on this issues.

1.6. Scope and limitation of the study

1.6.1. Scope of the study

Conceptually, this study specifically focuses on exploring effect of infrastructure on destination image in Ethiopian tourism. Therefore, this study is delimited its content to effect of infrastructure on destination image in Ethiopian tourism.

Geographically, it is covered the Ethiopian tourism at the whole and its methodological scope is quantitative method. The study employed questionnaire and collected from foreign tourists. Accordingly, any of the analysis and the findings of the study are specific to the study area and based on this data.

Methodologically, this study employed quantitative research method. Online questionnaire was used to collect data from tourists.

In the time perspective, this study was conducted in 2018 to assess the factors of infrastructure on tourism destination in Ethiopia.

1.6.2. Limitation of the study

The findings of this study may not represent or correspond to other contents out of infrastructure. Thus, because of the content scope the findings of the study is limited to the effect of infrastructure on destination image only. Methodologically, the research employed quantitative method to analyze the collected data. Thus, it may not be triangulated methodologically as it was expected.

1.7. Definition of Basic Terms

Destination Image: An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place.

Infrastructure: Is services and facilities which countries provided for tourists in order to attract tourists and promote their tourism industry.

Attraction: is an elements which motivates tourists to visit the destination; which contains both natural and man-made.

Accommodation: is in reference of any convenient arrangement of overnight stay facilities.

Accessibility: denotes the physical access to the destination in terms of development and maintenance of transport infrastructure which provides the link to the tourist destination as well as the tourist attractions at the destination.

Amenities: amenities include a range of physical infrastructure supporting the destination and various facilities provided at the destination.

1.8. Organization of the Study

This study consisted five chapters such as introduction, review of related literature, methodology, results and discussions, and summary, conclusion and recommendations.

Chapter One: This chapter presents an overview of the tourism industry, tourism infrastructure, and the importance of destination image in tourism. In this chapter introduction, statement of the problem, research questions of the study, objectives of the study, significance of study, scope and limitation of the study, definition of basic terms and organization of the study are presented.

Chapter Two: This chapter reviews the relevant literature of this study based on three main concepts: theoretical, empirical and conceptual. Under these titles the following subtitles are included: tourism infrastructure, destination image, tourist satisfaction, tourism marketing, infrastructure and tourism development, and Ethiopian infrastructure.

Chapter Three: This chapter gives the details of the research methodology comprising of the research approach, research design, data sources, sampling technique, sample size, data collection instruments and method of data analysis.

Chapter Four: This chapter presents the data analysis and discussion. This includes selection of appropriate statistical technique, the analysis of the Respondents' Socio - demographic characteristics, a preliminary analysis to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post destination image. Moreover, key findings of the study are presented.

Chapter Five: This chapter includes summary, conclusion and recommendations of the study.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter reviews the pertinent literature related to the study and discusses the link between the dependent and independent variables in the study. The first section of the literature review provides the review of the Tourism Infrastructure in the context of Attraction Infrastructure, Accommodation Infrastructure, Accessibility Infrastructure and Amenity Infrastructure. The following sections highlight the various aspects of Destination Image, Visitor's Satisfaction and Tourist's future intention. Further, this chapter focuses on the different areas of Tourism Marketing and the role of tourism infrastructure in tourist destinations.

2.2. Empirical Studies

2.2.1. Tourism Infrastructure

Infrastructure refers to basic devices, building and services and institutions constituting materials and organizational basis for developmental activities. Depending on the nature of their organization and type of service they provide to their customers, different industries require unique infrastructure that fit to the mission and goals of the industry. In this regard what is demanded by the tourism industry and tourists as its infrastructure composed of four basic components that include accommodation facilities (hospitality), gastronomy facilities (food and beverage facilities), accompanying facilities (transportation and security) and communication facilities (panasiuk, 2007).

Transportation is one of the basic elements of tourism infrastructure. Paramount from the three elements of transportation system for tourism development is transportation infrastructure. The term transportation infrastructure as defined by Alex- Onyeocha et al, (2015) denotes to fixed installation such as buildings that are essential for transport and includes among others roads, airways, waterways, and terminals such as airports, railway stations, bus stations, warehouses, refueling depots . Without organizing and operating its transport system, which consists of a

network of routes or means of transport and the modes of transport such as motorized vehicles like car, aircraft, boat, tourism development and effective utilization of destination's tourism resources for the present and future needs is impossible (WTO, 2007).

The tourism industry and its entire tools are highly dependent on a destinations infrastructure. Tourism planning and development would not be possible without roads, airports, harbour's, electricity, sewage, and potable water. The infrastructural dimension is hence a necessary element for tourism development and the above factors are all basic elements for attracting visitors to a destination.

Tourism infrastructure is a compiled assembly of transport, social and environmental cooperation at regional level to create a destination. The destination Infrastructure is a critical determinant of tourism destination competitiveness (Moreira & Iao, 2014).

According to Grzinic and Saftic (2012) there are 7 actions which can ensure adequate tourist and related infrastructure: 1) ensure accessibility to and within the destination, 2) improve the communal infrastructure, 3) develop new accommodation capacities, 4) advance the service quality of the provided services, 5) develop the necessary infrastructure, 6) upgrade the existing accommodation capacities, and 7) focus in destination safety and cleanliness. Ionel (2013) proposes certain essential elements of successful tourism infrastructure: (i) Accommodation and catering structures to house tourists; (ii) Elements like landscape, culture and history, which increase the attractiveness of a location; (iii) Communications infrastructure which includes transport and telecommunications; (iv) Civic elements like hospitality, civic education and aesthetics; (v) recreational and leisure facilities such as sports complexes, art fairs etc.

Infrastructure systems involves the design, analysis, and management of **infrastructure** supporting human activities which is inclusive of the following electric power, oil and gas, water and wastewater, communications, transportation, and the collections of buildings that make up urban and rural communities.

Smith (1994) was among the first to acknowledge the role of service infrastructure in creating a product experience. He argued that “service infrastructure is housed within the larger macro-environment or physical plant of the destination” (Smith, 1994). He stressed the fact that the level, use, or lack of infrastructure

and technology in a destination is also visible and determining features that can enhance the visitors' trip experience. Other authors subsequently supported his views (Crouch and Ritchie 2000).

2.2.1.1. Development of tourism infrastructure

It has become critically important for destinations to ensure that their infrastructure facilities are of good quality and high standard. The travel industry has seen destinations losing both business and their long-term reputation because they have failed to adequately provide high standards of infrastructure services and facilities.

Infrastructure has become one of the most important elements to the tourism industry and plays a distinctive role in the development of this ever-expanding industry. Travel and Tourism stimulates investments in new infrastructure, most of which improves the living conditions of local residents as well as tourists. Tourism development projects can include many areas of Attractions, Accommodation, Accessibility and Amenities.

Technological advances, such as the Internet, have changed the way that the guest's perception about the place to be visited as they have very good information and pre destination image about the destination. People like to do different things when they travel. They come from different cultures, have different likes and dislikes, and with different budgets. Some like active holidays; others just want to sit on a hotel balcony enjoying a good view or reading a book. Yet some may want to visit famous sites. There has to be a good mix and balance between the basic 5 A's that are essential to a successful destination. These are Accommodation, Accessibility, Activities, Amenities, and Attractions (IATA 2015). These same components are the ones that a destination needs to ensure that they are well-suited for the guest's needs. Finally, it is just as important, and perhaps even more important, to ensure that the destination's infrastructure standards are also adequate as the tourists are well aware of the wonderful travel and tourism products and services offered around the world.

Destinations can only succeed in attracting visitors if they have a good choice of ways to get there, places to stay, and things to do. A destination has to cater in some shape or form to all these needs. Many destinations are seeking to attract investment in each of these 5 A'

categories, to offer more choices for visitors. That holds out yet another earnings opportunity for travel agents.

The formulation of the components of the tourism infrastructure involves examining the components of the tourism product which are vital to develop an effective destination. This study considers these components as tourism specific infrastructural attributes. These can be described with the help of the four A's concepts - Attractions; Accommodation; Accessibility and Amenities; and these concepts of the study have been adapted from Cooper et al. (2008), speaking of different components of a tourist destination which are characterized as the four A's (Attractions, Amenities, Access and Ancillary services), Ann Harlt (2002) discussing of five A's (Accessibility; Attractions; Accommodation; Amenities; Ancillary services) as the destination mix, and IATA (2015) states the 5 A's (Accommodation, Accessibility, Activities, Amenities, and Attractions) that are essential to a successful destination.

The four A's of tourism infrastructure are attraction, accommodation, accessibility and amenity.

Attraction: is an elements which motivates tourists to visit the destination; which contains both natural and man-made.

Accommodation: is in reference of any convenient arrangement of overnight stay facilities.

Accessibility: denotes the physical access to the destination in terms of development and maintenance of transport infrastructure which provides the link to the tourist destination as well as the tourist attractions at the destination.

Amenities: amenities include a range of physical infrastructure supporting the destination and various facilities provided at the destination.

2.2.1.2. Destination attraction infrastructure

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, offering leisure, recreation, adventure and amusement. On the other hand the term tourist destination refers to the geographic area that is different from the place of the permanent residence of a tourist, where tourist activity is implemented and tourist products are consumed. It is possible to define it as a location of tourist

consumption (Cavlek et al., 2011). Research on tourist attractions has been undertaken from different approaches and with different definitions of what an attraction is and how it functions. Attractions are the pivotal element of tourism development; evidence shows that tourists are more likely to be motivated to visit destinations that have such resources that can satisfy their needs (Richards, 2006). Wanhill (2008a) used the term image scape to represent the attraction product concept. Image scape condenses history and culture in time and space into marketable entertainment experiences (Wanhill, 2008b). According to Pearce (1991) tourist attraction is a named site with a specific human or natural feature which is the focus of visitor and management attention. Kyle and Chick (2002) refer attraction to the perceived importance or interest in an activity or a product, and the pleasure that derives from participation or use. Tourism attractions determine direction as well as the intensity of tourism development on the specific tourism receptive area. Swarbrooke (2002), pointed out that the attraction product is mainly experiential, consisting of both tangible and intangible elements.

An attraction is any object, person, place, or concept that draws people either geographically or through remote electronic means so that they might have an experience. The experience can be recreational, spiritual, or otherwise (Milman, 2009; Rivera et al, 2009). In widest context, attraction includes things for the tourists to see and do, but also services and facilities (Lew 1987; Witt & Moutinho 1994). The growing interest in attraction competitiveness has no doubt brought about the focus being directed towards the definition and description of the attraction product, and how visitors consider its different parts (Mehmetoglu and Abselsen, 2005). Many tourism destinations contain natural, cultural and special type of attractions to attract visitors. According to Page and Connell (2009), the attractions sector consists of the built environment and the natural environment, in addition to cultural resources, products, festival and events. Swarbrooke (1995) classifies attractions into four types: (1) natural, (2) man-made but not originally designed primarily to attract visitors, (3) man-made and (4) purpose-built to attract visitors and special events.

2.2.1.3. Accommodation Infrastructure

Accommodation is a fundamental element of the tourism industry (Urtasun & Gutierrez, 2006). It is the largest and most ubiquitous sub-sector within the tourism economy, accounting for

around one-third of total trip expenditure and, forms an essential ingredient of the tourism experience. The concept of travel accommodation has transformed itself as Hospitality Industry on account of its utility in tourism and life away from home. The accommodation service represents a basic tourist service, an ensemble of benefits offered to tourists during his stay (Rahovan, 2013).

The hospitality industry in many ways represents the country's growth and prosperity. The standard of accommodation and the quality and variety of food available in a destination is a significant component of the impression and image of that place in the mind of the traveler (Banerjee, 2014).

2.2.1.4. Accessibility Infrastructure

Access is a key infrastructure for tourist destinations. It is particularly important in regions where tourist attractions are widely dispersed. Accessibility encompasses roads, railway, airports and various transport facilities.

Easy access to tourism destinations in terms of international transport and facilities for easy movement within the destinations are generally considered to be prerequisites for the development of tourism. Kaul (1985) is among the first to recognize the importance of transport infrastructure as an essential component of successful development in that it induces the creation of new attractions and the growth of existing ones.

The importance of infrastructure for tourism has been emphasized by Crouch and Ritchie, (1999) who analyze the product in the context of comparative and competitive advantage, they emphasized that, tourism planning and development would not be possible without roads, airports, harbors, electricity, sewage, and potable water.

Improved transport infrastructure, particularly in the case of road and land transport, likely leads to reduced cost of transport. Road capacity improvements such as more lanes, improved reliability, higher quality road surfacing, improved safety through more and wider lanes and improved signage reduce fuel consumption, wear and tear, and transit time of traffic. Such hard transport infrastructure investments do impact on the cost and quality of the tourism experience (Jameel, 2008).

2.2.1.5. Amenity Infrastructure

Tourism amenity infrastructures are structures and facilities that need to be built to cater for tourists. They are elements which will bring comfort and convenience to the tourists during their trips. Amenities are tangible or intangible benefits of a property, especially those that increase its attractiveness or value or that contributes to its comfort or convenience.

Attractions are in varying forms and types, ranging from natural to man-made but it is imperative to ensure that the attractions remain constantly updated with the amenities of the destinations.

Lack of adequate amenities is frequently cited as one of the major obstacles to tourism development and investment in a destination. All the range of activities in an attraction will require complementary facilities and the facilities that are available in a given destination will depend on the type of attraction, location, the target market and a host of other factors.

Baker and Crompton, 2000; Nowacki, 2005; Hassan & Iankova, 2012), have considered amenities as basic or subsidiary factor of a tourist destination and these factors are necessary for offering a satisfactory tourist experience. According to Hassan and Iankova (2012), visitors are able to evaluate their prior perceptions, based on their visit experience of the quality of the existing facilities, their management and related issues, and this has a strong link with recommendation and repeat visitations.

2.2.2. Destination Image

One of the important concepts used in understanding tourists' behavior in the tourism marketing is the destination image tourists have towards destination. The competitive situation and greater challenges within the tourism industry worldwide entail a better understanding of destination image (Mohamad et al, 2012).

Understanding the images of a destination is essential for a destination wishing to influence traveler decision-making and choice. The overall destination image influences not only the destination image, but also tourists' behavioral intentions (Chen and Tsai, 2007). Researchers and marketers tend to be in consensus about the importance of image for a

destination's viability and success in tourism, because the perception of destination image relates to decision-making and sales of tourist products and services (Jenkins, 1999).

According to Lee (2009) destination image directly affects satisfaction and indirectly affects future behaviour. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012).

Destination images have critical dimensions that has a significant influence on tourist satisfaction (Kandampully & Suharatanto 2003) and the future visiting behaviour of tourists (Kandampully & Suharatanto 2000).

2.2.3.1. Infrastructure and destination image

Infrastructure is highly important of all the tourism development of the tourist resources; which requires to have a reasonable planning and management for the development of such infrastructure. Infrastructure provision functions as the nervous system for effective tourism development and the success of tourism destinations in world markets. It influences relative competitiveness of destinations or tourist regions (Enright & Newton, 2004) that focused on destination image or attractiveness (Chon, Weaver & Kim, 1991).

2.2.3.2. Pre-visit and post visit

The differentiation between pre- and post-visitors' image perceptions. This approach presumes that tourists' image perceptions vary over time, relating it somehow to the above examined separation of primary and secondary image. The pre- & post visit destination images are particularly important and critical to the success of a destination and, therefore, have been given special attention in the literature and among market operators (Baloglu and Brinberg, 1997). When an individual visits somewhere and experiences it first hand, the image becomes more realistic, complex and differentiated. This experience with the place is one of the main factors impacting on the image during and after the trip and is based primarily on the quality of the infrastructure facilities of the destination. Smith et al. (2015) show that the image is altered throughout a tourist's experience, hence, the experience at the destination is what causes a greater positive change in the image of the destination.

Gallarza, Gil & Calderón (2002) discuss the dynamic nature of the concept, claiming that image is not static but changes depending on the variables space and time.

2.2.3.3. Destination image formation

MacKay and Fesenmaier (1997) describe destination image formation as “a composite of individual inputs and marketer inputs”. There are many factors which influence destination image formation process. According to a model proposed by Baloglu (1999) image is mainly caused by two major forces: stimulus factors and personal factors.

Christina (2008) show the development of destination image to be a multi-stage process. Travel consumers’ initial image is formed though exposure to a variety of information sources, which are beyond the control of destination marketers. This original image is later on tried to be manipulated by controlled marketing messages in order to increase the destination appeal (Hanlan & Kelly, 2005). Tourists’ evaluation of destinations comprised of cognitive, affective and personality dimensions. Destination marketers, in order to create a favourable image, are required to devise branding strategies that encompasses the three dimensions (Hosany, 2007).

2.2.3.4. Factors influencing image formation

The following researcher’s studies have found that destination image is influenced by external stimuli such as advertising, news, and communication promotions (Chon, 1991). A study by Baloglu and McCleary (1999) examined the image formation process through a most comprehensible path model, and it clearly illustrates the differentiation and interrelationships between the personal factors and the stimulus factors. The model as illustrated in Figure 2.2, which presents a general framework of destination image formation. In this model, image is mainly caused by two major forces: stimulus factors and personal factors. They linked the personal factors like age and education variables with stimulus factors like variety of destination information sources and socio psychological motivations to the overall image and the affective association developed towards a destination.

2.2.3.5. Destination image and Destination selection decision

Decision on choosing a destination to visit is associated with beliefs and cognition. According to Lin et al., 2007, The views about a destination, which plays an significant part in the decision making process is a collection of ideas, beliefs and perceptions people have about the daily happenings in a destination and the attributes they attach with the destination . This ends up in creating an image in an individual's mind about that destination (Echtner & Ritchie 1993). However studies conducted showed that stereotypes of images about a destination are reflected in the travel decisions. Pre purchase impressions, and post purchase views formulate consumer's attributes towards a product. This can be called a stereotype of the destination's image (Lin et al., 2007). Destination selection criteria have focused on specific destination characteristics and the visitor's decision about a destination to visit is also associated with these specific destination characteristics.

According to Emilio Celottoab et al (2015) the decision-making process concerning tourism destination choices is strictly related to the information gathered through different information sources, especially online. Viral diffusion of information through social communities influences and promotes the image and reputation of a tourist destination.

The differences between first-time and repeat visitors are receiving renewed interests among tourism researchers (Anwar & Sohail, 2004). Understanding the differences of first-time and repeat visitors has vital importance in developing effective tourism marketing and management strategies as well as in building travel motivation and decision- making theories (Lau & McKercher, 2004) as they have different images of the destination. Specifically, information regarding tourists' status as first-time or repeat visitors can be useful in market segmentation (Formica & Uysal, 1998) and signaling destination familiarity (Tideswell & Faulkner, 1999). In the case of repeat visitors the post destination image or the image created by the destination in the mind of the tourists after the visitation helps the marketers to easily influence the tourist's destination selection decisions.

2.2.3. Tourist satisfaction

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Satisfied tourists are most likely to recommend

destinations they have visited to their friends and relatives or express favourable comments about the destination (Mohammed Bala Banki et al, 2014). In contrast, dissatisfied tourists may not return to the same destination and may not recommend it to other tourists (Chen & Chen 2010). Even worse, dissatisfied tourists may express negative comments about a destination and damage its market reputation (Reisinger & Turner 2003).

Quality is an important element for satisfaction even though satisfaction is not exclusively achieved through service quality. A number of studies have been conducted related to satisfaction and service quality (Baker and Crompton, 2000).

Tourist Satisfaction is measured by expectation met by the general attribute satisfaction (i.e. attractions, accommodation, accessibility and amenities). According to Chi (2008) the satisfaction attributes include attractions, accessibility, lodging, dining, shopping, activities and events and environment.

2.2.4. Tourism marketing

As tourism industry is usually classified as the part of the service sector of the economy, the marketing principles applied in tourism will be based on the general service marketing principles. Destinations across the world heavily compete with each other, in order to maintain their attractiveness and competitiveness in the global tourist industry. In order to do so, it is necessary for destination authorities to do proper destination marketing by identifying different needs of different market segments, as well as promote their image and manage destinations in a way that attracts tourists. Wang (2008) stresses the relevance of collaborative action, suggesting that “destination marketing is a collective effort that requires various organizations and businesses in a geographically limited area to harmoniously work together to achieve a common goal.”

2.2.5. Infrastructure and tourism Development

Transportation has direct relation with tourism development. And at operational level, two modes transportation; air transport and road transport play vital role for the expansion of both international and domestic tourism. In this regard, the advent of air flight has narrowed the gap between countries and made travelling from origin country to destinations in other countries fast

and very easy. Elaborating the importance of transportation for tourism development Eden (2005) argued that *“It is largely due to the improvement of transportation that tourism has expanded”*. Other scholars such as Seetanah et al, (2009) give sound elaboration about how road and air infrastructure contribute to healthy functioning of international and domestic tourism. Accordingly, road infrastructure enhances accessibility of tourists to destination located in different parts of a country; and sound air flight enable tourists experience a comfortable transition from the plane into the borders of the destination country and vice versa. Moreover, road transport is cheaper and for that very reason more than 70% of tourism trips in industrialized countries are by car. An international traveler use intermodal like for example air transport and road transport. In our country Ethiopia too the cost of road transport is cheap and relatively speaking it give visitors access to destinations located even in remote areas (Ibrahim, 2011).

2.2.6. Ethiopian Infrastructure: Tourist Destination Promotion

Infrastructure contributed 0.6 percentage points to Ethiopia's annual per capita GDP growth over the last decade. Raising the country's infrastructure endowment to that of the region's middle-income countries could add an additional 3 percentage points to infrastructure's contribution to growth. Ethiopia's infrastructure successes include developing Ethiopia Airlines, a leading regional carrier; upgrading its network of trunk roads; and rapidly expanding access to water and sanitation. The country's greatest infrastructure challenge lies in the power sector, where a further 8,700 megawatts of generating plant are needed over the next decade, implying a doubling of current capacity. The transport sector faces the challenges of low levels of rural accessibility and inadequate road maintenance. Ethiopia's ICT sector currently suffers from a poor institutional and regulatory framework. Addressing Ethiopia's infrastructure deficit will require a sustained annual expenditure of \$5.1 billion over the next decade. The power sector alone requires \$3.3 billion annually, with \$1 billion needed to facilitate regional power trading. That level of spending represents 40 percent of the country's GDP and a tripling of the \$1.3 billion spent annually in the mid-2000s. As of 2006, there was an annual funding gap of \$3.5 billion. Improving road maintenance, removing inefficiencies in power (notably under pricing), and privatizing ICT services could shrink the gap. But Ethiopia needs a significant increase in its

already proportionally high infrastructure funding and careful handling of public and private investments if it is to reach its infrastructure targets within a reasonable time.

2.3. Conceptual Framework

The conceptual framework described the relationship of dependent variables and independent variables. The main dependent variable here is infrastructure which consists four element such as accessibility, accommodation, attraction and amenity. Moreover, the type of promotion the tourism sector employed is considered. The dependent variable is tourism destination image. In addition to that tourist destination to the country is an outcome.

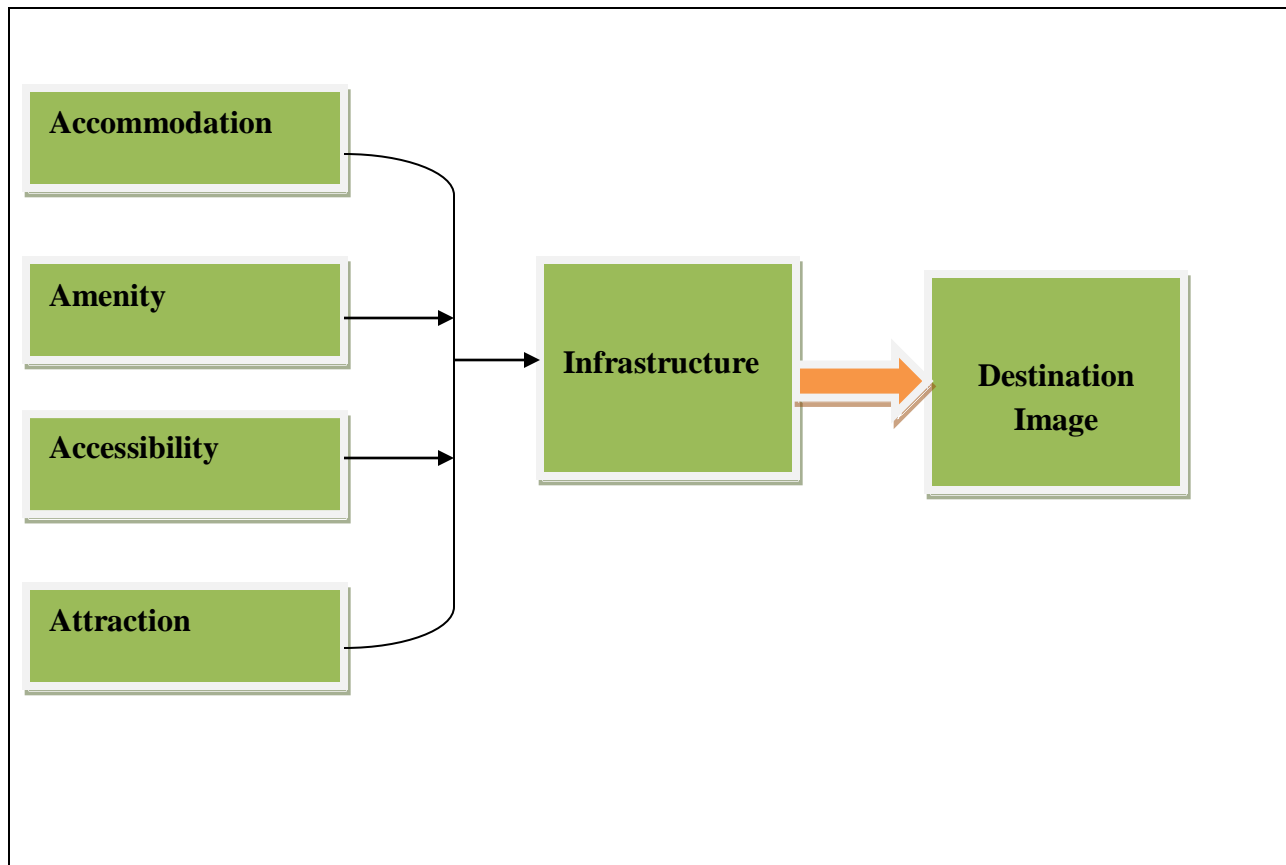


Figure 1: Conceptual framework of tourism destination image

CHAPTER THREE

3. Research Methodology

3.1. Research Approach

The study employed quantitative approach to identify the effect of infrastructure on destination image. Mainly the study used quantitative approach using questionnaire and supported by secondary sources. In addition to this participatory approach was also used. The foreign tourists have participated in this study to provide information on the infrastructure services and facilities in Ethiopian tourism sector. Therefore, the data source for this study are foreign tourists.

3.2. Research Design

The study employed quantitative data collection method. The design of the study was conducted using a cross-sectional survey design to collect data since data were collected at a time. The study was designed with the aim of producing representative indicators with sufficient precision. The researcher utilized causal descriptive methods to collect information relating to effect of tourism infrastructure on destination tourism in Ethiopia.

3.3. Data sources

Both primary and secondary data sources were employed in this study. Primary data were obtained from foreign tourists who arrived at Ethiopia. Data from foreign tourists were collected through questionnaire.

Secondary data were gathered from different sources which are relevant with the study. Therefore, journals, books, similar studies and researches were analyzed in order to substantiate the primary data.

3.4. Sampling Technique

The main data source for this study are foreign tourists arrived at Ethiopia. The tourist flow is seasonal and it was difficult to find enough number of foreigner for the sample of the study. However, the researcher preferred to collect data through online. First, the researcher collected

emails of tourist from the tour organization. Second, name of tourists were listed alphabetically on the paper sheet. Next, the respondents for this study were drawn from the list paper sheet using systematic random sampling. At the last, the questionnaire was sent to the selected tourists online through their email. Therefore, this study employed the systematic sampling method in order to achieve the intended objectives.

3.5. Sample Size

The total population of this study is 400. This is the total tourists found registered in the tourist organization in the winter season. Therefore, the researcher considered these registered tourists as a total population for this study. Thus, the sample respondents were drawn from this total population. As a result, this study selected 120 foreign visitors to fill the questionnaire.

Therefore, the sample size was determined using Kothari's formula as follow:

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2 (N-1) + z^2 \cdot p \cdot q}$$

Where:

N = size of population

p = sample proportion of successes

n = size of sample

$q = 1 - p$

z = the value of the standard variate at a given confidence level

e = acceptable error (the precision)

Thus, $N = 472$ $p = 0.02$ $z = 2.005$ $e = 0.02$

Therefore, $n = \frac{(2.005)^2 (0.02) (1 - 0.02) (400)}{(0.02)^2 (400 - 1) + (2.005)^2 (0.02) (1 - 0.02)} = 120.23 \approx 120$

3.6. Data Collection Instruments

In the process of data collection questionnaire was employed. Questionnaire was distributed to the foreign tourists.

Questionnaire: One of the principal challenges for researchers in all subject areas, including tourism, is to identify an accurate, reliable and easy-to-use data collecting instrument. In tourism studies, questionnaires are mostly employed in gathering data because of their ability to collect large sample sizes for statistical analysis. The questionnaire was adopted from similar study and administered to the foreign tourists arrived at Ethiopia. The questionnaire have 5 parts and 64 items. The questionnaire have open ended and close ended questions. The close ended questions have Yes/No, and Likert type five point rating scales. The five points have been weighed according to the degree of agreements. As the questionnaire is adopted from similar study the items are standard.

3.7. Methods of Data Analysis

Quantitative data analysis was employed in this study. Thus, the analysis of the data being collected were done in line with the data type. After collecting data through questionnaire the following steps were followed in analyzing the data.

Primarily, responses of the questionnaire were entered into SPSS version 24. Then, descriptive and inferential statistics values such as frequency, percentage, mean, standard deviation, Spearman Correlation Coefficient and t-test were computed to see the relationship of the independent variables with the dependent variable. Therefore, descriptive statistics was used for the demographic characteristics, elements of infrastructure like amenity, accessibility, accommodation and attraction. Spearman Correlation Coefficient was used to see the relationship between tourist infrastructure and destination image. T-test was used to see the pre and post destination image of tourists on the tourism destination areas.

Finally, the results were summarized into tables and descriptions so that the analysis and meaningful interpretation of results were made to draw conclusions and recommendations.

3.8. Validity and Reliability

3.8.1. Validity

As validity refers to whether an instrument actually measures what it is supposed to measure, it has been reviewed thoroughly. For clarity of the instrument, the language correction was made

by the English instructor and the basic comments were incorporated. Moreover, the questionnaire was given to professional in order to comment the it on the items and its structural flow. Then, based on the feedbacks, some items were modified and reconstructed to improve clarity of the items. After testing the quantitative data questionnaires in the pilot test, the modified questionnaires were distributed to the respondents.

3.8.2. Reliability

In a quantitative research reliability of instruments is very vital. Accordingly, reliability of test was made using SPSS version 23.

The questionnaire was tested using Cronbach's Alpha. The result of Cronbach's Alpha is 0.754. Therefore, the greater Cronbach's alpha indicates the high correlation of a single item with better reliability of the scale. Also, it indicates greater internal consistency with no manipulation of the variables.

3.9. Ethical Consideration

In this study the researcher has consciously considered ethical issues in seeking permission, avoiding deceptions, maintaining confidentiality, respecting the privacy, and protecting the anonymity of respondents that encountered during the study. Thus, to collect data, the researcher stated the research topic and ask permission from the university to conduct the research. Besides, the research tells the purpose of the study to the respondents and ensures voluntary participation, as it is only for academic purpose with full confidentiality. The cover letter of the questionnaire includes the purpose of the study and about confidentiality, and necessary instructions for respondents.

CHAPTER FOUR

4. RESULTS AND DISCUSSIONS

This chapter analyses and discusses the major findings of the research based on the survey collected in the study area. It presents using tables and percentages to show the effect of tourism infrastructure on destination image in Ethiopia.

In the first part, the analysis of the background information of tourists such as the age, sex, educational status, annual income, region where tourists come and their visiting time have been analyzed based on frequencies and percentage. Moreover, the analysis looks for whether there is a significant difference between the demographic characteristics on the destination image in the country. In the second part, the effect of tourism infrastructure on tourism destination have been analyzed. Furthermore, correlations of the independent variables and their effect on destination image are analyzed. In the third part, the effective quality of promotion employed to the destination image has been analyzed. Moreover, the perception of tourists on the tourist destination areas before and after their visit was analyzed. Besides, the significant difference of tourists perception before their visiting and after their visiting have been treated.

In this study a total of 120 tourists have participated. Therefore, 120 questionnaires were distributed through email for tourists to collect data on the effect of tourism infrastructure on destination image in Ethiopia. However, from the total 120 samples selected for this study 4 of them did not respond yet . Thus, four respondents are left from the total respondents and it can be compromised.

Therefore, the researcher has collected a total of 116 questionnaires from the tourists through email questionnaire. Thus, the analysis, conclusion and recommendations are drawn based on the data gained from 116 respondents through questionnaire.

Table 1: Response rate of the Study

Total Distributed Questionnaires	Returned	Not returned	Response rate
120	116	06	96.66

4.1. Demographic Characteristics of Respondents

In this part overall the demographic characteristics of respondents is analyzed in order to assess the linkage of respondents' demography with destination image. Thus, the demographic characteristics of respondents are described as follow.

Table 2:- Demographic Characteristics of Respondents

Variables	Cases	Frequency	Percentage
Sex	Male	70	60.3
	Female	46	39.7
Age	<30	16	13.8
	31-40	40	34.5
	41-50	42	36.2
	Above 50	18	15.5
Educational status	Primary school	2	1.7
	High school	14	14.1
	Diploma	20	17.2
	Degree	40	34.5
	MA & Above	40	34.5
Income	≤ 1000	2	1.7
	1001-3000	5	4.3
	3001-5000	16	13.8
	5001-7000	25	21.5
	7001-9000	35	30.2
	>9000	33	28.5
Region	North America	34	29.3
	South America	08	6.9
	Europe	41	35.4
	Asia	15	13.0
	Australia	09	7.7
	Africa	09	7.7

Variables	Cases	Frequency	Percentage
Sex	Male	70	60.3
	Female	46	39.7
Length of Visit	< one week	14	12.1
	Two weeks	36	31.1
	Three weeks	39	33.6
	Four weeks	17	14.6
	>Four weeks	10	8.6
Main purpose of your visit	Rest & relaxation	36	31.1
	Visiting friends & relatives	4	3.4
	Business	17	14.6
	Conference	11	9.5
	Culture	32	27.6
	Sport	12	10.4
	Other	4	3.4
How many times visit Ethiopia before this time	Non	21	18.1
	One time	30	25.8
	Two times	27	23.3
	Three times	21	18.1
	Four times	11	9.5
	More than four	6	5.2

As indicated in Table 1, about 60.3 percent male and 39.7 percent female tourists were participated in this study. Therefore, this study has incorporated the perception of both male and female tourists.

Respondents aged between 41 to 50 years old formed the largest group (36.2 percent), followed by those aged between 31 to 40 years old (34.5 percent), 15.5 percent of respondents were in age group of above 50, and age group below 30 forms 13.8 percent of respondents. Thus, both the age group of 31 to 40 and 41 to 50 formed more than 70 percent in this study. Therefore, large number of tourists who are reaching to Ethiopia are at age range of 31 to 40 and 41 to 50.

One of the important socio-demographic variables used in this study is educational level of the tourists, which can also have some effect on various travel related variables. The educational profile of the sample, as shown in the Table 1, indicates that the sample is highly represented by those with Bachelor's Degree qualification (34.5 percent), and those with MA degree and above (34.5 percent) followed by Diploma holders (17.2 percent). Tourists with high school and primary school levels were 14.1 percent and 1.7 percent respectively. Most of the tourists who are arriving in Ethiopia have a good educational background. From all the tourists 69 percent of them are above degree. Therefore, highly qualified tourists are visiting Ethiopia.

Nationality wise, majority of the sample is in the European category, which forms 35.4 percent of the total sample and followed by North America (29.3 percent). Next to these continents Asia takes the third place which forms 13 percent. Both Australia and Africa form the same which is 7.7 percent, and South America forms the least which is 6.9 percent. Thus, Europeans are the major visitors of Ethiopia followed by Northern Americans.

In terms of income, the data shows 30.2 percent of respondents' annual income was above USD 7001 to 9,000. 28.5 percent respondents' income level was USD more than 9,000. 21.5 percent of respondents' annual income was from USD 5001 to 7,000. 13.8 percent respondents indicated their annual income as USD 3,001 to 5000. The income level USD less than 1000 and 1001-3000 form 1.7 percent and 4.3 percent respectively. Majority of the tourists who arrive at Ethiopia have more than USD 7000 which is categorized at the high income. So, Ethiopia is visited by the tourists who have high income and it is important for the country.

Duration of the stay is another variable used in the study as one of the socio-demographic characteristics. For the sample, the average trip duration in Ethiopia measured as two to three weeks. 33.6 percent and 31.1 percent of the sample tourists spent three and two weeks respectively. 14.6 percent of the tourists spent for about four weeks in Ethiopia. Only 8.6 percent of the tourists spent more than one month in Ethiopia. The tourists who are stayed in Ethiopia less than one week forms 12.1 percent.

For the 'Purpose of the visit' item, many of the respondents (31.1 percent) visit Ethiopia for rest and relaxation, which formed the largest group followed by culture which form 27.6

percent. The rest of respondents visited Ethiopia with the purpose of visit as business, sport, conference, visiting friends and others. So, large number of tourists are visiting Ethiopia for the purpose of rest and relaxation.

The last question in demographic profile is the frequency of the visit to Ethiopia, many of the respondents 25.8 percent visited Ethiopia for the first time. From the total respondents 23.3 percent of them visit Ethiopia two times. 18.1 percent of the tourists arrived Ethiopia for the first time and another 18.1 percent visit Ethiopia three times. The tourists who visited Ethiopia more than four times are few in number (5.2 percent).

4.2. Tourism Promotion

Under this sub title how the tourists get information to visit Ethiopia is analyzed . Thus, the elements of promotion are analyzed.

Table 3: Information about the destination in Ethiopia

Variables	Promotion	Frequency	Percentage
Getting information about the destination in Ethiopia	Internet	73	62.9
	Newspaper	2	1.7
	Tour operators	9	7.7
	Exhibitions	5	4.3
	Real experience of Ethiopia	14	12.1
	Word of mouth	3	2.6
	Website of the country	4	3.4
	Tourist guide book	2	1.7
	Magazine	3	2.6
	Other	1	0.8

According to Leisen (2001) organic images of a destination are formed from non-tourism specific sources such as history, newspaper reports, or television reports. While organic images are beyond the control of the destination, induced images using colorful brochures, information available to travel agencies, websites and other activities marketers might choose to promote the destination can be utilized. Research has demonstrated that tourist information is a valuable concept in understanding destination image of tourists. Promotion is recognized by many as a critical element in tourism marketing (Molina, et al. 2010). According to MacKay and Fesenmaier (1997) advertising and promotion of destinations is an important strategy for positioning and image formation. Information sources are widely considered to be a potential influence on the formation of pre-visit destination image (Frias, et al. 2011).

Table 2 shows the main source of information for tourists to arrive in Ethiopia. Majority of the tourists (62.9 percent) got the information via internet. Thus, internet is taking a lion share to provide information for tourists in Ethiopia. Of course, real experience form 12.1 percent following the internet. Moreover, tour operators form 7.7 percent. The other sources have no significant effect as source of information for tourists.

From the above figure one can understand that except television all advertising media (internets, newspaper, tour operators, exhibition, real experience, word of mouth, website, tourist guide book and magazine) are advertising media used by this tourism destination to promote tourism attraction available in destination. With regard to their importance mainly internets followed by real experience and tour operators are very important advertising media to promote tourism attraction available in the destination while other advertising medias are not as such important for this tourism destination. Therefore, the study indicates that internet is a vital means of promoting tourism attraction available in Ethiopian. It is taking the lion share to promote the tourism sector in Ethiopia. Moreover, real experience and tour operators are playing a good role in the tourism promotion of Ethiopia next to internet. This finding is consistency with the finding of Molina, et al. (2010) in which they state that important point for developing countries is that the internet can play a vital role in attracting tourism and it will end in the highest profitability by lowering cost. Moreover, they also found that printed materials are important means of promoting tourism attraction available in particular tourism destination in that potential

customers. However, in this study the printed materials are not taking a big role in the tourism promotion of Ethiopia.

4.3. Tourist Infrastructure

The major effects of tourism infrastructure on destination image are analyzed in this sub title. The tourism infrastructures are discussed in percentage and mean in the form of tables. Moreover, mean of each tourism infrastructure was calculated to see its correlation with the destination image.

Table 4: Attraction of Ethiopian Tourism Destination to Tourists

Variables	Cases in percent					Mean	Std. Deviation
	SDA	DA	UN	A	SA		
Ethiopia is rich in natural attraction (e.g. Mountains, Lakes, Active Volcano and wild animals)	8.5	5.1	10.3	25.6	50.5	4.03	1.26
Ethiopia is rich in cultural attractions (Historical, manmade, heritages)	8.5	10.3	17.1	24.8	39.3	3.76	1.31
Ethiopia is rich in a special type of attractions (e.g. multiple archaeological sites, ancient rock hewn churches)	6.8	6.8	15.4	31.7	39.3	3.9	1.20
Ethiopia has a great nightlife (e.g. bar, cafe etc.)	3.4	8.5	13.7	38.5	35.9	3.95	1.07

NB: *SDA=Strongly Disagree DA= Disagree UN= Uncertainty A= Agree SA=Strongly Agree*

As it is shown in Table 3 all the items are scored below the mean. This indicates that Ethiopia is the most attractive country for foreign tourists. As it is shown in the table Ethiopia is rich in natural attraction and cultural attraction which both scored above the mean (4.03 and 3.76) respectively. Moreover, Ethiopia is rich in special type of attraction and Ethiopia has a great nightlife which both scored above the mean (3.9 and 3.95) respectively. Therefore, the result indicates that Ethiopia has many natural, cultural, special and nightlife attractions which provoked tourists to visit the country.

Attraction is one factor which pull tourists to visit the country in different time and purpose. Therefore, Ethiopia is endowed naturally many things which let the country to be prioritized by tourists for visiting.

Table 5: Accessibility of Ethiopian Tourism Destination to Tourists

Variables	Cases in percent					Mean	Std. Deviation
	SDA	DA	UN	A	SA		
Ethiopia offers easy visa procedure	35.1	18.8	18.8	15.4	12.0	2.73	1.52
Distance time to reach in the destination is convenient	47.1	34.2	5.1	6.8	6.8	1.37	1.62
There are better air transportation	27.4	8.5	8.5	13.7	41.9	3.33	1.70
Ethiopia has a clear signposts and facilities	19.6	34.2	12.0	12.0	22.2	2.84	1.44

NB: *SDA=Strongly Disagree DA= Disagree UN= Uncertainty A= Agree SA=Strongly Agree*

As it is shown in Table 4 almost all the items are scored below the mean. This indicates that Ethiopia is not comfortable for tourists in the area of accessibility. As it is shown in the table with the exception of air transport which scored above the mean (3.33), all other facilities scored below the mean. As it is indicated in the table visa procedure, convenience of time to reach in the destinations and clear signposts are scored 2.73, 1.37 and 2.84 respectively.

Therefore, even though Ethiopia has naturally a good attraction for tourists, the accessibility are main problems. The protracted bureaucracy to get visa, inconvenient time to reach in the destinations and lack of clear signposts and other facilities are obstacles of tourist destination in Ethiopia.

Table 6: Accommodations in the Ethiopian Tourism Destination Areas

Variables	Cases in percent					Mean	Std. Deviation
	SDA	DA	UN	A	SA		
Ethiopia has variety selection of accommodation	33.4	22.2	6.8	20.5	17.1	2.67	1.53
Accommodation in Ethiopia is convenient	26.5	20.5	13.7	18.8	20.5	2.87	1.56
Accommodation in Ethiopia offers good services	29.9	22.2	13.7	15.4	18.8	2.85	1.44
There are good convention and conference facilities	24.8	29.1	6.8	18.8	20.5	2.64	1.64
There is good hospitality in the destination's accommodation	18.8	13.7	13.7	29.9	23.9	3.26	1.45

NB: *SDA=Strongly Disagree DA= Disagree UN= Uncertainty A= Agree SA=Strongly Agree*

As it is shown in Table 5 all but one item are scored below the mean. This indicates that there is a problem in accommodations. As it is seen in the table there is good hospitality in the destination's accommodation with the mean score of 3.26. However, variety selection of accommodation, convenient accommodation, good services and conference facilities scored 2.67, 2.87, 2.85 and 2.64 respectively.

Therefore, like that of accessibility there is also a problem in accommodation in Ethiopia. Without proper accommodations it is difficult to attract tourists to visit the destination areas in the county.

Table 7: Amenities in the Ethiopian Tourism Destination

Variables	Cases in percent					Mean	Std. Deviation
	SDA	DA	UN	A	SA		
Ethiopia offers facility for children, elderly and physically challenged	35.1	15.4	6.8	20.5	22.2	2.81	1.56
Ethiopia offers a wide selection of heterogeneity in one place	41.0	10.3	10.3	17.1	21.3	2.66	1.63
Ethiopia offers various shopping activities (main street, market and shopping mall)	39.8	27.4	12.0	17.1	13.7	2.59	1.52
Ethiopia has good network system (e.g. Internet, Telecom)	31.7	18.8	15.4	8.5	25.6	2.79	1.58
Ethiopia ensures safety and security	18.8	13.7	13.7	29.9	23.9	3.26	1.53
There are good intermediaries in Ethiopia (agents, tour operator etc.)	17.1	17.1	13.7	24.7	27.4	3.28	1.50

NB: *SDA=Strongly Disagree DA= Disagree UN= Uncertainty A= Agree SA=Strongly Agree*

Table 9 shows that with the exception of two items all the items mean score is below average. This indicates that in the Ethiopian tourism there is a problem in amenity which has a negative impact to attract tourist in the country. As it is shown in the table Ethiopia has not any problem with security and intermediaries which both scored a mean 3.26 and 3.28 respectively.

However, the country has limitation to provide facilities to different groups (mean 2.81), heterogeneity in one place (mean 2.66), various shopping activities (mean 2.59) and network system (mean 2.79). Hence, all these inadequacy have influenced the tourist destination image of the country.

Table 8: A Correlation between tourism infrastructure and destination image

Spearman_rho Correlations

Factors	Mean	Correlation Coefficient	Sig. (2-tailed)
Attraction	3.91	.649**	.000
Accessibility	2.5675	-.614**	.000
Accommodation	2.858	-.572**	.000
Amenity	2.898	-.562**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

In Table 7 the correlation of each independent variable with the dependent variable was identified. The destination image (dependent variable) has direct correlation with all the tourism infrastructures (independent variables). Therefore, the attraction has positive correlation with destination image (correlation coefficient .649). Moreover, accessibility (correlation coefficient -.614), accommodation (correlation coefficient -.572) and amenity (correlation coefficient -.562) have negative correlation with destination image. Thus, the destination image increases while the number of attractions in the country increase and vice versa. Moreover, the destination image decreases when the accessibility, accommodation and amenity in the country are not good, and vice versa. Generally , the tourism infrastructure has direct correlation with destination image of the country.

Before performing a correlation analysis, a scatter plot was generated in order to check for violation of the assumptions of linearity and homoscedasticity. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. There was a strong, positive correlation between the first independent variable and dependent variable, $r = .64$, and strong, negative correlation between the second, third and fourth independent variable and dependent variable, $r = -.61$, $-.57$ and $-.56$ respectively which in all $n = 116$, $p < .001$, with low levels of infrastructure associated with lower levels of destination image.

4.4. Pre and post visiting destination image

The importance of destination image in tourism is undeniable. Both aspects of destination image, secondary and primary, are very important in shaping the overall image. A comparison between them would bridge the tourists' expectations with experience by revealing the exact deviations from the original perception. According to the scientific literature there are limited researches that compare, directly, these two dimensions of the image, using a representative sample from departure tourists. Such a comparison would enrich the limited empirical research on this specific issue.

According some studies the pre-visit image may involve both the organic and the induced images while the post-visit image may refer to the experiential image that is accumulated from the first moments of arriving at the host destination until returning back to the home country.

Post-experience images or modified images of a destination, unlike pre-visit images held by potential tourists; reflect tourists' actual experiences in the destination.

Table 9: Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre_Positive Opinion	3.83	116	.890	.044
	Pos_Positive Opinion	4.44	116	.703	.035
Pair 2	Pre_Friendly & Popular	3.81	116	.893	.044
	Pos_Friendly & Popular	4.57	116	.617	.030
Pair 3	Pre_Unique Image	3.87	116	.908	.045
	Pos_Unique Image	4.47	116	.621	.031
Pair 4	Pre_Ancient Land	3.78	116	.886	.044
	Pos_Ancient Land	4.53	116	.640	.031
Pair 5	Pre_Sophisticated Country	3.81	116	.948	.047
	Pos_Sophisticated Country	4.58	116	.640	.031

Table 10: Paired Samples mean comparison

Paired Samples mean comparison

	Pre Destination Image	Post Destination Image
Positive Opinion	3.83	4.44
Friendly & Popular	3.81	4.57
Unique Image	3.87	4.47
Ancient Land	3.78	4.53
Sophisticated Country	3.81	4.58

Table 11: Paired Samples Correlations**Paired Samples Correlations**

	N	Correlation	Sig.
Pair 1 Pre_Positive Opinion & Pos_Positive Opinion	116	.393	.000
Pair 2 Pre_Friendly & Popular & Pos_Friendly & Popular	116	.437	.000
Pair 3 Pre_Unique Image & Pos_Unique Image	116	.266	.000
Pair 4 Pre_Ancient Land & Pos_Ancient Land	116	.364	.000
Pair 5 Pre_Sophisticated & Pos_Sophisticated	116	.347	.000

The result in Table 10 shows the correlation which indicates that tourism infrastructure has a significant impact on destination image after the visitation. It confirms the fact that tourists' image perceptions vary over time. The organic and the induced images from the pre-visit

destination image while the experiential image that is hoarded after arriving at the destination until departure to the home country from the post-visit destination image. As per the findings destination image changes depending on the infrastructural attributes of the destination. Therefore, the image form after visitation is much more realistic and complex than the one formed before the visitation

Table 12: Paired Samples Test - Differences

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre_Positive Opinion - Pos_Positive Opinion	.611	.892	.044	-.697	-.525	-13.944	413	.000
Pair 2	Pre_Friendly & Popular - Pos_Friendly & Popular	.758	.835	.041	-.839	-.678	-18.485	413	.000
Pair 3	Pre_Unique Image - Pos_Unique Image	.599	.953	.047	-.691	-.507	-12.784	413	.000
Pair 4	Pre_Ancient Land Pos_Ancient Land	.744	.884	.043	-.829	-.659	-17.121	413	.000
Pair 5	Pre_Sophisticated Pos_Sophisticated	.766	.942	.046	-.857	-.675	-16.544	413	.000

The general observation that can be noticed is that the respondents experienced the destination of Ethiopia as higher than what they expected. In other words, the actual experience was higher than the expectations. The results demonstrated that the post- destination image was evaluated as higher than the pre- destination image with respects to all of the given

statements. The highest post destination image indicates the highest standard of attraction & highest level of satisfaction.

When found out the differences between the means of the pre- and post- destination images of each statements of Ethiopia, the highest difference was for the fifth statement “Ethiopia is a sophisticated country containing a combination of cultural heritage, traditional practices and natural attractions” and the second statement regarding the destination image "Ethiopian destination is a friendly and popular place" labeled as second. Moreover, the fourth statement " Ethiopia is an ancient land with very unique history and nature" is labeled as the third. However, the third statement " Ethiopian destination has a unique image and is well promoted" was assessed as the lowest among all.

The results indicate the presence of better tourist image destination of Ethiopia. By giving the realistic image of the destination through variety of marketing activities could attract more tourists. The marketers can capitalize on the positive word of mouth spread by those who have travelled to the country, either by using those words verbatim in their communication or by developing tourist relationship management through ongoing communication with tourists.

4.5. Tourist Satisfaction and Future Intention

In this sub unit the satisfaction of tourists on the tourism destinations in Ethiopia and their future intention was analyzed.

Table 13: Future Intention of Tourists

Variables	Cases in percent					Mean	Std. Deviation
	SDA	DA	UN	A	SA		
If I get a chance again I would choose this tourist destination again	8.5	5.1	10.3	25.6	50.5	4.03	1.26
I will visit Ethiopia again	18.8	13.7	13.7	29.9	23.9	3.26	1.45
I will visit Eth more often in the future	27.4	8.5	8.5	13.7	41.9	3.33	1.70
I will recommend Ethiopia to my friends and relatives.	3.4	8.5	13.7	38.5	35.9	3.95	1.07
I feel at home in this tourist destination	18.8	13.7	13.7	29.9	23.9	3.26	1.45
I will try to move to Ethiopia.	17.1	17.1	13.7	24.7	27.4	3.28	1.46

NB: SDA=Strongly Disagree DA= Disagree UN= Uncertainty A= Agree SA=Strongly Agree

As it is shown in Table 12 all the items are scored above the mean. This indicates that the tourists are interested to visit Ethiopia for the future. As it is shown in the table tourists want to visit Ethiopia for the future, recommend to their friends to visit Ethiopia and they feel at home in the tourist destinations.

Table 14: Multiple regression on tourist satisfaction and future intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.548	.190		2.890	.004	.175	.921
Accessibility	.025	.050	.028	.499	.618	-.073	.123
Accommodation	.083	.087	.061	.949	.343	-.088	.253
Attraction	.567	.127	.406	4.472	.000	.318	.816
Amenity	-.115	.105	-.083	-1.095	.274	-.322	.091

Dependent Variable: Future intention

Multiple regression was used to assess the influence of tourists satisfaction on the four elements of infrastructures on their future intention to visit the destinations. Preliminary analyses were conducted to ensure no violation of the assumptions of normality, linearity, multicollinearity and homoscedasticity. In the model, only the one control measures (attraction) was statistically significant, with a higher beta value (beta = .406, $p < .001$). Therefore, attraction of the tourist destination has influenced tourists to visit in the future. Thus, tourists are satisfied in the element of attraction.

Table 15: A Correlation between tourist satisfaction and their future intention to visit Ethiopia

			Correlations	
			Tourist Satisfaction	Future intention of tourists
Spearman's rho	Tourist Satisfaction	Correlation Coefficient	1.000	.080
		Sig. (2-tailed)	.000	.793**
		N	116	116
	Future intention of tourists	Correlation Coefficient	.080	1.000
		Sig. (2-tailed)	.793**	.000
		N	116	116

** . Correlation is significant at the 0.01 level (2-tailed).

As it is indicated in table 13 there is a positive correlation between tourist satisfaction and their intention for the future to visit Ethiopia. Thus, when the satisfaction of tourists increases, their future intention to visit Ethiopia increases as the same time.

As per the findings the image of a destination changes depending on the infrastructural attributes of the destination. Many people have an image of destinations they have not yet visited; the most accurate, personal and comprehensive is formed through visiting there. Visitors analyze their experiences after their visits to a destination and forms the satisfaction. The overall satisfaction of tourist depends on the image created by a destination before, during and after the visitation. A destination with the positive infrastructural attributes create positive image. The findings of this study reveal that tourist satisfaction is considered to be a great predictor for future behavioral intentions. The correlation analysis confirms that the tourist satisfaction has a positive and significant impact on tourist's future intention.

The increased tourist visit and enhanced infrastructure of Ethiopia indicates that once visitors are satisfied with the destination they might like to revisit a destination and / or recommend the destinations to their friends and relatives. Also satisfied tourists are most likely to express favorable comments about the destination they have visited. Hence, this study points that a positive relationship occurs between tourist satisfactions on future behavioral intentions.

4.6. Discussion of Findings

The ultimate goal of any destination is to influence possible tourists' travel-related decision making. Understanding the images of a destination is essential for a destination wishing to influence traveler decision-making and choice. Destination image has been recognized as one of the influential concepts in tourists' destination choice process because image affects the individual's subjective perception, subsequent behaviour and destination choice (Jeong & Holland 2012). Therefore, tourists are happy with the natural attraction of Ethiopians tourist destination.

A core area of the tourism industry is Infrastructure and plays a distinctive role in the development of this ever-expanding industry. It is widely presumed that Infrastructure is a leading factor responsible for Destination Image. According to Grzinic and Saftic (2012) developing the necessary infrastructure is an essential action to ensure the adequate tourist. The study has investigated the four aspects (4 A's) of infrastructure: Attractions, Accommodation, Accessibility and Amenities.

All the four infrastructures results confirmed the high positive statistical significance of how the quality of the attractions, accessibilities, accommodation and amenities determine the tourism infrastructure of the destination. Therefore, tourists' destinations required proper planning and management for the development of infrastructure.

As per the findings destination image changes depending on the Infrastructural attributes of the destination. Therefore, the image form after visitation is much more realistic and complex than the one formed before the visitation, through secondary information (Beerli and Martín, 2014). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal and comprehensive is formed through visiting there (Molina et al., 2010). Therefore developing the necessary infrastructure is an essential action to ensure adequate tourists (Grzinic and Saftic, 2012).

Post-visit destination image is also linked with visitor's satisfaction. Visitors analyze their experiences after their visits to a destination and experience the satisfaction. Satisfaction from visiting a destination also refers to the emotional state shown in a tourist's post-exposure

evaluation of a destination (Baker and Crompton 2000). With this result the study points that the tourist overall satisfaction is depends on the image created by a destination after the visitation. This kind of measurement of satisfaction evaluates the quality of destination performance, where tourist satisfaction is not only regarded with, how they were served and treated at a destination, that is, what they experience (Um, Chon and Ro, 2006), but also measured how they felt during the service encounter (Baker and Crompton, 2000). Thus, a destination with the positive infrastructural attributes creates positive image that satisfies tourists' needs and also increases the chances of a destination having loyal tourists. The result of the study indicates the tourists who visited Ethiopia are satisfied and are interested to visit Ethiopia again.

Once visitors are satisfied with their experience they might like to revisit a destination (Pizam and Milman, 1995) and satisfied tourists are most likely to express favourable comments about the destination they have visited or recommend the destinations to their friends and relatives (Mohammed et al, 2014). In contrast, dissatisfied tourists may not recommend it to others or may not return to the same destination (Chen & Chen 2010). Ultimately the satisfied tourists influence the possible tourists' travel-related decision making.

CHAPTER FIVE

5. Summary, Conclusion and Recommendation

5.1. Summary

The findings of this study are discussed based on the objectives. The first objective of the study is "To identify the tourism promotion types employed in the country". Therefore, the result indicates that the major type of promotion employed in the country to promote tourism industry is internet service.

The second objective of the study is "To examine the effect of infrastructure on destination image". Tourism Infrastructure has a positive and significant impact on destination image. This study has conducted a preliminary analysis to determine the impact of tourism infrastructure on destination image in a comparative context of pre and post visit destination image. The general observation noticed is that the respondents experienced the infrastructure of the country is low with the exception attractiveness. In attraction the results demonstrated that the post- destination image was evaluated as higher than the pre-destination image.

The Third objective is "To explore tourism specific infrastructural attributes affecting the pre visit & post visit Destination Image". The result indicates that tourism infrastructure has influence on tourism industry as well as the on the destination image. The improved quality of infrastructure of countries increased more tourists visit to their tourism destination. Hence, a tourism resource rich countries require plausible planning and management for the development of such infrastructure to attract more tourists to the destination.

The fourth objective is "To identify the relationship between tourist satisfaction and future intention". A destination with the positive infrastructural attributes creates positive image. The findings of this study reveal that tourist satisfaction is considered to be a great predictor for future behavioural intentions.

5.2. Conclusion

There are a lot of advertising medias employed to promote tourism destination areas in different countries. Among the different advertizing medias internet is taking a lion share to provide information for tourists in Ethiopia.

This study has provided the basis for understanding the concepts of tourism Infrastructure (Attraction Infrastructure, Accommodation Infrastructure, Accessibility Infrastructure and Amenity Infrastructure) in a different perspective. Ethiopia is the most attractive country for foreign tourists. Ethiopia has many natural, cultural, special and nightlife attractions which motivated tourists to visit the country.

However, the country has problems in accessibility, accommodation and amenity which are the main effects of destination image. The protracted bureaucracy to get visa, inconvenient time to reach in the destinations and lack of clear signposts and other facilities are obstacles of tourist destination in Ethiopia. Lack of variety selection of accommodation, inconvenient accommodation, poor services and conference facilities are also problems of destination image in Ethiopia. Furthermore, limitation to provide facilities to different groups, lack of providing heterogeneity in one place, limited shopping activities and limited network are problems in the Ethiopian tourism destination image.

The study points that the tourist's overall satisfaction depends on the image created by a destination after the visitation. The findings have demonstrated that a destination with positive infrastructural attribute creates a positive image that satisfies tourists' needs and also increases the chances of a destination having loyal tourists.

Moreover, this study found that the respondents experienced the tourism destination of Ethiopia as higher than what they expected. The results of the study evaluated that the post-destination image is higher than the pre- destination image. The highest post destination image indicates the highest standard of attraction and highest level of satisfaction. Thus, developing the necessary infrastructure is an essential action to ensure the adequate tourist.

Tourist's overall satisfaction depends on the destination image. Tourist satisfaction is considered to be a great predictor of tourist's future behavioral intentions. The Spearman correlation confirmed that the tourist satisfaction has a positive and significant impact on tourist's future intention. Moreover, the tourist's future intention to recommend or revisit a destination depends on destination image and tourist satisfaction of the destination's infrastructure.

5.3. Recommendations

Based on the findings and conclusion the following recommendations are forwarded to the concerned body:

- The Ethiopian tourism sector is employing internet as a main source of information to advert the tourist destination areas internationally. However, using internet only as a source of information is not enough. Therefore, the tourism minister and other private working on tourism should use all advertising medias like television, newspaper, tour website, tourist guide book and magazine etc effectively.
- There is a problem in accessibility, accommodation and amenity which are the main effects of destination image in Ethiopia. Therefore, the Ethiopian government should reform the accessibility, accommodation and amenity. For Example, the government should avoid the bureaucracy to get visa, connect the tourist destination areas with main roads and increase the signposts and other facilities.
- Moreover, the government should increase variety selection of accommodation and provide accommodations which are comfortable for different tourists with different needs. In addition, there should be fast service delivery and conference facilities for tourists in the tourism destination areas.
- Limited shopping activities and limited network are problems in the Ethiopian tourism destination. Therefore, the government should invest more on the network through installing internet services with large mega bytes. Moreover, the investors of the country should invest on the area which tourists have demanded.
- For successful tourism development, the need for more intensive investment in modernization of infrastructure is increasingly appearing as a necessary condition. Higher level of tourism infrastructure development can contribute to increased efficiency of production and distribution

of tourism services, and, in some cases, such as remote destinations, increased supply of tourism services. For the existence on the tourism market, which is becoming more dynamic and demanding, the question of improving competitiveness becomes crucial. In this regard, investment in the development of tourism infrastructure is becoming an important component of tourism competitiveness (JOVANOVIĆ and Ivana, 2016). Thus, both the government and investors should give due attention and invest on tourism attraction.

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Appendix

ST. MARY'S UNIVERSITY COLLEGE SCHOOL OF GRADUATE STUDIES DEPARTMENT OF MARKETING

Survey Questionnaire for tourists

Dear respondents:

This questionnaire is prepared for acquiring information to conduct master thesis paper on **Effect of Tourism Promotion on Destination Image: The Case of Ethiopian Tourism**. I am master's student at St. Marry university. Participation in this study is strictly on a volunteer basis and you can withdraw at any time. Information you provide regarding to this study, does not harm your personal life by any means and it is solely used for this research only and confidential. So, giving accurate information is most helpful to assess the effect of tourism promotion on destination image in Ethiopia and enables to forward possible recommendations. Thus, your information is an input for this study

Thank you

Instruction

- Put tick mark in space provided (✓) for closed-ended questions and write your response on space provided for open-ended questions.

I. Background Information

- Sex 1. Male 2. Female
- Age _____
- Educational Status
 - Primary School
 - High School
 - Diploma
 - Degree
 - MA and above
- Annual Income (USD)
 - <1000
 - 1001-3000
 - 3001-5000
 - 5001-7000
 - 7001-9000
 - >9000
- Region?
 - North America
 - South America
 - Europe
 - Asia
 - Australia
 - Africa
- What is the length in weeks of your whole visit to Ethiopia?
 - Less than one week
 - Two weeks
 - Three weeks
 - Four weeks
 - More than four weeks
- What is the main purpose of your visit to the tourist destinations in Ethiopia? (you can select more than one if appropriate)

1. Rest & relaxation 2. Visiting friends & relatives 3. Business
 4. Conference 5. Culture 6. Sport 7. Other _____

8. How many times did you visit Ethiopia before now? 1. Not 2. One times
 3. Two times 4. Three times 5. Four times 6. More than four

II. Tourism Promotion

9. How did you get information about the destinations in Ethiopia? (you can select more than one)

1	Internet	
2	Newspaper	
3	Tour operators	
4	Exhibitions	
5	Real experience of Ethiopia	
6	Word of mouth	
7	Website of the country	
8	Tourist guide book	
9	Magazine	
10	Television	
11	Other specify	

III. Tourism Infrastructures

10. The following statements are related to the infrastructures of tourist destination in Ethiopia. Based on that rate the following statements

5=Strongly Agree 4=Agree 3= Uncertain 2=Disagree 1=Strongly Disagree

No.	Questions	Cases				
		5	4	3	2	1
	Attraction					
1	Ethiopia is rich in natural attraction (e.g. Mountains, Lakes, Active Volcano and wild animals)					
2	Ethiopia is rich in cultural attractions (Historical, manmade, heritages)					
3	Ethiopia is rich in a special type of attractions (e.g. multiple archaeological sites, ancient rock hewn churches, market)					
4	Ethiopia has a great nightlife (e.g. bar, cafe etc.)					
	Accessibility					
5	Ethiopia offers easy visa procedure					
6	Distance time to reach in the destination is convenient					
7	There are better air transportation					
8	Ethiopia has a clear signposts and facilities					
	Accommodation					

9	Ethiopia has variety selection of accommodation						
10	Accommodation in Ethiopia is convenient						
11	Accommodation in Ethiopia offers good services						
12	There are good convention and conference facilities						
13	There is good hospitality in the destination's accommodation						
	Amenities						
14	Ethiopia offers facilities for children, elderly and physically challenged						
15	Ethiopia offers a wide selection of heterogeneity in one place						
16	Ethiopia offers various shopping activities (main street, market and shopping mall)						
17	Ethiopia has good network system (e.g. Internet, Telecom)						
18	Ethiopia ensures safety and security						
19	There are good intermediaries in Ethiopia (travel agents, tour operators, guides etc.)						

IV. Quality of promotion

11. Which of the five elements of promotional mix have you found to be effective and suitable for you?

- Sales promotion
- Advertising
- Personal selling
- Direct selling
- Publicity/public relations

V. Pre and post visiting destination image

12. below are listed some statements which refer to the general image of Ethiopian tourist destination. Please evaluate each of the statement twice to indicate to what extent you agree with it before your visit and after your visit in the box (below the statement).

5=Strongly Agree 4=Agree 3= Uncertain 2=Disagree 1=Strongly Disagree

No	Questions	Cases				
		5	4	3	2	1
	Pre visiting destination image					
1	Most people have a positive opinion about Ethiopian destination					
2	Ethiopian destination is a friendly and popular place					
3	Ethiopian destination has a unique image and is well promoted					
4	Ethiopia is an ancient land with very unique history and nature					

5	Ethiopia is a sophisticated country containing a combination of cultural heritage, traditional practices and natural attractions						
Post visiting destination image							
1	Most people have a positive opinion about Ethiopian destination						
2	Ethiopian destination is a friendly and popular place						
3	Ethiopian destination has a unique image and is well promoted						
4	Ethiopia is an ancient land with very unique history and nature						
5	Ethiopia is a sophisticated country containing a combination of cultural heritage, traditional practices and natural attractions						

VI. Tourist Satisfaction and Future Intention

13. Please indicate your level of satisfaction from the following Infrastructure attributes of this area and your future intention after you visit Ethiopia.

5=Strongly Agree 4=Agree 3= Uncertain 2=Disagree 1=Strongly Disagree

No.	Questions	Cases				
		5	4	3	2	1
Tourist satisfaction						
1	I am satisfied in attractions					
2	I am satisfied in accommodation					
3	I am satisfied in accessibility					
4	I am satisfied in amenities					
Future Attention						
1	If I get a chance again I would choose this tourist destination again					
2	I will visit Ethiopia again					
3	I will visit Ethiopia more often in the future.					
4	I will recommend Ethiopia to my friends and relatives.					
5	I feel at home in this tourist destination.					
6	I will try to move to Ethiopia.					