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St. Mary's University, Ethiopia

**ST. MARRY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES COLLEGE OF
BUSINESS AND ECONOMICS DEPARTMENT OF MARKETING MANAGEMENT**

**ASSESSMENT OF CUSTOMER BASED BRAND EQUITY: THE CASE OF ADDIS
ABABA AS A TOURIST DESTINATION FROM THE TOURISTS PERSPECTIVE**

SUBMITTED BY:

MERON ASRAT (Id no: SGS/0657/2010A)

ADVISOR: GASHAW TIBEBE (PHD)

JUNE 2019

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**THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF ST. MARY'S
UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF ARTS IN MARKETING MANAGEMENT**

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Addis Ababa, Ethiopia

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School of Graduate Studies

Department of Marketing Management

This is to certify that the thesis prepared by Meron Asrat, entitled by “**Assessment of Customer Based Brand Equity: The Case of Addis Ababa as a Tourist Destinations from Local Tourists Perspective**” in partial fulfillment of the requirements for the award of the degree of Master of Arts in Marketing Management.

Approved by Board of Examiners

_____ Academic Dean	_____ Signature	_____ Date
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_____ Advisor	_____ Signature	_____ Date
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_____ External Examiner	_____ Signature	_____ Date
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_____ Internal Examiner	_____ signature	_____ Date
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Statement of Certification

This is to certify that this thesis entitled “**Assessment of Customer Based Brand Equity: The Case of Addis Ababa as a Tourist Destination from Local Tourists Perspective**” submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management in St. Mary’s University is done by Meron Asrat is an authentic work carried out by her under my guidance.

Certified by:

Gashaw Tibebe (PhD)

Name of Advisor

Signature

Date

DECLARATION

I hereby declare the thesis title entitled by “**Assessment of Customer Based Brand Equity: The Case of Addis Ababa as a Tourist Destination from Local Tourists Perspective**” is done by close supervision of my advisor and I declare that this study is my original work and has not been presented to any other university and that all the materials used for this study have been acknowledged.

Meron Asrat Guda _____

Name of The Student

Signature

Date

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ACRONYMS AND ABBREVIATIONS

UNWTO- United Nations World Tourism Organization

CBBE- Customer Based Brand Equity

CBBETD- Customer Based Brand Equity for Tourism Destination

DMU- Destination Management Units

DMO- Destination Management Organization

SPSS – Statistical Package for Social Science

WEF-World Economic Forum

MoCT- Ministry of Culture and Tourism

GTP- Growth and Transformation Plan\

BAW- Brand Awareness

BAS- Brand Association

BL- Brand Loyalty

PQ- Perceived Quality

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ABSTRACT

The objective of the research was to measure the overall Consumer Based Brand Equity of Addis Ababa as a tourist destination for domestic tourists. The research has followed Descriptive. Since the focus of the research was the domestic tourist, in order to make the research representative, the researcher has tried to approach the people/visitors from different origin by classifying the origins into East Ethiopia, West Ethiopia, North Ethiopia, Central Ethiopia and South Ethiopia. Design/methodology/approach-variables of interest in the customer based brand equity for tourism destination CBBETD model is adopted. Samples for the research has taken purposively thus the research is approached by convenience sampling. Findings, from the proposed relationships, the existing relations between Perceived quality and Brand Loyalty with Overall Brand Equity were relatively the strongest. This indicated that of all the four constructs proposed by the model, these relationships are the most significant and strong one. But also Brand awareness has moderate positive relation with brand equity. Because of these when formulating a tourism development strategy and programs that are targeted to domestic tourists, the policy makers' first emphasis should be on developing perceived quality, brand loyalty, brand awareness and brand association. The study has concluded that Brand awareness of Addis Ababa as a tourism destination is actually quite low as most of the respondents' awareness was in question as they were in dilemma to recognize the city as a tourism destination and Although the respondents have a good level of association with their chosen tourist destination, their association doesn't go to the level of personal attachment. The researcher recommends future studies to be done for the advancement of the sector.

Key Words- Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality, Over all Brand Equity

CHAPTER ONE

INTRODUCTION

This chapter presents the introductory part of the research along with the background of the study, statement of the problem, basic research questions, the objectives, definitions of terms and key concepts, significance of the study and the delimitation of the research.

1.1 Background of the Study

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to visitors' changing desires through implementation of appropriate destination based marketing (White, 2013). Destination branding is one of the prominent strategy in tourism marketing to enhance differentiation and competitiveness as tourists tend to rely on the brand of a destination preferred to visit. Its essence lies in forming overall moving service experiences to influence them to revisit the destination over and over again (Knott, 2016). To develop and implement more sustainable, strategic and systematic marketing approaches for such destinations, it is important to investigate its brand equity, especially when targeting a specific group of tourists. According to Aaker (1991), brand equity is one of the most important concepts in marketing area, which is the sum of factors contributing to a brand's value in the consumers' mind.

Competitiveness of tourist destinations depends directly on how they are perceived by actual and potential tourists, in terms of their relative/comparative attractiveness (Javalgi, 1992). In tourism the most attractive destinations are the most desired and sought after by consumers when a destination achieves the status of 'favorite' among consumers consequently, and simultaneously acquires a very important competitive advantage over competitors. In terms of its relative quality, prestige and brand image, the way a destination is perceived by tourists is a critical success factor (Leungu, 2013).

Promotion of the tourism sector to people of the destination itself has, for many nations, become an additional extra within the overall destination growth strategy. It has been revealed by studies conducted by United Nations World Trade Organization (UNWTO) in 2016, when it is compared to international tourism, domestic tourism contributes as high as 60% of the total tourism income (UNWTO, 2013). However, while countries focus on international tourism because of its capacity for generating foreign exchange, domestic tourism has been neglected as an area of development (Skanavis 2011). Ethiopia, as a destination for local tourists, is not far from this fact.

Ethiopia is a country with untapped tourism potential in its unique and largely unexplored cultural, historical, archaeological and natural resources. Those resources are key to attract visitors and are the basis on which to build a strong tourism industry (Federal Ministry of Trade, 2017). With its varied historical treasures, natural and cultural attractions, suitable climate, rich flora and fauna, wild life reserves and sanctuaries (National parks), impressive scenery, licensed hunting of animals and birds, important archeological sites, convenient convention venues, and hospitable and friendly people has greater potential to be one of the most important tourist destinations.

Cities as tourist destinations benefit from concerted branding strategies (Kemp, 2012). Addis Ababa, the capital city of Ethiopia, is strategically positioned to leverage tourism for the country. It has a busy airport hub; numerous cultural, archaeological, historical, and religious attractions; home of the African Union headquarters and the United Nations Economic Commission for Africa; burgeoning transport infrastructure; and rampant construction of new hotels lends the city to tourism growth. Addis Ababa could be speedily developed as an immediate intervention in tourism development. However, there is a notable lack of marketing; brochures and maps are almost impossible to find; security is a concern and it is difficult to get around the city due to the lack of information of transport options.

Spatial destination planning is a critical aspect to such growth. This can be achieved through thorough investigation of customer based brand equity in the context of local tourists' perspective. However, most (even though a few in number) of the previous studies that have focused on the brand equity of a tourist destination explored at the level of country rather than a particular city.

To overcome and complement these limitations of previous studies, this study aimed to shed light on the applicability of customer based brand equity model in terms of branding destination based on local tourists' perception. It also helps to inform city council and tourism organizations' management in the promotion of effective destination branding by examining the relationship between brand equity influencing factors.

1.2 Statement of the Problem

The concept of destination branding is not new and holds too much importance for destination planners. It has been widely established that destinations which are successful in establishing / differentiating themselves have a strong destination image and increased tourist inflow (Chigora, 2015). The essence of destination branding also lies in forming overall moving service experiences for customers and influencing them in such a way that they revisit the destination over and over again (White, 2013). Developing destinations also helps in generating stronger and unique competitive advantage and destination repositioning (Knott, 2016).

Even though Ethiopia has great potential of tourism marketing due to its historical, cultural and religious heritages it is known that the country is not gaining as much as expected and performing less (UNWTO, 2017). To accelerate the tourism market attracting the international tourists by itself would not be the final answer but also doing up appropriate branding strategy on the domestic market is also needed to create awareness between the dwellers.

Ethiopia is not getting the expected revenue from its heritages due to lack of appropriate heritages branding; failed to exceed on the destination branding by using different technological and administrative advancements; and there is less awareness creation from the side of different stakeholders like the government, the nearby dwellers, the museums and concerned administrators (FMoT, 2017).

Despite various challenges for evaluating the value of destination brands, it is very important for destination planners in Addis Ababa City Council to implement useful marketing strategies for destinations branding so as to stand differently in recall of potential and loyal local tourists as a viable choice of destination (Atadil, Turk & Altintas, 2015). The concept has been tested for many destinations by various researchers (Boo, Busser, and Baloglu, 2009; Ford and Purwanegara, 2013; and Far, 2014) measured the customer based brand equity for tourist

destinations for Las Vegas and Atlantic, Indonesia, and Kish Islands respectively and all argued in favor of treating destinations as brands for unique differentiation that creates high customer based brand equity causes high destination awareness and positive tourist associations (Pike & Bianchi, 2016; Mar, Carmen & Arturo 2015).

Hence the study is intended to fill the information gap between tourist destinations and the tourists. That can be used as feedback to examine brand equity dimensions to build CBBE of Addis Ababa tourist destinations.

1.3 Basic Research Questions

The aim of this study was, to fill the gap by measuring the Customer-Based Brand Equity for Tourist Destination (CBBETD) of Addis Ababa city. Understanding the relationship between each dimension helps to observe the effect of that element on the overall brand equity and assists in identification of priority actions suitable for long term brand building and short term gains. In order to evaluate the proposed gap, the following research questions were addressed:

1. How does Brand Awareness affect CBBE of Addis Ababa as tourist destination?
2. How does Brand Association affect CBBE of Addis Ababa as tourist destination?
3. How does Perceived Quality affect CBBE of Addis Ababa as tourist destination?
4. How does Brand Loyalty affect CBBE of Addis Ababa as tourist destination?

1.4 Objectives of the Study

1.4.1 General Objective

The main objective of this study was to measure the overall Consumer Based Brand Equity of Addis Ababa as a tourist destination for domestic tourists and how brand equity affects the tourism in Addis Ababa.

1.4.2 Specific Objectives

To achieve the general objective, the study has the following specific objectives:

1. To assess the effect of Brand Awareness on CBBE of Addis Ababa as tourist destination.

2. To assess the effect of Brand Association on CBBE of Addis Ababa as tourist destination.
3. To assess the effect of Perceived Quality on CBBE of Addis Ababa as tourist destination.
4. To assess the effect of Perceived Brand Loyalty on CBBE of Addis Ababa as tourist destination.

1.5 Hypothesis of the Study

The study has tested the relationship between the dimensions of Consumer Based Brand Equity on the overall brand equity of the Ethiopia as a tourist destination. Therefore, the following four hypotheses are executed.

H1: Brand awareness has a positive significant effect on brand equity.

H2: Brand association has a positive significant effect on brand equity.

H3: Perceived quality has a positive significant effect on brand equity.

H4: Brand loyalty has a t positive significant effect on brand equity.

1.6 Significance of the Study

Domestic tourism keeps economic activity and cash flows within a nation and can help strengthen areas of a country which are highly dependent on the tourism industry during an economic downturn (Pierret, 2011). In order to enhance revenues from tourism, City Councils must develop effective city branding strategies to stand out in potential tourists' minds as viable choice possibilities. It is vital for cities to create a brand which immediately generates images and expected experiences which will enhance the chance of travelers choosing that city over others competing for their business.

Therefore, promoting domestic tourism, by using brand building frameworks as a tool, has multidimensional benefits for the overall economy in general and the tourism sector in particular. This study contributes a lot in adopting this brand equity framework for domestic tourism context in Ethiopia. The main aim of this brand building activities have to be increasing domestic tourism revenue, expanding domestic tourism volume, enhancing efforts to address seasonality, promote equitable geographic spread of domestic travel, and entrench a culture of tourism among Ethiopians.

Pertinent to this, the findings of this study provided helpful insight for Ministry of Culture and Tourism (MoCT) and Addis Ababa City Council administration on the identification of major factors or dimensions which influence the perception of domestic tourists towards branding Addis Ababa as a tourist destination. It also creates awareness of domestic tourists in regards to obtaining relevant information about the city's valuable heritages as well as the importance of destination branding. For that reason, the study has great contribution to the decision makers in the government and other stake holders in the county's tourism sector. It may also serve as a spring board for further study in future on the same subject in different contexts.

1.7 Scope of the Study

This study is designed to cover the overall Consumer Based Brand Equity of Addis Ababa as a preferred tourist destination for its own citizens. However, the scope is limited to marketing Addis Ababa as a domestic tourist destination relating to historical, cultural and natural attractions based on domestic tourists (citizens) in Addis Ababa. And the study focused on the tourist destinations found in Arada Sub-city.

1.8 Limitation of the Study

Due to time and budget constraints, the study is limited by geographically in Addis Ababa. There are many museums and heritages in our country in different regions which are not considered in this research. The other limitation was that there was difficulty to get numerical data of the total population from the Culture and Tourism Bureau. Thus the researcher of the study suggests that future researches to be done on the area of the study.

1.9 Organization of the Study

The paper is organized in five chapters. The first chapter discusses the introduction part of the study that include Background of the Study, Statement of the Problem, Objectives of the Study, Significance of the Study, Scope of the study and Organization of the Study. The second chapter refers the review of related literatures that are appropriate and relevant to the current study. The third chapter presents the steps followed and methodology used for the collection, analysis and interpretation of the data that was used to achieve the study objectives. The fourth chapter presents the step by step data analysis, interpretation and discussion part of the study. And finally

the fifth chapter presents the conclusion and recommendation of the study that are reached based on the result obtained from the research process.

1.10 Definition of Key Words

- **Destinations:** Destinations are competitive units defined spatially, considered as products or bundles of products or services, which tourists regard as determinant of their journeys (Pechlaner, 2000, pp 127 - 128).
- **Destination Brand:** The brand is the abstract of the destination's identity, the way the destination wants to project itself in the market and be recognized. Brand is a promise, anticipation and an expectation (Terzibasoglu, 2004, pp 64 - 67).
- **Tourism:** Tourism is the activity of people traveling to a given place and staying in the areas that are new environments for the purpose of leisure, or for business not for living there so long (Prebensen, 2007, pp 56 - 58).
- **Domestic Tourism:** Domestic tourism comprises the activities of residents of a given country travelling to and staying in places only within that country but outside their usual environment (UNWTO, 2013).
- **Customer Based Brand Equity:** the differential effect that brand knowledge has on consumer response to the marketing of that brand (Keller, 2003).
- **Brand Awareness:** means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996).
- **Brand association:** consists of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand (Aaker, 1991, pp. 109).

- **Perceived quality:** Perceived quality is the customer's judgment about a product's overall excellence or superiority is different from objective or actual quality and a judgment usually made within a consumer's evoked set (Zeithaml, 1988, pp 151).

- **Brand Loyalty:** linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases (Keller 1998) or commitment to rebuy the brand as a primary choice (Oliver 1997, pp 117).

CHAPTER TWO

REVIEW OF RELATED LITERATURES

The study is concerned with the assessment of the dimensions of the customer-based brand equity for tourism destinations. This chapter presents the underlying theoretical concepts of tourist destination branding, related empirical studies and conceptual framework of the study.

2.1 Theoretical Review

2.1.1 Brand

According to the American Marketing Association, a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competitors (Keller, 2008). Therefore, in line with this conceptualization the most accepted definition of branding states that: It is the act of bestowing a product/service offering of a company with the power of brand (Keller, 2001).

There is commonly accepted consensus regarding the significance of branding as a marketing strategy tool (Ekinici, 2003; Hutchinson & Alba, 1991; Warrington & Shim, 2000). Building a strong brand has many benefits for the organization that owns the brand (Aaker, 1991). Hence recently brand has developed into one of a company's most important assets, which makes effective management of the brand a key factor in corporate success (Moisescu, 2005).

The benefit of brands is double edged i.e. it benefits both for the firm and the customer. The benefits that are associated with building a strong brand for the firm include great customer

loyalty, less vulnerability for the marketing actions of the competitors, favorable response for own marketing activities and licensing and brand extension opportunities (Keller, 2001;). Brands help consumers to identify and differentiate goods and services one supplier's products from the other one. By doing so brands reduce the cost and risk that is assumed by the customer.

Differentiation is one of the most significant and important competitive marketing strategy. Using brand is a powerful means of differentiation (Kapferer, 1997; Keller, 2003; Kotler, 1988; Pappu & Quester, 2006). Thus most companies rely on branding efforts to attract and maintain customers through identifying a distinctive position for their product/service offering in relation to their competitors (Keller, 1993). Brands also play an important role in establishing and maintaining relationships between customers and products by serving as a cue for intangible associations that are linked with that specific brand so as creating differentiation (Aaker, 1995).

Keller (2002) classified the benefits of a strong brand into four different categories: product-related effects, price-related effects, communication-related effects and channel-related effects. Product-related effects of brand include consumer product evaluations, consumer confidence, perceptions of quality, and purchase rate positively related to a brand name. If consumers are well aware of a brand, their attitude and their purchase intention toward the brand are increased. Price-related effects refer to the fact that brand leaders have higher priced positions and consumers have a lower level of price sensitivity toward those leaders and this strength of the brand will have a direct contribution for the profitability of the company. Communication-related effects refer to how the evaluation of brand advertising can be positively biased when consumers have positive feelings toward a brand which is a well-known and well-liked brand. The effect of the well-known brand, which is most likely to have competitive advantage in marketing activities, is the channel-related effect. Brands are valuable assets and tools influencing consumer behavior which includes awareness, choice, use, satisfaction, recommendation, trust and loyalty. They reduce information search costs and risk for consumers and deliver quality, values, promises, and lifestyle enhancement (O'cass & Grace, 2003; Kotler & Armstrong, 1996).

2.1.2 Destination Branding

When a consumer thinks of taking a vacation there are almost infinite choices available to him/her. This makes the competition of tourism destinations for the mind and wallet share of the consumer very stiff. To break through this crowded market and information clutter destinations

are using different methods. From these methods that are implemented by destinations, activities related to branding once destination are gaining popularity among practitioners and researchers (Pike, 2010; Aziz, 2012).

Geographic locations, like organizations or products, can be branded and the goal of such branding is to make people aware of the location and then link desirable associations to create a favorable image to attract visits and businesses (Keller, 2003). To position themselves to be a prominent choice by the targeted customer tourist destinations can benefit greatly from well formulated branding strategies (Kemp et al., 2012). It has been revealed that intense global competition in the tourism industry forces destinations to develop strong, unique, and competitive destination brands (Hassan, 2011). Therefore, building personality for a tourist destination by using branding techniques is vital to be competitive in the market (Ekinici, 2003). Effective destination branding provides tourists with an assurance of quality experiences, reduces visitor search costs and offers a way for destinations to establish a unique selling proposition (Blain, 2005). Destination branding aims to underpin the uniqueness of a tourist destination, show positive images to target markets, and support forming and developing positive images (Jalilv, 2010; Baker & Cameron, 2008). As tourism is high involvement product, branding helps consumer reduce the choice and minimize the risk in making decision (Clarke, 2000).

The most accepted definition of Destination brand, that is adopted from the overall definition of brand, states that it is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination (Ritchie and Ritchie, 1998). Furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination. It also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Pike, 2008). Cai (2002) also defined destination branding as selecting a consistent element mix to identify and distinguish it through positive image building so as to influence how consumers perceive the destination in their minds. Thus destination branding is about combining all the attributes associated with the place under one concept, which expresses a unique identity and personality of the destination and differentiates it from its competition (Kaplanidou, 2003).

The complex characteristics of a destination present a challenge to branding (Cai, 2002; Dredge & Jenkins, 2003; Murphy, Pritchard, & Smith, 2000). Visitors perceive destinations as composite products, made up of several elements that include accommodations, catering establishments,

tourist attractions, the natural environment, and cultural activities. Most tourism activities take place at a particular destination; therefore, the destination itself forms a pillar of any modeling that is done for the tourism system (Pike 2004). In addition, many organizations and groups have vested interests in which brand identities to be adopted (many of which may be in direct conflict with each other) and much more work is needed on how these interests interact and how a tradeoff is established. As a result, destination branding is an extremely complex and highly political activity that can enhance a nation's economy, national self-image and identity (Gnoth, 2002). Some research results suggested that rather than promoting a single narrow identity, a destination brand should have considered an umbrella identity that encompasses the desired basic identity of the stake holders (Lim, 2009). Umbrella destination branding provides opportunities for synergies such as targeted marketing activities within the same frame of reference (Giannopoulos et al., 2011).

It is a herculean task to develop a unique brand for destinations. It is even harder for destinations of developing countries; as socio-cultural characteristics may still be under development. It takes patience to establish brand reputations and building a powerful destination brand is a long-term effort (Mechinda, 2010). Many destination brands that emerge as winners are based on a vision that is founded on intensive stakeholder, consumer and competitor research, and expressed with care and discipline in everything that communicates the brand's personality.

With its ancient and complex history, tradition and ceremonies, Ethiopia has not only left the relics of a distinctive past in the form of tangible monuments, churches and castles, but has also held on tightly to its variety of rich, deep-rooted religious and secular traditions (Mehiret, 2011). Its nature based tourism sites are very attractive and it ranks 37 in natural heritage Global ranking (WEF, 2011). This untapped nature based tourism potential include twenty national parks, four wild life sanctuaries, eighteen controlled hunting areas and two pilot projects community conservation areas. In terms of cultural heritage index Ethiopia ranks 38th on the Global Index (WEF, 2011). The country also has vast resources for adventure and Cultural Safari tourism. These cultural, historic and natural characteristics of the country can be exploited to contribute a great deal for building the country's image and contribute for the social and economic conditions of the country.

Even though Ethiopia have these various resources, heritages and glorious history, its recent image is suffering from the near past images of drought, famine, war and poverty that occurred in the country. In order to come out of poverty, the country needs to rebrand itself so as to improve the current negative image and affect the way it attract tourists (Getu, 2010). By considering this fact one of the core objectives of National Tourism Development Policy, that is operational since 2009, is developing marketing strategy and national tourism brand for the country in order to facilitate and boost the country's competitiveness in the sector.

Branding Ethiopia as tourist destination is not a simple task. There are many challenges encountered by the county when it is trying to change its brand. As any other brand in the market place the country faces difficulty in reaching the target market through different means marketing communication (Yabibal, 2010). There is so much amount of information that breaking through the information clatter is difficult. To achieve effective destination branding, marketers must be in the business of delivering impactful experiences, not merely coordinating media relations and constructing clever brand identities (Nigel and Pritchard, 2004). Additionally, every destination in the market is competing for the customer's mind and wallet share. Thus the major challenge faced by the Ethiopian tourism sector is strong competition at a global and regional level (Getu, 2010).

Even though the challenges faced by Ethiopia are enormous there is no substitute for developing its brand as a tourist destination, if it wants to be competitive in the market. When developing and promoting Ethiopia as tourist destination, distinctiveness is a characteristic that is more than important, it is essential (Sisay, 2013). This distinctiveness can be achieved by utilizing itsbunique and untapped characteristics and formulating an authentic brand that represent the country as a whole.

2.1.3 Brand Equity

Keller (2008) define brand equity as “the bundle of possessions, obligations and values that have been added to a particular brand associated with identity of a specific product or service's name and signifying a particular logo and symbol, which differentiates it from other competitors in the market”. The key is that consumers must be in a state to perceive disparity amongst the brands (i.e., positioning); because a brand perceived distinct, unique and appealing is difficult to get replaced by other brands (Keller, 2001) and it is more significant to comprehend what

associations of a brand are beneficial over competitors (i.e. points of disparity) helping customers to optimistically assess the brand and get attached to it (Keller, 2008).

Brand equity is a multi-dimensional construct that has many components (Aaker, 1991). For brand equity to provide a useful strategic function and guide marketing decisions, it is important for marketers to fully understand the sources of brand equity, how they affect outcomes of interest (e.g., sales), and how these sources and outcomes change, if at all, overtime. There is considerable debate regarding the definition of brand equity and its measurement (Yoo & Donthu, 2001). Malhotra et al (1999) states that in the area of brand evaluation and choice, future research should focus on further measurements of the brand equity construct. They proposed that a generally accepted measure could further the overall understanding of the strategic role of brand equity in extending the brand and in financially benefiting the firm. While there are a number of approaches available to managers, it is still uncertain which approach is best, and the issues around the discount rate, growth rate and useful life have to be resolved (Kapferer, 1994). Because of this it is difficult to develop planning and measurement tools for brand equity. Furthermore, the complexity branding increases with the diversity of stakeholder's and target customer's needs (Hatch and Schulz, 2003) and their conflicting objectives (Trueman, 2004).

The measurement of brand equity has been viewed from a variety of perspectives (Aaker 1991; Farquhar 1989; Shocker 1991; Tauber 1988). Initial research into the measurements of brand equity originated from two areas: financial measurement of brand equity and customer based measurement of brand equity. The financial treatment of brands has traditionally stemmed from the recognition of brands on the balance sheet (Barwise et.al., 1989, Oldroyd, 1994, 1998), which presents problems to the accounting profession due to the uncertainty of dealing with the future nature of the benefits associated with brands, and hence the reliability of the information presented. Tollington (1989) has debated the distinction between goodwill and intangible brand assets. Further studies investigated the impact on the stock price of customer perceptions of perceived quality, a component of brand equity (Aaker and Jacobson, 1994), and on the linkage between shareholder value and the financial value of a company's brands (Kerin, 1998).

A customer-based perspective in the measurement of brand equity focuses on the experiences that consumers have with a brand. The stronger the brand, the stronger the customer's attitude toward the products or services associated with the brand. When customers experience a product

or service, they gauge overall brand quality and tend to infer certain brand attributes. If these experience measures are positive and endure over time, brand loyalty typically results. Customer-based brand equity evaluates the consumer's response to a product that bears the brand name (Keller 1993, Shocker et al. 1994) when compared to unbranded product.

Although there are different proposed approaches to measure brand equity, most of them share the same core concept; almost all of them propose brand knowledge as the basis of brand equity. Therefore, the real existing place of brand equity is in the mind of the customers and it shapes the thoughts, feelings, images, beliefs, attitudes, experiences of the customers (Keller, 2003). Hence of all the perspectives that are discussed in the literature, the models that have expressed it from the customers' perspective are the most accepted.

2.1.4 Customer-Based Brand Equity for Tourist Destination

The concept of consumer-based brand equity (CBBE), offers potential value for brand effectiveness measurement (Aaker, 1991, 1996; Keller, 1993, 2003). CBBE provides an alternative to the financial accounting perspective, which views brand equity as a balance sheet intangible asset (Simon and Sullivan, 1993). Thus, the development of CBBE represents a shift from thinking about brand equity as an intangible financial asset on a firm's balance sheet and provides a framework for marketers to assess the effectiveness of past marketing efforts on branding. To date, however, few studies have reported applications of the CBBE model to a destination (Boo, Busser and Baloglu, 2009; Konecnik and Gartner, 2007).

Most previous researches conducted in the area focus on the building destination image. Hem and Iversen (2004) expressed that formulating a destination image is not by itself branding. Although destination image is one of the major dimensions of destination brand building, there still remains a critical missing link. Image building is one step closer, but not the full journey. Some researchers apply customer-based brand equity to tourist destinations (Konecnik and Gartner, 2007) and tested four dimensions of a destinations brand (i.e., awareness, image, quality, and loyalty) and found a significant positive relationship among the variables. Their conclusion was that all destination brand equities should have to be considered in order to effectively build and measure customer-based brand equity for a destination (Olins, 2002; Kotler & Gertner, 2002; Anholt, 2002; Papadopoulos & Heslop, 2002).

Destination brands compete principally through their image in order to stay in the competition and establish themselves as prominent and successful brands. Qu (2011) suggested identification and differentiation as the two functions that destination brands serve. Identification helps in destination recall whereas differentiation helps visitors to draw a comparison between groups of competing destinations on various well-defined characteristics. Three main factors were also identified by Hadrikurnia (2011) that can help in branding destinations. These three elements were classified as: (i) physical components of destinations, (ii) individual components of the destination, and (iii) organizational elements of the destination. The physical components of destination include all the buildings, infrastructures, etc. which are visible to the tourists and can create a direct impression on tourist's mind. The individual components of the city include people, citizen, and tourists which can create different values, beliefs, and social/personal factors. The third important element involves organizational elements consisting of individuals (s) or group (s) sharing the same beliefs or interests.

Customer-based brand equity measures two wide aspects of a destination from visitor's point of view. Firstly, the measurement of tourist's perceptions of brand image, brand awareness, and brand associations. Secondly, it investigates tourist behavior which considers loyalty aspect for the destination in question (Baker & Cameron, 2008). Keller (1998) was the one who conceptualized the concept of customer-based brand equity and defines it as "the differential effect that brand knowledge has on consumer response to the marketing of that brand".

The concept of destination based brand-equity was first put forth by Konecnik (2005) to measure the concept of brand equity for tourists in Slovenia using four dimensions: awareness, image, perceived quality and loyalty and argued that the concept and principals of the product can be transferred and applied to destinations as well. A decade has passed since then and the concept has only grown more popular and has found its acceptability among destination brands giving rise to the concept of CBBETD defined by different researchers in a different way.

Pike (2007) introduced the concept of CBBETD to measure the efficacy of a destination brand based on the brand values to the consumer, thus, bridging the gap between past marketing efforts and future sales performance conceptualizing CBBE for a destination as the hierarchy of brand salience, brand associations, brand resonance and brand loyalty. Pike (2007) described brand salience as more than customers' general awareness of a brand. It affects how customers build

their decision set. Pike (2007) also explained brand associations (brand image), cognitive and affective perceptions, as the memories of the destination. Pike (2007) described brand resonance as a willingness to engage with the destination and brand loyalty represented by repeat visitation and word of mouth recommendations as the highest level of the hierarchy. Through the study, it was concluded that the prospect of brand resonance and loyalty can be enlarged by high levels of brand awareness (salience) and brand image (associations).

The concept of CBBETD was further elevated by Konecnik & Gartner (2007) who called awareness, image, quality and loyalty dimensions of destination as antecedents to CBBETD arguing that tourists from different backgrounds perceive various dimensions of destination differently. Konecnik (2010) found the dimension of brand quality as the most important component of CBBETD in terms of customer preference of a travel destination and define quality dimension as “tourists’ perception of quality related to the overall environment surrounding the destination (e.g., the quality of the accommodations, food, atmosphere, personal safety, services and value for money)”. Kladou and Kehagias (2014) recently included a new dimension named cultural assets in CBBETD which is considered to influence familiarity and also consumer’s ability to recall and recognize a destination.

2.1.5 Dimensions of Customer-Based Brand Equity

As brand equity is a multidimensional concept and a complex phenomenon, many researchers suggested different models for the concept. Keller (2002) separated it into two components: awareness and association. Aaker (1991, 1996) grouped it into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions, the first four represent customers’ evaluations and reactions to the brand that can be readily understood by consumers (Barwise, 1993; Yoo and Donthu, 2001). So they have been widely adopted to measure customer-based brand equity in previous studies. In summary, strong brand equity means that customers have high brand-name awareness, maintain a favorable brand image, perceive that the brand is of high quality, and are loyal to the brand (Xiao T., 2009, P 264). The customer based brand equity is considered the driving force of increased market share and profitability of the brand, and is based on the market’s perceptions. Understanding the dimensions of brand equity, then investing to grow this intangible asset raises competitive

barriers and drives brand wealth (Yoo et al. 2000). Based on this, the following are the major dimensions of CBBE (Aaker 1991; Baker 1986; Keller 2003):

2.1.5.1 Brand Awareness

Brand awareness is an important component of brand equity. It refers to the ability of a potential visitor to recognize or recall a destination brand as a member of a certain product/service category (Aaker, 1991). It represents the strength of awareness of the destination for a given travel situation. According to Keller (1993), Brand awareness has three levels i.e. brand recognition, brand recall, and top of mind. While brand recognition which is lowest level based upon an aided recall, brand recall is based on unaided recall, and the first-named brand in an unaided recall test has achieved top-of mind awareness.

It is very important to form recognition of destination brand and make them feel that they are familiar with it. Brand awareness is the basic first step in the task of brand communication, whereby a destination communicates its attributes until a brand name is established with which to associate them. A consumer must first be aware of the brand in order to develop a set of associations (Washburn and Plank 2002). According to Aaker (1996), for new brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. When consumers are unfamiliar with a particular country, they are reluctant to show trust to the consumer goods product image (Lee and Ganesh, 1999). The same can be valid for destinations as people are willing to go to a place where they have the awareness about the place (destination). Brand awareness can also be a sign of quality and commitment by letting consumers become familiar with a destination brand and helping them consider it (Aaker, 1991).

2.1.5.2 Brand Association

Brand association is anything linked in memory to the brand (Aaker, 1991). It is believed to contain the meaning of the destination for consumers. Based on information received from formal and non-formal communication or others (through word of mouth) people form an image of a particular destination in their minds. It represents the perceptions attached to the destination. Brand association can be seen in all forms and reflects characteristics of the destination or aspects independent of the destination itself (Chen, 2001). A set of associations, usually organized in some meaningful way, forms a brand image. Brand associations create value for the

firm and its customers by helping to process/retrieve information, differentiate the brand, create positive attitude or feeling, provide a reason to buy, and provide a basis for extensions (Aaker, 1991). Customer-based brand equity occurs when consumers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories.

2.1.5.3 Perceived Quality

Perceived quality is the core/primary facet across the CBBE framework (Aaker, 1996; Farquhar, 1989). It is not the real (objective) quality of the destination but the customer's perception of the overall quality or superiority of the destination with respect to its intended purpose, relative to alternatives whether they are direct or indirect substitutes (Zeithaml, 1988). Objective quality refers to the technical, measurable and verifiable nature of the destination with processes and quality controls. High objective quality does not necessarily contribute to brand equity (Anselmsson, 2007). Since it's impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality (Olson and Jacoby 1972, Zeithaml 1988). It is concerned with perceptions of the quality of a destination's infrastructure, hospitality service, and amenities such as accommodation. Perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension (Aaker, 1991).

Marketers have progressively accepted the significance of perceived quality in brand decisions (Morton, 1994). Kotler (1991) emphasize that there is strong connection among product and service quality, customer satisfaction, and company profitability. Research results show that perception of high quality services is directly related to the opinion of visiting a particular destination, and a perception of low quality of tourism services is related to the intention of choosing another destination (Olimpia, 2011). So since tourism is considered as a service its quality should have to be measured accordingly by considering all the dimensions of service quality measurements.

2.1.5.4 Brand Loyalty

From a behavioral perspective, brand loyalty defined as the degree to which a buying unit, such as a household, concentrates its purchases over time on a particular brand within a product

category (Schoell and Guiltinan, 1990). From an attitudinal perspective, brand loyalty is defined as the tendency to be loyal to a brand as demonstrated by the intention to buy it as a primary choice (Oliver, 1997). And also the cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly i.e. behavioral loyalty (Keller 1998).

This study conceptualizes brand loyalty on the level of attachment to the destination in terms of visitation, intent to visit and word-of-mouth referrals to others. In this context the current study of destination branding, if visitors are satisfied with a destination, they may develop an emotional relationship with a destination, and become advocates of it. Visitor may be willing to suggest this destination to others and they are obviously showing their commitment. Positive word-of-mouth is one of the important elements that contribute to a brand (Sarkar, 2011).

Price premium is also one of the basic indicators of loyalty (Aaker, 1996). Price premium is defined as the amount a customer will pay to visit a specific destination in comparison with the competitor offering similar benefits. It may be high or low and positive or negative depending on the two competitors involved in the comparison. According to Aaker (1991), brand loyalty adds considerable value to a destination because it provides a set of habitual visitors for a long period of time who are less price sensitive than casual visitors. Loyal visitors are less likely to switch to a competitor solely because of price; they also make more frequent visits than comparable non-loyal visitors (Bowen and Shoemaker, 1998).

2.1.6 Domestic Tourism

Domestic tourism comprises the activities of residents of a given country travelling to and staying in places only within that country but outside their usual environment (UNWTO, 2013). Pierret (2011) states that there are many special characteristics of domestic tourism that differentiated it from international tourism. Domestic tourists have better knowledge about the destination, its language, its customs, its laws, its climate, its cultural context. Because of this domestic tourists are more demanding than international tourists. Domestic destinations are relatively close geographically. As a result, road transport plays more important role than other modes of transportation and domestic visits are more frequent than international visits. Cost of

the visit is less than international tourism. Domestic Tourism is much less sensitive to economic, natural, health or political crises. These special characteristics make the approach that is used to handle issues related to domestic tourism different from that of international one (Pierret, 2011).

In recent years the importance of domestic tourism is increasing rapidly. It is common knowledge that in many countries domestic tourism is dominant when it is compared with international tourism flows in terms of both size and economic contribution (Pierret, 2011; Tribe, 1999). For instance, Australian domestic tourist expenditure has generally been four to five times higher than the inbound international tourist spending (Huybers, 2003). And also it is estimated that out of the 4.8 billion tourist arrivals per year, 4 billion, or 83%, correspond to domestic tourism (UNWTO, 2008). By realizing these contributions, the Manila Declaration on World Tourism of 1980 stated that:

“Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favorable to the general economy of the country. Thus, the development of tourism from abroad should be accompanied by a similar effort to expand domestic tourism”.

According to The World Economic Forum (2011), domestic tourism has proven to be more crisis-resilient than international tourism.

It is important to note that, in addition to its resilience to crises, from a policymaker’s point of view, domestic spending directly supports the home economy because it originates from residents who would have otherwise spent their money abroad. Economically inbound tourism is regarded as an export, an addition to the national economic output, recorded as a credit in the current account. On the contrary, outbound tourism is viewed as an import, which is a leakage of a national economy and appears as a debit entry into the current account (Smeral & Witt, 1996, Tribe, 1999). Thus when a country is expanding its domestic tourism it is as if it is increasing export. In the longer run, domestic tourism may gain even more importance because domestic travelers will aim to avoid the increasing cost of long-haul travel and benefit from lower transport costs to domestic destinations.

Socially domestic tourism brings about an intermingling of people from diverse social and cultural backgrounds (Brian, 2002) thereby facilitating harmonious coexistence. Domestic tourism also assists in establishing a united sense of national pride in the country's unique endowment of natural resources, thereby bridging conflicts among tribes and other neighbors (Manono & Rotich, 2013). Promotion of domestic tourism among citizens will encourage them to see attractions within their own country and enhance the formation and maintenance of a national identity through the viewing of national heritage sites (Mena, 2004).

Domestic tourism is playing an increasingly important role in emerging tourism economies (WEF, 2011). Recently the level of domestic tourism is rising faster than previously forecasted. The study conducted by Wu et al. (2000) attributed these major increases in share and contribution to the rise of per capital income and the availability of leisure time especially in developing countries.

In spite of its contribution, only recently researchers have started to concentrate on this area and its economic impact, as well as on its potential for reducing disparities in less developed world areas (Pierret, 2011; Wang and Qu, 2004). Similarly, the sector is ignored by government policy, planning, and promotion efforts and the support given to the sector by the governmental bodies is very insufficient (Bui & Jolliffe, 2011). Arguments have been forwarded by some authors that the emphasis that is given for the study and promotion of domestic tourism should have to be improved (Skanavis and Sakellari, 2011; Pierret, 2011; Wang and Qu, 2004).

There are also counter arguments forwarded by some researchers that the contribution of domestic tourism for the tourism sector in particular and the overall economy in general is not compatible with the exaggerated claim that is forwarded. Studies find that domestic tourist spent much less money in their own country than when they are visiting other countries (Wang and Qu, 2004). And also domestic tourists are more sensitive to tourist focused price increases (Pierret, 2011). Domestic tourism is regarded as being less profit-generating to the national economy if compared to inbound tourism since it does not generate foreign currency; it actually redistributes domestic currency spatially within boundaries of a country, and not all domestic tourists use commercial accommodation (McKercher, 2000). The hard currency generation capability of international tourism coupled with very urgent need for foreign exchange to finance

different developmental projects is presented as a source of this lack of attention to the sector by the governmental bodies (Bolwell & Weinz, 2008).

In addition to these skepticisms about its contribution for the overall economic and social growth of a country, its effect is still difficult to measure due to the lack of commonly accepted and used definitions of domestic travel (Mustafa, 2012). The lack of research attention and practical experience in the sector leads to small body of knowledge in how to promote and manage domestic tourism. This lack of existing body of knowledge prevents the development of capability of the government to provide the appropriate assistance for domestic tourists create very poor performance in the sector. Consequently, domestic tourism is a poor and underestimated counterpart to international tourism.

Ethiopia has immense tourism potential owing to its natural, historical and cultural endowments. The country has a broad based tourism potential include natural tourist attractions like some of the highest and lowest geographical locations in the African continent with enormous biodiversity including many endemic species; a very ancient and well preserved historical traditions with stele, churches and castles of captivating beauty to witness that; an attractive cultural diversity of more than 80 nations and nationalities; and various ceremonies and rituals of the various religions which open a window on the authentic world of the Old Testament (Yabibal, 2010).

According to UNWTO, (2013) the direct contribution of Tourism to GDP in 2012 was 5.1% of GDP and this forecast is expected to rise by 4.3% in 2013. And the sector directly generated 4.3% of total employment in 2012 (1,085,500 jobs) and this figure is forecast to grow by 1.0% in 2013 to 1,097,000 jobs. Its contribution for the total export national earnings is 18% in 2009. Domestic tourism particularly contributed 2.1% of the total GDP and its growth rate for the year 2013 is expected to be 5%.

When it is compared to its potential and the overall abundance of tourism resources the tourism sector of Ethiopia is one of the countries that are performing poorly with regard to tourism in general and domestic tourism in particular (Mehiret, 2011). However, the reasons behind the sector's poor performance have not been studied in a comprehensive way by both the research community and the government policy making bodies.

For most of the past decades the tourism strategy and policy of the Ethiopian government emphasizes mainly on international in bound tourism. As a result of this the domestic tourism was ignored and its contribution to the country's economy neglected and unexploited. Recently, the current government of Ethiopia included, though with a small extent, in the Growth and Transformation Plan (GTP) of the country a policy direction about the development of domestic tourism as an important part of the tourism sector. In light of this, by Proclamation No 691/2003 the Ministry of Culture and Tourism is mandated to help citizens of the country to be organized in various forms and encourage them to visit the country's tourist attractions thereby promoting domestic tourism (MCAT, 2011).

2.2 Empirical Review

In the tourism sector, destination awareness is one of the main perceptual indicators of tourist behavior (Woodside & Lysonski, 1989). Konecnik (2010) pointed out having the relationship between destination brand awareness with brand equity. Similarly, in some studies (e.g. Pike et al., 2010; Myagmarsuren & Chen, 2011), they suggested a positive impact of destination brand awareness on brand equity in their proposed research models. Moreover, although the relationship between destination brand awareness and destination perceived quality has not been considered in tourism literature; in marketing literature, Keller (1993) indicated that it is the customer's awareness and associations that lead their perception of the quality of the brand.

Similarly, perceived quality for a destination brand are likely to be enhanced by brand awareness in proposed models that were suggested by Myagmarsuren & Chen (2011). The empirical results (e.g. Konecnik, 2010; Pike, 2010) confirmed that there is a positive relationship of brand awareness on destination perceived quality. Addition, Konecnik (2010), in his study found that the destination brand image and destination perceived quality was positive. Similarly, the empirical studies (e.g. Myagmarsuren & Chen, 2011; Aliman, 2014) demonstrated a positive and direct impact of destination brand image on destination perceived quality.

In the tourism sector, according to Chang & Shin (2004), the impact of image is not confined to the step of selecting destinations in particular but also in the tourists' behavior in general. In addition, destinations images influence positively on behavior variables as well as on the evaluation variables (Bigne, 2001; Myagmarsuren & Chen, 2011). The results from the studies

(e.g. Boo, 2009; Pike, 2010; Bianchi, 2011; Aliman, 2014) confirm that destination brand image has a positive impact on brand loyalty destination. On the other hand, the literature review has shown that perceived quality represent the antecedent step leading to brand loyalty (Keller and Lehmann, 2003). In the tourism sector, the empirical evidences in many studies (e.g. Boo, 2009; Pike, 2010) have shown that there is positive and direct impact of destinations perceived quality on destination brand loyalty.

2.3 Conceptual Framework

There are two methods for measuring customer-based brand equity, indirect and a direct approach (Keller, 1993). The indirect approach tries to identify potential sources of such equity i.e. it attempts to measure sources of brand equity by measuring brand knowledge by using qualitative (Krishnan, 1996; Zaltman and Higie, 1995) and quantitative research methods (e.g. Keller, 1998; Lassar, Mittal, and Sharma, 1995). Whereas the direct approach focuses on consumer responses to different elements of the firm's marketing program. It attempts to more directly assess the impact of brand knowledge on consumer response to different elements of the marketing program for the firm. The direct approach is useful in approximating the possible outcomes and benefits that arise from the differential response that creates customer- based brand equity. The implications of customer-based research suggest that measures of customers' brand perceptions are accurate reflections of brand performance in the marketplace. Strong, positive customer-based brand equity has a significant influence on the financial performance of the firms (Kim and Kim, 2004).

Brand equity is a multidimensional concept and a complex phenomenon. Keller (2002) separated it into two components: awareness and association. Aaker (1991, 1996) grouped it into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions forwarded by Aaker, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Barwise, 1993; Yoo and Donthu, 2001), so they have been widely adopted to measure customer-based brand equity in previous studies.

This study uses the one constructed by David Aaker (1991), which is the most commonly cited. It has been empirically tested in a number of previous studies (Atilgan, Aksoy, and Akinci, 2005;

Kim and Kim, 2004; Yoo, Donthu, and Lee, 2000). With Aaker's brand equity model, this study sets out to assess of customer-based brand equity of Ethiopia as a tourist destination with domestic tourists.

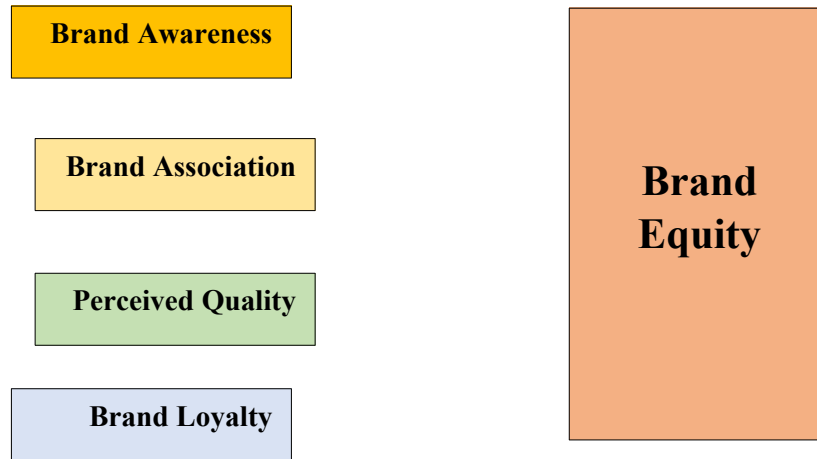


Figure 2.1 - Conceptual Framework of the Study (Source: Aaker, 1991)

CHAPTER THREE RESEARCH METHODOLOGY

This chapter explains the methodology of the study including the research approach, research design, population and sampling, data collection instruments, reliability and validity test, data analysis techniques and ethical considerations.

3.1 Research Approach

There are three types of research approach. The first one is qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. In a way it seeks to describe various aspects about behavior and other factors studied in the social sciences and humanities. In qualitative research data are often in the form of descriptions, not numbers. The other one is quantitative research which engages in systematic and scientific investigation of quantitative properties and phenomena and other relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertain the natural phenomena. The process of measurement is central to quantitative research

because it provides their fundamental connection between empirical observation and mathematical expression of an attribute (Abiy, 2009). The third one is mixed which consisted of both quantitative and qualitative approach.

The type of research design employed in this study is quantitative research approach method for the fact that it involves generation of data in quantitative form for analysis. Data were quantified and statistical methods used in the data analysis to seek evidence about the characteristic stated variables.

3.2 Research Design

There are three types of research design namely exploratory, descriptive and explanatory research. The goal of exploratory research is to discover ideas and in-sights while descriptive research is usually concerned with describing a population with respect to important variables. Explanatory research is used to establish cause-and-effect relationships between variables and causal analysis is concerned with the study of how one or more variables affect changes in another variable. It is thus a study of functional relationships existing between two or more variables (Kothari, 2004). This paper follows the descriptive characteristic between variables of interest in the customer based brand equity for tourism destination.

3.3 Data Types and Data Source

According to Catherine (2007), data may be collected as primary, secondary or both. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand. On the other hand, secondary data contains relevant data that has been collected for a different purpose, but from which the conclusion is valuable for the purpose. In this study basically the primary source, quantitative data from the domestic tourists in the selected tourist attraction areas were used for analysis.

3.4 Population of the Study

A population can be defined as the complete set of subjects that can be studied: people, objects, organizations from which a sample may be obtained (Shao, 1999). As it is defined in the scope, the study assesses the Consumer Based Brand Equity (CBBE) dimensions of Addis Ababa as a tourist destination by taking citizens of the country as a test group. Thus the population of the study is the entire population of Ethiopia.

3.5 Sampling Procedure

3.5.1 Sample Size

Sampling is the process of selecting a number of study units from a defined study population (Abiy, 2009). It is economical to take representative sample for the intended investigation when conducting census is unrealistic. Since the population of customers (domestic tourists) are unknown or infinite, Cochran formula (1977) is applied. Accordingly, the sample size for domestic tourists is computed as follows:

$$n = \frac{z^2 * p * q}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} \cong 384$$

Where:

- n- Sample size
- z- Standard deviation given a corresponding confidence level of 95%
- p- Estimated proportion of incidence (success rate = 0.5)
- q- (1 –p) or assumed failure rate (0.5)
- e- Proportion of sampling error or error margin in a given situation (5%)

Thus, the sample size of the study with 95% confidence level, probability of 50% occurrence, probability of 50% failure and 5% marginal error, is a total of 384 respondents.

3.5.2 Sampling Technique

Units for the current study are defined as “tourists available in the select destination”. Addis Ababa is clustered into 10 different sub-city administration. Among them, Arada Sub-city, northern part of the city, is purposively selected for the fact that most touristic sites such as national museums, aged churches, palaces and monuments are found in the vicinity. For finding the final sample, convenience non-probabilistic sampling technique is used. A total of 384 tourists across the famous tourist circuits of Arada sub-city are targeted to distribute the questionnaire.

3.5.3 Data Collection Instrument

Questionnaire is used for collection of primary data from targeted respondents. It must be prepared very carefully so that it may prove to be effective in collecting the relevant information. Structured questionnaires are those questionnaires in which there are definite, concrete and pre-

determined questions. The questions are presented with exactly the same wording and in the same order to all respondents. Resort is taken to this sort of standardization to ensure that all respondents reply to the same set of questions.

A Five-point Likert -scale based structured questionnaire is used as a major instrument of data collection. The questionnaires consist of three sections. The first section elicits information on the demographic characteristics of the respondents, the second section constitutes of items that request information on the independent variables of the study i.e., brand awareness, brand association, perceived quality and brand loyalty; while the third section is all about the dependent variable – Customer-based brand equity. Using five-point Likert scale ranging from 1- for "Strongly disagreed" to 5- for "strongly agreed". The brand equity questions are adopted from Aaker (1996) and then adjusted to fit for the context of the study.

3.6 Data Analysis Technique

After the instrument had been developed the next steps were distributing the questionnaires and collected the data back in accordance with the sampling procedure and technique stated in the previous part. In line with this the locations for data collection were selected. To avoid concentration of the respondents in a single location the researcher tried to select respondents from different locations in Arada Sub-city. This is achieved by selecting at least one location of data collection from each of the identified and targeted tourist attraction site or organization. The researcher personally went to these selected places and administers the questionnaires.

3.7 Data Analysis and Presentation

Data in this study were analyzed using descriptive. Descriptive statistics is used to interpret data in general and for testing hypothesis and investigating research objectives. Descriptive statistics is applied to interpret demographic variables of the respondents and to discover the frequencies of each dimension. Tables are used to present analysis results pictorially.

3.8 Validity and Reliability

3.8.1 Validity

Validity is defined as the extent to which data collection methods accurately measure what they were intended to measure (Saunders, 2003). It is the extent to which difference found with

measuring instrument reflecting true differences among those being tested. In order to ensure the quality of the research design content and validity of the research is checked. The literature review is conducted and thoroughly examined to make sure that the content of measuring is relevant to the study.

3.8.2 Reliability

Reliability can be defined as the degree to which measurements are free from errors and, therefore, yield consistent results. Operationally, reliability is defined as the internal consistency of a scale, which assesses the degree to which the items are homogeneous. This study uses Chronbach's alpha to assess the internal consistency of variables in the research instrument. Chronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to Zikmund Etlá (2010), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability so for this study a Chronbach's alpha score of 0.70 or higher is consider adequate to determine reliability.

3.9 Ethical Considerations

In order to keep the confidentiality of the data given by respondents, the respondents are not required to write their name and assured that their responses were treated in strict confidentiality. The purpose of the study is disclosed in the introductory part of the questionnaire. Furthermore, the researcher tries to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants after having their full consents in verbal or written form.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

This chapter presents the results of the data analysis according to the research methodology discussed in chapter three. It consists of reliability test for the scale used, respondents' profile, descriptive statistics of all variables, the finding of correlation result and multiple regression analysis as well. The collected data was encoded in to SPSS. Then it went through coding and error correction to make it suitable for proposed technique of data analysis. After all the preparation was completed the data went through data analysis and the results are presented in the next sections.

After distributing 385 questionnaires for local tourists, a total of 362 answered questionnaires were retrieved, which is 94% of the total distributed questionnaires. After checking the collected questionnaires, the 315 questionnaires were valid for statistical analysis. Ultimately, 81.8% of the total questionnaires distributed entered for the analysis.

Missing data frequently occurs in a situation in which a respondent cannot respond to one or more questions of a survey (Hair, 1998). In this study, missing value above 1%, on a single item

was considered as incomplete and the response was rejected from further analysis. Because of low percentages of missing values considered, the primary procedure used in this study was to replace missing values with mean substitution. According to (1998), mean substitution is a widely used method for replacing missing data, whereby missing values for a variable are replaced with the mean value based on all valid responses.

4.1 Descriptive Statistics

In the questionnaire, Part-I was designed to capture some basic demographic details of the respondents involved in the study. Part-II was designed to capture items on consumer based brand equity dimensions such as brand awareness, perceived quality, brand association and brand loyalty.

4.1.1 Demographic Profiles

The descriptive statistics provides information about the sample being studied. Table 4.1 shows that out of 315 respondents participated, male respondents comprised 164 (52.1%) and the rest 151 (47.9%) were female. The proportion of male and female participants are almost the same.

In terms of the age of the visitors, majority of the respondents 160 (50.7%) was found to be within the age range of 18-25 age range. This reflects the fact that many local visitors of Addis Ababa were youngsters who visits with their family or school teachers (lecturers). Similarly, 103 (32.70%) respondents were also found in the age range between 26 – 45 years. The rest 38 (12.06%) and 14 (4.44%) are grouped under the category of 41 – 65 years and elders (more than 65 years old) respectively. This implies that adults and elders are not interested to visit Addis Ababa as a local tourist destination.

Table 4.1 Summary of Demographic Characteristics

Characteristics	Category	Frequency	Percent (%)
Sex	Male	164	52.1
	Female	151	47.9
Age	18 – 25 years	160	50.8
	26 – 40 years	103	32.7
	41 – 65 years	38	12.1
	> 65 years	14	4.4
Education	Degree	136	43.2
	Masters	61	19.4
	Ph.D.	11	3.5

	Others	107	34.0
Employment	Student	57	18.1
	Employed	166	52.7
	Self-Employed	69	21.9
	Retired	23	7.3
Origin	East	56	17.8
	West	41	13.0
	North	88	27.9
	Central	112	35.6
	South	18	5.7
	Total	315	100

[Source: Own Survey, 2019]

Their educational background reflects majority 136 (43.2%) of the respondents were first degree holders followed by 107(34.0%) other qualification holders while masters and Ph.D. holders represented 61(19.4%) and 11(3.5%) respectively. This implies that most of the local visitors were well-educated and seems they came for academic purpose. In terms of stated occupations, the majority 142 (45.1%) identified themselves as students or scholars. The other respondent categories represented were retired 79 (25.1%), employed 56 (17.8%), and self-employed 38 (12.1%). Finally, in terms of regional orientation, the majority were from Central Ethiopia 112 (35.6%), followed by 88 (27.9%) Northern Ethiopia and 56 (17.8%) Eastern Ethiopia but Western Ethiopia 41(13.0%), and Southern Side 18 (5.7%) took the last positions.

From the above presented demographic characteristics, it can be concluded that the sample included respondents from every gender, age (above 18 years), education and geographical locations of the country. Therefore, the sample touches every part of the society and good representative of the population.

4.1.2 Determinants of Consumer Based Brand Equity

In order to analyze the respondents overall Customer Based Brand Equity of tourist destination, a total of 21 questions were grouped into the four dimensions of Customer Based Brand Equity which are brand awareness, brand loyalty, perceived quality and brand association.

In order to compare the respondents brand equity, descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In

addition, standard deviation shows the variability of an observed response. Below the results are discussed on by one.

4.1.2.1 Brand Awareness

Brand awareness is the customers’ ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Accordingly, the respondents were asked 4 questions related to brand awareness. Table 4.2 presents respondents result of brand awareness with mean and standard deviation of values for each variable.

The first of the sub-dimensions to examine is brand awareness Although most of the respondents heard about tourist attractions of Addis Ababa (mean 3.75), they couldn’t easily remember some of its attraction sites while promoted in media (mean 2.91). They were indifferent in regards to identifying some characteristics of the city quickly (mean 3.18) or picturing its attractions in their minds while thinking to go for a vacation (mean 3.06). Respondents’ awareness of Addis Ababa as a tourism destination is actually quite low as most of the respondents’ awareness is in question as they were in dilemma to recognize the city as a tourism destination (Grand mean 3.23). The concerned organs (tourism commission or Addis Ababa city administration) should promote symbols or logos associated with Addis Ababa as a tourism destination aggressively to encourage local tourists.

Table 4.2 Brand Awareness

Variable	Mean	Std. Deviation	N
I have heard about tourist attractions of Addis Ababa	3.75	.821	315
I can identify tourist attractions of Addis Ababa when I see them on promotions.	2.91	.031	315
The characteristics of Addis Ababa as a tourist destination come to my mind quickly	3.18	.555	315
When I am thinking of taking a holiday, visiting various tourist attractions of Addis Ababa comes to my mind immediately	3.06	.432	315
Brand Awareness	3.23	.710	315

[Source: Own Survey, 2019]

4.1.2.2 Brand Association

Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes (Kotler and Keller, 2006) and is anything linked in memory to a brand. Hence, five items related to brand association was put to the respondents. Table 4.3 shows the analysis about brand association.

Table 4.5 shows that the respondents scored the highest for Addis Ababa has a good name and reputation as a tourist destination with a mean score of 4.24 followed by visiting tourist attractions in the city reflects who I am, and fits my personality with mean scored value of 4.20 and 4.09 respectively. While the lowest went to the item which states “the image of Addis Ababa as a tourist destination is consistent with my own self-image” and “My friends would think highly of me if I visited tourist attractions in Addis Ababa” with mean scored value of 2.72 and 2.47 respectively. This implies that although the respondents have a good level of association with their chosen tourist destination, their association doesn't go to the level of personal attachment with other people who visit the same destination and the multi-facet of the city (for instance poorly handled garbage scattered here and there, beggars, street children, poor infrastructure, lack of information, etc.) sometimes made them ashamed of taking the city brand as attractive destination.

Table 4.3 Brand Association

Variable	Mean	Std. Deviation	N
Addis Ababa has a good name and reputation as a tourist destination	4.24	0.241	315
Visiting different tourist attractions in Addis Ababa fits my personality	4.09	0.622	315
My friends would think highly of me if I visited tourist attractions in Addis Ababa	2.47	1.041	315
The image of the city as a tourist destination is consistent with my own self-image	2.72	0.565	315
Visiting tourist attractions in Addis Ababa reflects who I am	4.20	0.573	315
Brand Association	3.54	0.608	315

[Source: Own Survey, 2019]

4.1.2.3 Perceived Quality

Perceived quality is the customer’s judgment about a product/ service’s overall excellence or superiority that is different from objective quality (Aaker, 1996). Since it’s impossible for local tourists to make complete and correct judgments of the objective quality, they use quality

attributes that they associate with quality. Perceived quality is hence formed to judge the overall quality of a tourist destination. Therefore, six items related to perceived quality was put to the respondents and the results of the analysis is displayed in table 4.4 below. Majority of the respondents strongly appreciated empathy (sites treat each tourist with care and by giving individual attention (mean 4.28) and professionalism of staffs with mean 3.67) even though they reacted negatively for their late responsiveness for complaints (mean 2.03). Besides, they strongly disagreed that Addis Ababa has high quality of infrastructure (mean 1.83) and tourist services (mean 2.19). As illustrated, the overall perceived quality of Addis Ababa as a tourist destination was perceived negative (grand mean 2.70). Tourists also felt unsatisfied with the polluted environment as the city is getting more crowded and full of vehicles noises, and they also indicated problems with a lack perceived concerns about public safety. These are somewhat opposing views of the quality of the city by the tourists create a need to look more deeply into these reactions and consider upgrades infrastructures and services to create a better overall impression for local visitors.

Table 4.4 Perceived Quality

Variable	Mean	Std. Deviation	N
Addis Ababa offer high quality service for tourists	2.21	.771	315
Tourist destinations in Addis Ababa has high quality infrastructure	1.83	.925	315
Addis Ababa provides high quality tourism service consistently	2.19	.663	315
When there is a complaint the service providers at tourist attractions in Addis Ababa respond quickly	2.03	.994	315
Staffs at tourist attraction sites in Addis Ababa are Professionals	3.67	.854	315
Professionals working at Addis Ababa tourist attraction sites treat each tourists with care and by giving individual attention	4.28	.347	315
Perceived Quality	2.70	.759	315

[Source: Own Survey, 2019]

4.1.2.4 Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991) defines brand loyalty as the attachment that a customer has to a brand. Based on this definition six item related to brand loyalty was put to the respondents. Table 4.5 shows the outcome to these questions with mean scored value and standard deviation. Most of the respondents who have already visited Addis Ababa stated that the city is one of the preferred destinations they want to visit (mean 4.02) and

would like and intend to continue visiting Addis in the future (mean, 3.90 and 3.99 respectively). They believed that visiting the city as a tourist destination provides them with more benefit comparing to other local destinations (mean 3.77). Thus, they liked to talk about it with friends and even intend to recommend to others (mean 3.92). this implies that the overall brand loyalty for the city was perceived positively (grand mean, 3.89) even though aggressive marketing strategy in terms of promoting the city as a tourist destination is a must to implement.

Table 4.5 Brand Loyalty

Variable	Mean	Std. Deviation	N
Visiting tourist attractions in Addis Ababa is my preferred choice for a vacation	4.02	.864	315
I would advise other people to visit tourist attractions in Addis Ababa	3.92	.759	315
In the future, I intend to visit tourist attractions in Addis Ababa	3.99	.682	315
Addis Ababa as a tourist destination provides more benefits than other vacation activities	3.77	.698	315
I like visiting tourist attractions of Addis Ababa	3.90	.911	315
I like talking about tourist attractions of Addis Ababa with my friends	3.96	.802	315
Brand Loyalty	3.89	.786	315

[Source: Own Survey, 2019]

4.1.2.5 Overall Brand Equity

Brand equity is a set of asset and legal responsibility connected to the brand's name and figure that add to or take away from the value presented by the product or service to a specific destination and/or that destination's outcomes (Aaker, 1996). He has grouped and identified the main assets as the following: brand awareness, brand loyalty, perceived quality and brand association. In this regard, each element of brand equity results from the local tourists have been discussed above and needs to be compared with the overall brand equity perception of respondents to countercheck their responses consistency and significant relationship. The overall brand equity was perceived nearly neutral (grand mean 3.48) as majority of the respondents hesitated to pay more to visit Addis Ababa if the price of visiting tourist attraction increases but

they preferred to be in Addis than similar events organized in other places (mean, 3.60) and they also believed visiting Addis Ababa is more than a vacation for them.

Table 4.6 Overall Brand Equity

Variable	Mean	Std. Deviation	N
If the price of tourist attractions increases, I still continue to visit them	3.07	.655	315
If there is holiday activity similar in other destinations, I prefer visiting Addis Ababa tourist attractions	3.60	.741	315
Visiting Addis Ababa tourist attractions is more than a vacation to me	3.76	.628	315
Brand Equity	3.48	.675	315

[Source: Own Survey, 2019]

4.2 Validity and Reliability of the Measuring Instrument

4.2.1 Content Validity

Content validity, also known as face validity, is the assessment of the correspondence of the variables to be included into a summated scale and its conceptual definition (Hair, 1998). All variables were inspected by the researcher and three experts, a managing director from Travel Ethiopia and two marketing managers from tour and travel agencies to ensure that they were an adequate and a thorough representation of the construct under investigation. To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review was accurately performed. Some items were added, based on their valuable recommendations. Some others were reformulated to become more accurate and clear, and this was required for the purpose of enhancing the research instrument.

4.2.2 Reliability

The internal consistency, reliability, refers to the coherence between the statements in the various elements. Reliability is a measure of construct that the outcomes be assessed with relatively little measurement error and can be tested by using Cronbach's alpha (Bell, 2011). Cronbach's Alpha measures the relationship and the reliability of the statements in the questionnaire survey. When using multiple indicator measurements, such as Likert scales, it is important to measure the internal reliability. A multiple item measure consists of several statements that form an overall score to capture a specific element of a concept.

Table 4.7 Cronbach's Alpha Test

Variables	No. of Items	Cronbach's alpha
Brand Awareness	4	.723
Brand Association	5	.791
Perceived Quality	6	.803
Brand Loyalty	6	.701
Overall Brand Equity	3	.844

[Source: Own Survey, 2019]

When doing a Cronbach's alpha test, the minimum acceptable level is 0.5 (Bosque, 2013). The results of all dimensions were found within 0.701 – 0.844. The overall Brand Equity statements had a value of Alpha 0.844 indicates that there is higher internal consistency of Brand Equity.

4.3 Discussion of the Result

The basic idea of the CBBE-model is that the measure of the strength of a brand depends on how consumers feel, think, and act with respect to that brand (Keller, 2001). To achieve consumer brand resonance a brand first needs to elicit the proper emotional reactions from consumers and to elicit the proper emotional reactions there must be an appropriate brand identity and the right meaning. The right meaning and identity can make the customers consider this product as relevant and their kind of product. The strongest tourist destination brands make local tourists feel so attached to the brand that they in fact become “spokesmen” for the brand (Keller, 2001). The model states that even though marketers play a huge part and need to design the most effective brand-building programs possible, the success of those marketing efforts ultimately depends on customers' responses (Keller, 2001).

Promoting tourist attractions to the world is a critical factor to be successful in the hyper competitive tourism industry but also targeting local tourists has major impact on the economy of the given country. From these promotional methods Brand building activities are being implemented in many countries to develop the attractiveness of the country for its domestic tourists. In line with this thinking the study quested to identify the major factors that affect consumer based brand equity by using Aaker's CBBE model as a research framework. This model is the most widely adopted by researchers and practitioners alike. Thus the study used this model to evaluate Addis Ababa's Brand Equity as a tourist destination from domestic tourists.

The finding of this study supports all the proposed relationships that are identified in the Aaker's model of CBBE. From the proposed relationships, the existing relations between Perceived quality and Brand Loyalty with Overall Brand Equity were relatively the strongest. This indicated that of all the four constructs proposed by the model, these relationships are the most significant and strong one. But also Brand awareness has moderate positive relation with brand equity. Because of these when formulating a tourism development strategy and programs that are targeted to domestic tourists, the policy makers' first emphasis should be on developing perceived quality, brand loyalty and brand awareness.

The other relationship, between brand association and brand equity, that are proposed by the model was proven to be significant but weak positive relation. Hence Brand Association has weak but significant direct impact on the brand of the country. Thus building of a good Brand Awareness and creation of favorable Brand Association doesn't necessarily guarantee success of efficient brand equity creation for the Addis Ababa tourism industry when promoting it to the domestic tourists. However, when the inter correlation between the exogenous construct evaluate it is found out that there is high degree of correlation between Brand Association and Brand Loyalty. This indicates that even though Brand Association does not have a positive direct effect on Overall Brand Equity it has a significant indirect effect through Brand Loyalty.

Therefore, it should be noted that creating an excellent perceived quality and excellent Brand Loyalty is the basis for any brand building activity that focuses on domestic tourists. In addition, since building Brand Association has an indirect but positive and strong effect on brand equity it should have to receive its share of consideration when a brand is being built. The empirical result helps tourism management professionals to prioritize their limited resource when building the brand of the city as a tourist destination and maximize the benefit that is reaped from this limited resource.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents a summary of the major findings from the study as presented in the previous chapter. Conclusions are then presented based on the findings of the study. Recommendations are then presented based on the findings and conclusions of the study. The chapter ends with suggested areas in which further research can be undertaken.

5.1 Summary of Major Findings

The main sources of the data in the study included local tourists in Addis Ababa. Questionnaires were used to collect data which was analyzed using SPSS. In line with the objectives mentioned, the main findings are concluded as follows.

- Based on the majority of contacted local tourists' response, it can be assumed that the proportion of male and female participants are almost the same. Many domestic visitors of Addis Ababa were youngsters who visits with their family or school teachers (lecturers) but adults and elders were not interested to visit the city as a local tourist destination. Most of the local visitors were well-educated students came from central and northern Ethiopia for academic purpose.
- Brand awareness of Addis Ababa as a tourism destination is actually quite low as most of the respondents' awareness was in question as they were in dilemma to recognize the city as a tourism destination (Grand mean 3.23).
- Although the respondents have a good level of association with their chosen tourist destination, their association doesn't go to the level of personal attachment with other

people who visit the same destination and the multi-facet of the city (for instance poorly handled garbage scattered here and there, beggars, street children, poor infrastructure, lack of information, etc.) sometimes made them ashamed of taking the city brand as attractive destination.

- The overall perceived quality of Addis Ababa as a tourist destination was perceived negative (grand mean 2.70). Tourists also felt unsatisfied with the polluted environment as the city is getting more crowded and full of scattered garbage, and they also indicated problems with a lack perceived concerns about public safety. These are somewhat opposing views of the quality of the city by the tourists create a need to look more deeply into these reactions.
- The overall brand loyalty for the city was perceived positively (grand mean, 3.89) even though aggressive marketing strategy in terms of promoting the city as a tourist destination is a must to implement.
- Thus, the overall brand equity was perceived nearly neutral (grand mean 3.48). Though majority of the respondents hesitated to pay more to visit Addis Ababa if the price of visiting tourist attraction increases, they preferred to be in Addis than similar events organized in other places (mean, 3.60) and they also believed visiting Addis Ababa is more than a vacation for them.
- The highest relation was found between perceived quality and overall brand equity ($r = 0.659$) whereas the least was between brand awareness and perceived quality ($r = 0.360$). Besides, the relation between brand equity (dependent variable) with underlying determinants (independent variables) were found to be relatively higher than the relation amongst independent variables. This implies that there is no multi-collinearity problem.
- The model or the predictor variables have accounted for 59.5% having an R-square value of .595 of the variance in the criterion variable (overall brand equity). The remaining 41.5% are explained by other variables out of this model. It is significant as the variation explained by the model is not due to chance.
- The estimated coefficient indicates there is a strong and positive relation between perceived quality of Addis Ababa as a tourist destination and brand equity. Meanwhile,

the brand loyalty and brand awareness dimensions contribute at the rate of $\beta = 0.516$ and $\beta = 0.329$ respectively. The brand association dimension was found less related to the brand equity than the other stated dimensions. This means that it is less important factors ($\beta = 0.194$) to enhance the brand equity. Moreover, all predictors (independent dimensions have statistically significant relationship with the criterion (dependent variable) for the fact that p-value the relationship was found to be less than 0.05.

5.2 Conclusions

Branding a destination necessitates the development of a brand identity that incorporates the sense of place experienced by the host community and visitors, from a diverse range of natural and cultural resources, commercial attractions and amenities. The diverse interests of stakeholders such as local tourism businesses and travel intermediaries require careful consideration, if a united cooperative approach to selling the destination is to be achieved.

The determinants of customer based brand equity for Addis Ababa as a tourist destination from domestic tourists' perspective were evaluated by using David Aaker's CBBE model. In addition to the determinants of CBBE, the inter correlation between the exogenous constructs of the model was also assessed. The model includes four latent constructs. These are Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Overall Brand Equity. These constructs were represented by twenty-one items.

The study found out that the Addis Ababa's brand as tourist destination has good perceived quality and brand loyalty among domestic tourists. Even though considered possessing poor brand association, vast majority of domestic tourists still are loyal and continue to visiting and intended to visit tourist attractions of Ethiopia. This critical evidence indicates that Addis Ababa city administration in collaboration with tourism should work towards improving the services provided by tourist attractions of the country by investing in tourist infrastructures and the skills and capabilities of tourism related professionals. The government should also build on the existing loyalty of the domestic tourists by launching different loyalty scheme and at the same time work towards improving the quality of service that is provided at one of the prominent tourist attractions of the country.

Referring the multi-regression modeling technique employed, the study evaluates the existence of significant and positive relationship between the predictor constructs and the criterion (overall brand equity). From the findings of the results, all the four determinants such as perceived quality, brand loyalty, brand association and brand awareness have significant effect on overall brand equity.

This implies that when preparing policies and strategies more focus should be placed up on maintaining and improving the existing perceived quality and brand loyalty of Ethiopian citizens and improving the brand awareness of the tourist attractions of the city by making more investment on the promotional strategies, development of infrastructures and the skill and capabilities of tourism service providing professionals in order to have a significant and positive impact on the overall brand equity of the city and the country at large.

The study presents different theoretical and practical implications. Firstly, it contributes for the wider understanding of the Consumer based Brand Equity by examining its measurements and dimensions from destination branding perspective by taking domestic tourists as a test group. Secondly, it breaks down the components of these constructs and measures the relationship between each sub construct with the other one. By doing so it reveals the individual sub-construct level interaction between them and provide an excellent insight for researchers and practitioners alike.

Thus the conclusion gives the governmental and non-governmental bodies that are responsible for the development of Ethiopian domestic tourism strategies a key framework to develop and implement tourism promotion strategies. More specifically the study shades light on the recently neglected destination branding concept and its application to promote domestic tourism in the country by identifying which dimension of the CBBE is most relevant and effective to develop the country's destination brand.

In addition, the study provides a framework to measures, analyze and track any strengthening or weakening of marketing perceptions in relation to brand objectives of the country at various points in time.

5.3 Recommendations

Based on the results of the study the researcher forwards the following recommendations for practitioners and future researches.

- Firstly, Customer Based Brand Equity Model gives practitioners a structured method to evaluate the promotion effort they were conducting to increase the tourism culture of domestic tourist. In spite of changes in staff, other stakeholders or budget, standard CBBE instrument offers efficient performance measures for the destination branding activities of the city. In addition, it helps them to plan their effort by understanding which construct have the most effect in creating the desired out come so as to minimize cost and maximize the desired benefit. Therefore, I recommend that destination brand building professionals use this model as a framework to plan and evaluate their brand building activities but they must do so with caution.
- Secondly, since the positive and significant direct relationship between them and the overall Brand Equity was proven to be applicable, the researcher recommends special focus should have to be placed up on the improvement of awareness creation and brand association of the city. Maintaining and improving of perceived quality and brand loyalty are also mandatory but when focusing on promoting and strengthening them, practitioners should not underestimate the indirect effects Brand Awareness and Brand Association have on the brand equity of the city through other mediating variables.
- The researcher recommends that overall reforms to shall be done regarding to the tourism sector which mostly engages the infrastructural issues like well-developed and organized library in and near to the tourist destinations which helps the visitors to develop their knowledge of the destinations.
- Preparing, engaging in and presenting huge fun and awareness creation events is recommended. This events can be solely presented by the tourist destination centers or jointly done cooperating with other organizers for example here in Ethiopia there is an annual event organized by Gumma Awards. On this program there could be an agreement to organize the stage making it representative of some of the destination centers.
- Lastly the researcher recommends future researchers to conduct other related studies in the area by considering the limitations such as expanding the area of the sampling to

incorporate other parts of the country in order to make it more representative and timely.

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APPENDIX

APPENDIX A

ST. MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

Dear Respondent

I am a graduate student at St. Mary University and currently I am conducting a research for the completion of my masters in marketing management. This research work is a study to measure brand equity of Addis Ababa as a tourist destination based on local tourists' perception and to know what needs to be improved to increase local tourists flow to enhance the growth of the tourism industry. Your willingness and cooperation in giving reliable information is well appreciated and the information you provide will be used only for academic purpose and shall be kept in strict confidentiality.

If you need further information about this study, or have problem in completing this questionnaire please contact me via +2519 13674494 or mernablis@gmail.com. There is no need to write your name. It is your full right to participate in the survey in order to enable it to achieve its objective.

I thank you in advance for your cooperation as it is very crucial for the success of this research.

Part 1: General Information about the Respondents

1. Gender Female Male
2. Age Below 25 years 26 - 40 years 46 – 60 years
Above 60 years
3. Education High school Degree Masters
Ph.D. Other, please specify _____
4. Income < Birr 5,000 5,001 – 10,000 > 10,000
5. Origin East Ethiopia West Ethiopia North Ethiopia

Part 2: Study Variables

This section is aimed to evaluate Customer-Based Brand Equity of Addis Ababa a tourist destination. Each statement relates to your feelings about the destination based on your experience. This part is organized in five Likert scale measurement to express your level of evaluation by ticking (√) under the numbers of the five alternatives. The score levels are described as: 1- Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree

Code	Attributes	Likert Scale				
		SD A (1)	D A (2)	N (3)	A (4)	SA (5)
BAW 1	I have heard about tourist attractions of Addis Ababa					
BAW 2	I can identify tourist attractions of Addis Ababa when I see them on promotions.					
BAW 3	The characteristics of Addis Ababa as a tourist destination come to my mind quickly					
BAW 4	When I am thinking of taking a holiday, visiting various tourist attractions of Addis Ababa comes to my mind immediately					
BAS1	Addis Ababa has a good name and reputation as a tourist destination					
BAS2	Visiting different tourist attractions in Addis Ababa fits my personality					
BAS3	My friends would think highly of me if I visited tourist attractions in Addis Ababa					
BAS4	The image of Addis Ababa as a tourist destination is consistent with my own self-image					
BAS5	Visiting tourist attractions in Addis Ababa reflects who I am					
PRQ1	Addis Ababa offer high quality service for tourists					
PRQ2	Tourist destinations in Addis Ababa has high quality infrastructure					
PRQ3	Addis Ababa provides high quality tourism service consistently					
PRQ4	When there is a complaint the service providers at tourist attractions in Addis Ababa respond quickly					
PRQ5	Staffs at tourist attraction sites in Addis Ababa are Professionals					
PRQ6	Professionals working at Addis Ababa tourist attraction sites treat each					

	tourists with care and by giving individual attention					
BLY1	Visiting tourist attractions in Addis Ababa is my preferred choice for a vacation					
BLY2	I would advise other people to visit tourist attractions in Addis Ababa					
BLY3	In the future, I intend visiting tourist attractions in Addis Ababa					
BLY4	Addis Ababa as a tourist destination provides more benefits than other vacation activities					
BLY5	I like visiting tourist attractions of Addis Ababa					
BLY6	I like talking about tourist attractions of Addis Ababa with my friends					
OBE1	If the price of visiting Addis Ababatourist attractions increases I still continue to visit them					
OBE2	If there is holyday activity similar, I prefer visiting Addis Ababatourist attractions					
OBE3	Visiting Addis Ababatourist attractions is more than a vacation to me					

Many Thanks for Your Kind Co-operation!!!

APPENDIX B (Amharic version of the questionnaire)

ቅድስትሚርያምዩኒቨርሲቲየድህረምረቃዝግጅት

የንግድአስተዳደርትምህርትክፍል

ውድተሳታፊ

ስሜሜሮንአስራትይባላል።

በቅድስትሚርያምዩኒቨርሲቲየድህረምረቃዝግጅትምህርትምህንጃውስተርስዲግሪመመረቂያህ-ፊንግማዘጋጃትላይገኛለሁ።

የመመረቂያህ-ፊየሚያጠናውየአዲስአበባቱሪስትመስህቦችበአገርውስጥኅብኚዎችእይታእንዴትይለክልበሚጠይቅለሁ።
ው።በመሆኑምጊዜስጥተውበጥንቃቄዎሉልኝዘንድበማክበርእጠይቃለሁ።

ከዚህመጠይቅየሚሰጡትምላሽበሚስጥርእንደሚያዝናለዚህጥናታዊዓላማማዘጋጃትንብቻእንደሚውልረጋግጣለሁ።

መጠይቁንበሚሞሉበትጊዜግልፅያልሆነልዎትነገርካለበሰልክቁጥር **0913-674494**

ወይምበኢሜል mernablis@gmail.com በማንኛውምሰዓትቢጠይቁኛልረዳዎትዝግጁመሆኔንእገልጻለሁ።

የእርስዎትብብርላጥናቱወሳኝእስተዋጽኦያበረክታል።ስለትብብርዎበቅድሚያእመሰግናለሁ!!

መመሪያ

ስምዎትንመፍላጎድላገላይደለምከተዘረዘሩትአማራጮችመካከልበሚፈልጉትአማራጭትይዩ(✓) ምልክትያድርጉ።

ክፍል 1 ስለመላሽጠቅላላመረጃ

1. የታሰቡት ሰዓት ወንድ

2. እድሜከ 25 በታች ከ25 – 45

ከ46 – 60 ከ60 በላይ

3. የትምህርትደረጃ
ሁለተኛደረጃ ሁለተኛዲግሪ ኢች.ዲግሪ

ዲግሪ ሌላካለአባዘዎይጥቀስ
4. የገቢ ከ 5000 በታች ከ 5001 – 10,000 ከ 10,000 በላይ

ክፍልሁለት

በዚህክፍልቱሪስቶችስለአዲስአበባቱሪስትመስህቦችየሚሰማቸውንስሜትየመመዘንአላማይዟል።በአ-

በጣምአልስማማም፣አ-አልስማማም፣ሃ.የ-ሃሳብየለኝም፣እ-እስማማለሁወይምአ-

አልስማማምየሚሉምርጫዎችቀርበዋል።ከተዘረዘሩትአማራጮችመካከልበሚፈልጉትአማራጭትይዩ (✓)
ምልክትያድርጉ

ኮድ		ቤ. አ	አ	ሃ. የ
አውቅና 1	ስለአዲስአበባየቱሪስት መስህቦች ሲ.ወ.ራ.ሰምቻለሁ			
አውቅና 2	የአዲስአበባየቱሪስት መስህቦች ንግድ በቀላሉ መለየት እችላለሁ			
አውቅና 3	የአዲስአበባየቱሪስት መስህቦች ባህርያት ወደ አለም ሮዴይ መጣሉ			
አውቅና 4	የአረፍት ጊዜ ይንላማ ሳለፍ ሳስብ የአዲስአበባየቱሪስት መስህቦች ንግድ ስንት ጠቅላይ መሪ ወደ አለም ሮዴይ መጣል			
ተያያዥ ነት 1	የአዲስአበባየቱሪስት መስህቦች ጥሩ ስምና ዝና አላቸው			
ተያያዥ ነት 2	የተለያዩ አዲስአበባየቱሪስት መስህቦች ንግድ ስንት ጠቅላይ መሪ ከአይማን ነት ጋር ይሄዳል			
ተያያዥ ነት 3	የአዲስአበባየቱሪስት መስህቦች ንግድ ስንት ጠቅላይ መሪ ከአይማን ነት ጋር ይሄዳል።			
ተያያዥ ነት 4	የተለያዩ አዲስአበባየቱሪስት መስህቦች ንግድ ስንት ጠቅላይ መሪ ከአይማን ነት ጋር ይሄዳል			
ተያያዥ ነት 5	የአዲስአበባየቱሪስት መስህቦች ንግድ ስንት ጠቅላይ መሪ ከአይማን ነት ጋር ይሄዳል			
ጥራት 1	የአዲስአበባየቱሪስት መስህቦች ለቱሪስቶች ከፍተኛ ጥራት ያለው አገልግሎት ይሰጣሉ			
ጥራት 2	አዲስአበባየቱሪስት መስህቦች ከፍተኛ ጥራት ያለው መሰረት ልማት አላቸው			
ጥራት 3	የአዲስአበባየቱሪስት መስህቦች ከፍተኛ ጥራት ያለው አገልግሎት በቋሚነት ይሰጣሉ			
ጥራት 4	በቱሪስቶች ለሚቀርቡ ቅሬታዎች አገልግሎት በሚሰጡ ባለሙያዎች አፋጣኝ ምላሽ ይሰጣል			
ጥራት 5	የአዲስአበባየቱሪስት መስህቦች በቁላሉ ተገቢ ጥራት ያለው ያዎች ይሰራሉ			
ጥራት 6	የአዲስአበባየቱሪስት መስህቦች ውስጥ አገልግሎት የሚሰጡ ባለሙያዎች ሁሉ ንግድ ቱሪስት እንደ የፍላጎት ጥራት ታያስተናግዳሉ			

ታማኝነት 1	የአዲስአበባየቱሪስት መስሪያቤቶችን መግቢያ ለሌሎችም ማጠናቀቅ የሚችሉ ማሳሪያ ስራዎችን ያካተተ					
ታማኝነት 2	ሌሎች ግብዓት ያላቸው የአዲስአበባ የቱሪስት መስሪያቤቶችን ለአዲስ ግብዓት መክፈት					
ታማኝነት 3	ለወደፊት የአዲስአበባ የቱሪስት መስሪያቤቶችን ለመግቢያ ለሌሎችም ማሳሪያ ስራዎችን ያካተተ					
ታማኝነት 4	የአዲስአበባ የቱሪስት መስሪያቤቶችን መግቢያ ለሌሎችም ማሳሪያ ስራዎችን ያካተተ					
ታማኝነት 5	የአዲስአበባ የቱሪስት መስሪያቤቶችን መግቢያ ለሌሎችም ማሳሪያ ስራዎችን ያካተተ					
ታማኝነት 6	ከጓደኞች ጋር ስለ አዲስአበባ የቱሪስት መስሪያቤቶች መግቢያ ለሌሎችም ማሳሪያ ስራዎችን ያካተተ					
አጠቃላይ ገጽ 1	የአዲስአበባ የቱሪስት መስሪያቤቶችን መግቢያ ለሌሎችም ማሳሪያ ስራዎችን ያካተተ					
አጠቃላይ ገጽ 2	ተመሳሳይ የሆኑ የአዲስአበባ የቱሪስት መስሪያቤቶችን መግቢያ ለሌሎችም ማሳሪያ ስራዎችን ያካተተ					
አጠቃላይ ገጽ 3	የአዲስአበባ የቱሪስት መስሪያቤቶችን መግቢያ ለሌሎችም ማሳሪያ ስራዎችን ያካተተ					

ስለትብብርዎ በድጋሚ አመሰግናለሁ!