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MBA

FACTORS AFFECTING DESTINATION IMAGE IN CASE OF ADDIS ABABA
SELECTED TOURIST DESTINATION PLACES

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BY

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DECLARATION

I, the undersigned, declare that this thesis “Factors affecting destination image in the case of Addis Ababa Selected Tourist Destination Places” my original work, prepared under the guidance of my advisor Yibeltal Nigussie (Assistant Professor). All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

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Abstract

This study designed to investigate factors affecting destination image in case of Addis Ababa selected tourist destination place. Specifically, on Entoto and sheger parks, to indicate how destination image evaluated by local tourists in terms of infrastructure, peace and security, tangibility and heritage and to examine to what extent these factors influenced the destination image. In order to achieve its objectives, the study gathered data from 200 local tourists in Addis Ababa newly opened Entoto and Sheger Parks from March 01 to May 31, 2021 Gregorian calendar through open and close-ended questionnaires. The data were analyzed through help of statistical package for social science. The findings revealed that the destination image exceeds well in peace and security, tangibility, infrastructure. On contrary the city in some area, achieve good results such as, on the dimension of cultural activities. The study also indicated that researcher found out that not all of the marketing & brand dimensions have positive effects on destination image. In addition, the result of the study discovered that peace and security is the most important factor and have positive and significant effect on destination image, followed by infrastructure and tangibility. On the other hand, heritage have insignificant effect on destination image.

Key words: Destination image, Destination image practices

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Nowadays the competition among tourist destination is fierce due to the increasing international tourism and each destination has an image; some can have a stronger image than others so, it is important to understand how tourists perceive these places, as well as how their images influence final choice (Vaughan, R.D., 2007 and Pike, S. 2009) destination positioning effort (Vaughan, R.D., 2007 and Blichfeldt, B. S. 2003) which finally leading to the concept of destination marketing (Middleton, V. T .et.al., 2009) .It has been proven that positive brand images of cities have helped destination to building reputation (Juan A. García.,2012) Understand destination image and visitors' perceptions(Sirakaya Eet.al. 2001) helps to reinforce positive images already held by the target audience, correct negative images, or create a new image (Pike, S., & Ryan, C.2004).

Many scholars have proposed ways in which images of destinations are created by establishing models that explain the process. Below is a discussion of those models. To begin with, a model by Stabler (1988) as noted by Jenkins (1999) implied that formation of destination image is formed by some common factors in all the individuals. The author noted further that, although every individual form a unique image of a destination, there are several factors that are common in all individuals and assist in forming the destination image.

Destination images can affect travelers' decision making and future behavior among a place as well as levels of satisfaction and experience recollection. Thus, perceived destination images are the basis of the evaluation or selection process and thus provide the link between motivations and destination selection (Fazli, 2012).

The challenge of branding a destination arises from tourists' decision-making process. The purchase of a vacation often involves uncertainty and high costs and for this reason the decision involves risk. The ultimate decision depends in large part on tourists' ideas of what a destination

could offer. Therefore, destination image is a fundamental part of the motivation to travel; a critical element in the selection process, irrespective of whether or not it is based on stereotypes or reality Cai, (2002).

Addis Ababa is one of the growing destinations of East Africa as TDR in the “long-haul” travel of international tourism and travel market of the world. It has also a great potential in being a TTR for most African countries in general and for East Africa in particular, due to its national carrier/The-Ethiopian Airline/ position in connecting Africa.

Tourism, for Addis Ababa, is a half century phenomenon that is said to have been started in early 1960’s, with the establishment of OAU in Addis Ababa and in preparation to host the founding submit of the leaders of the newly independent nations of the continent of Africa Flemming (1985).

The purpose of this study is to assess the factors affecting destination image in case of Addis Ababa selected tourist destination place.

1.2.Statement of the problem

“As tourism services are intangible, images become more important than reality” (Govers & Go, 2007). This quote perhaps constitutes the most predicative statement building the underlying problem of this thesis. It describes today’s situation in the tourism industry to the point, where events and trends are becoming ever more complex and fast-paced. As tourism destination products and services cannot be tested prior to the purchase, consumers have to build images of them and make their purchase decision based on these images. Whether the image is an accurate portrayal of what the respective destination is really like is thereby not so important, what really matters is the mere existence of the image in the minds of potential consumers (Mayo, 1975, p. 15).

Throughout my education, the researcher has always been interested in marketing topics. While studying at the St Mary’s university, the researcher have come to be even more interested in learning about the destination image and when deciding on working a research study for partial fulfillment of senior essay for MA in Marketing Management, the researcher came across a lot of articles and resources that dealt with problems that Ethiopian tourism companies has had in the

destination branding, marketing and building tourist destination. The researcher decided it would be a great opportunity to learn more about the case and possibly trace the effects of these issues.

Though there are few documents about destination image with regard to foreign destination places, there are no previous well-documented studies on destination image and its effect on marketing and branding tourist destination with regard to the Ethiopian destination places. The motivation behind this research is thus to fill the literature gap related to destination image and its effect on marketing and branding tourist destination. More specifically the motivation of this study is to serve as preliminary work or a steppingstone for further study on the issue.

In this study factors affecting destination image will be assessed by using the dimensions which are distinct positioning; is the art of marketing which is creating unique attribute and being different, communication is how destination image is communicated with concerned parties, stakeholders and etc., infrastructure; is related to the destination physical and organizational facilities needed for the tourism operation and Innovation; is the destination new idea or method of creating in related to the marketing and branding activities.

During the preliminary study performed by the researcher, the following gaps were identified at marketing & branding and its subsequent effect on destination image tourist destination at Addis Ababa and tourism activities focuses only logo, slogan and corporate color carried out by the city.

In addition to the mentioned problems; regardless of its importance to build destination image, the student researcher found little or no evidence, hence it becomes significant to assess the impact of on marketing and brand activities on destination image in case of Addis Ababa city.

1.3. Basic Research Questions

The research study tried to answer the following research questions:

- What is the effect of peace and security on destination image of Addis Ababa city specifically Enoto park and Sheger Park?
- What is the effect of tangibility on destination image of Addis Ababa city specifically Enoto park and Sheger Park?
- What is the effect of infrastructure on destination image of Addis Ababa city specifically Enoto park and Sheger Park?
- What is the effect of heritage on destination image of Addis Ababa city specifically Enoto park and Sheger Park?

1.4. Objectives of the study

1.4.1. General objectives of the study

The primary objective of this study was to assess the impact of on marketing and brand activities on destination image in the case of Addis Ababa city selected destination places.

1.4.2. Specific objectives of the study

The study tried to achieve the following secondary objectives;

- To assess the effect of peace and security on destination image of Addis Ababa city specifically Enoto park and Sheger Park
- To investigate the effect of tangibility on destination image of Addis Ababa city specifically Enoto park and Sheger Park
- To identify the effect of infrastructure on destination image of Addis Ababa city specifically Enoto park and Sheger Park

- To assess the effect of heritage on destination image of Addis Ababa city specifically Entoto park and Sheger Park

1.5. Significance of the study

Even if there are few documents about factors affecting destination image with regard to foreign companies, there are no previous well documented studies on factors affecting its subsequent effect destination image. This research was thus intending to fill the literature gap related to destination image on factors affecting it. More specifically this study served as preliminary work or a steppingstone for further study on the issue. Depending up on the research also produced the following significant. The finding of this study will help the country as an input to include to in destination image a good image to increase the tourism flow in the country. It will also help any business students who are interested to study similar and related topics. The study will also help other tourism companies to identify and know gaps in new destination image and related factors. Lastly it will be helpful the researcher to implement and analyze theoretical application in real world.

1.6. Scope of the study

Based on geographical coverage the study was delimited on factors affecting destination image in the case of Addis Ababa city specifically Entoto Park and Sheger Park located in the capital city.

The theoretical and concept coverage of the study is delimited to only factors affecting destination image in case of Addis Ababa city selected destination place.

The study used mixed method of approach in order to analyze the factors affecting destination image in case of Addis Ababa city selected destination place. The time frame was limited to January 2019 – May 2021 GC.

1.7. Limitation of the Study

The attempt to assess the destination image of Addis Ababa could not be enough only by assessing Entoto park and Sheger Park local tourists, in Addis Ababa, nevertheless the study showed the

reflection of the status of local tourists who visited Entoto park and Sheger Park at the time of undertaking data collection in the city. Another main challenge to the study was Covid-19, which does not allow physical contact while data collecting and even getting enough target population force the researcher to go repeatedly to the destination places. On the other hand, the study required a determinant time and voluntary response from target group and the researcher has done its best to attain the optimum results.

1.8. Organization of the paper

This thesis is organized into five chapters. In the first chapter, background of the study area, followed by background of the industry, statement of the problem, study questions answered, objectives of the study, significance, and scope of the study.

Chapter two provides the literature review of the paper. This chapter have three parts in which the first one gave the overview of the chapter; the second one focused on theoretical review, which talks about destination image and factors affecting it; the last one explained about the conceptual framework.

The third chapter presents the design of the research and the methodology which were used which includes the researches approach, type, sampling design, sources of data, data collection methodology, data collection instrument, data analysis methods, and validity and reliability of the study.

Chapter four presented descriptive summary of the empirical data collected, and the survey conducted together with detailed analysis, results and discussion. Finally, chapter five disclosed the overall summary, conclusion, recommendation and directions for further research.

CHAPTER TWO

2. Review of related literature

Introduction

This chapter provides the theoretical background for the present research project. It will explain and analyze the main issues raised by previous works in the field of destination branding, destination image, destination marketing, and the relationships among each other. The significant themes identified were used to examine the findings of the research.

The literature review is divided into three main parts: Theoretical Review, empirical reviews and conceptual framework. The theoretical review part talks about destination image and destination marketing; the empirical review part will explain and analyze the main issues raised by previous works in the field of destination branding, destination image, destination marketing, and the relationships among each other.

2.1. Theoretical Review

2.1.1. Destination Image

Determining an exact meaning of 'destination image' is problematic. The term has been used in a variety of contexts, including those by tourism promoter, the publicly held or 'stereotype' image of destinations and the destination images held by individuals. The most frequently cited definition for destination image is: 'the sum of beliefs, ideas and impressions that a person has of a destination' (Crompton, 1979). Which includes what an individual mentally describes a place from the available knowledge the person has and from the information the person perceived from others. The image of any place by an individual is the combined results of many points of references. The origin may be from the childhood or when we study geography in the lower grades. The information may be obtained from friends, relatives or media sources would take their part for

our final picture. In addition, it is obvious that our image will be curved out of our own tourist experience.

Based on the existing literature, we can say that the studies and researches about destination image has been a key concern among researchers and scholars. There have been different articles and researchers, especially in the recent years, which have focused on this topic (Naidoo, & Ramseook2012; Yang, He, and Gu 2012; Qu, & Im 2011; Mohan 2009; Stepchenkova, and Morrison 2008, Hosany, Ekinci, and Uysal 2005).

Leisen (2001: 50) states that: “The traveler creates an image by processing information about a destination from various sources over time”. He believes that this information about a destination may be organized into a mental construct that is meaningful to the individual.

Image of a destination is the sum of ideas, beliefs, experiences recollections and impressions that a visitor has of a place (Crompton, 1979; Reilly, 1990). Particularly; image of a destination is total influence of all impressions, objective knowledge, bias, ideas and emotional thoughts that a person or group might have of a specific destination (Lawson & Baud-Bovey, 1977). Moreover; Della Corte and Micera (2007) defined image of a destination as sum of ideas, beliefs and impressions a place can make in actual and potential individual’s minds.

According to Marino (2008) “image is the mental structures (visual or not) that integrate the elements, the impressions and the values that people have about a specific place; and, it is based on a series of more or less material knowledge of those people, and on a series of perceptions of a more emotional and effective nature”.

As result, in general destination image is a composite construct, multi-faceted, which includes of interrelated affective and cognitive evaluation generate the overall image (Stepchenkova & Morrison, 2006).

2.1.2. Destination Image formation

Baloglu and McCleary (1999) point out that there are few empirical studies, which aim at determining and analyzing the factors that influence the formation of the destination image

(Baloglu & McCleary, 1999: 869). This is quite surprising because the understanding of the image formation is important as argued by Baloglu and McCleary: ‘Before image can be used to influence behavior, it is important to understand what influences image knowing factors influencing it would help to identify markets and decide which image should be promoted to which segment of the market’ (Baloglu & McCleary, 1999: 869). Therefore, the present section introduces the theories of image formation suggested by Gartner in his article ‘Image formation process’ (1993) and Baloglu and McCleary in their article ‘A model of destination image formation’ (1999).

According to Gartner, the destination image formed by three different, yet interrelated, components: cognitive, affective and conative (Gartner, 1993: 193). Gartner describes the cognitive component as ‘the sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes’ (Gartner, 1993: 193). In other words, the cognitive component is formed based on the tourist’s beliefs of a destination. Gartner provides an example of Zagreb, the capital of Croatia, which has a cognitive image based on its location within the former country of Yugoslavia. The cognitive image of Zagreb that some tourists have may have been formed based on previous visits, while other tourists may not even be aware of the location of Zagreb in Croatia. Some tourists may even believe that Zagreb is a country. In this case, the cognitive image of Zagreb is subject to the cognitive image of the country in which the tourist believes Zagreb is located (Gartner, 1993: 193 + 196). The cognitive image is possible to influence, and it has an impact upon which destinations were found among the possible and realistic destinations in the selection process (cf. section 2.1).

The affective component is related to the motives of the tourist for choosing one destination at the expense of another. For example, some tourists may consider Zagreb an exotic destination with a culture different to their own. If the tourists’ travel motives include learning more about different cultures, then Zagreb has more value than destinations with which the tourists are familiar. On the other hand, if Zagreb has received negative media coverage e.g., as being unsafe, Zagreb will not

be perceived favorably by tourists valuing safety and security. The affective component becomes operational in connection with the tourist's evaluation of destination choice. Related to the 'destination selection model' presented in section 2.1, this occurs as the choice of set of destinations is considered (Gartner, 1993: 196).

Finally, the conative image component leads to action, because a decision is reached, and one destination from the 'decision set' is chosen. Thus, the conative image is formed on the basis of the cognitive and affective components: 'The conative component's relationship to the other two components is direct.

It depends on the images developed during the cognitive stage and evaluated during the affective stage' (Gartner, 1993: 196).

The theory of Gartner demonstrates that the formation of images and how these are influenced on the various stages should be considered in the image creation process. Within a destination marketing context, it is mainly the cognitive image that has importance because on this stage the destination marketers can directly influence the tourist and his/her selection process.

A second approach to the destination image formation is provided by Baloglu and McCleary in their article '*A model of destination image formation*' (1999) in which they study the components influencing an image. Based on research from a number of tourism academics and researchers discussing the destination image, Baloglu and McCleary have developed a model illustrating the destination image formation (Baloglu & McCleary, 1999: 869):

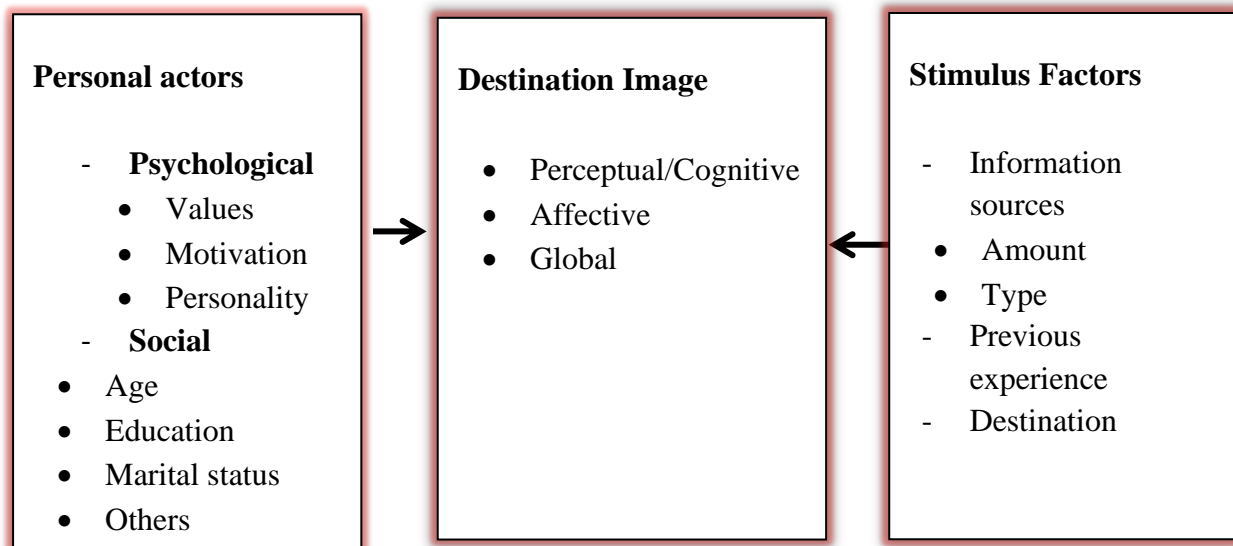


Figure 1: Image formation agents'

source *Baloglu & McCleary (1999, p. 870)*

Compared to Gartner, Baloglu and McCleary consider more factors as illustrated in figure 4. They propose a model of image formation factors differentiating between personal factors (psychological and social) and stimulus factors (information sources, previous experience and distribution). With regard to the former, the motivation is the primary factor to tourists Baloglu & McCleary (1999: 874-875). The motivation is closely connected to the affective component of the destination image, because a tourist's affective image of a destination impacts upon his/her motivation Baloglu & McCleary (1999: 873-874).

As regards the social personal factors, Baloglu and McCleary have reviewed several studies and conclude that age and education are the most significant social variables influencing the destination image Baloglu & McCleary, (1999: 875-876). A disadvantage of this claim is that Baloglu and McCleary merely consider demographic factors and do not include factors such as gender, social class and religious affiliation. Indeed, I would argue that such factors also influence the formation of tourists' image of a destination and should be taken into consideration. Baloglu and McCleary also indicate that information sources influence the formation of cognitive evaluation. Thus, the cognitive image is mainly formed on the basis of information sources and previous experiences, whereas these have no influence on the affective component of the image. The cognitive image and

the affective image together form the overall global image of a destination Baloglu & McCleary, (1999: 873-874).

Given the foregoing, it can be concluded that Baloglu and McCleary tend to consider the destination image as formed by the tourist's perceptive/cognitive evaluations that refer to the knowledge and beliefs of tourists about an object. In addition, destination image is formed by the affective evaluations relating to the tourists' feelings towards an object. These evaluations are in turn shaped by different types of age, education, motivations and information sources. The information sources and previous experiences will be outlined in the following section

2.1.3. Image formation agents

Evidently, tourists have different images of a destination, and as written, these images are partly formed by various sources providing some form of information about a destination. Yet, a number of different sources exist, and these are outlined in the present section. Gartner labels the various sources 'agents': 'the selection of the terminology, image formation agents, is derived from the definition of agent as a force producing a specific result' (Gartner, 1993: 197). Hence, the term 'agents' is applied in the thesis.

Gunn (1972) was the first to distinguish between image formation agents by suggesting that images are formed through induced and organic agents. Induced images are created through information received from external sources such as destination advertising (Gartner, 1993: 196;

Dann in Butler & Douglas, 1995: 114; Morgan & Pritchard, 1998: 65). On the other hand, organic images are formed from past experiences and unbiased sources of information e.g., news reports, movies and newspapers. According to Gunn, the formation of the image occurs in the continual interplay of the organic and induced image. The key difference between the two image formation agents is the level of control. The induced image is possible to control, since it is a result of a planned marketing effort through e.g., brochures, whereas the organic image is beyond the control of destination marketers (Gartner, 1993: 196).

The second approach to the image formation agents is the theory proposed by Gartner (1993). It is generally considered that Gartner has developed the most sophisticated adaptation of Gunn's work

(Morgan & Pritchard, 1998: 66; Dann in Butler & Douglas, 1995: 114). In the article 'Image formation process' (1993) Gartner expands Gunn's two-dimensional (organic vs. induced) model.

Gartner suggests a continuum consisting of eight separate image formation agents that each influences the destination image both in combination with each other and independently. Furthermore, Gartner relates each agent to differing levels of credibility, market penetration and destination cost Gartner (1993: 197).

Firstly, Gartner distinguishes 'induced' agents into four types. 'Overt induced I' consists of traditional forms of advertising from the destination such as brochures, radio and television, whereas 'overt induced II' is information from e.g., tour operators not directly associated with the specific destination. 'Covert induced I' consists of e.g., testimonies from celebrities and satisfied customers. Finally, 'covert induced II' is independent endorsement through travel writing Ibid (197-201).

Secondly, Gartner introduces 'autonomous' agents such as documentaries, movies, independent news stories and news articles. Whereas the 'induced' agents usually convey positive images of destinations, the 'autonomous' sources sometimes provide neutral or even negative images (Ibid.: 210-203).

Finally, Gartner presents 'organic' agents that are based on actual visitation at a particular destination. 'Unsolicited organic' agents consist of information provided by friends and relatives who have visited the destination, while 'solicited organic' agents refer to the tourist deliberately seeking information from friends and relatives Ibid.: 203-204).

Appendix 2 illustrates how Gartner relates the eight formation agents to credibility, market penetration and destination cost. The appendix demonstrates that the various types of image formation agents have their advantages and disadvantages with regard to credibility, market penetration and destination cost. For example, credibility is generally quite low for induced images, while organic images have a higher level of credibility. In other words, Gartner considers information from friends and relatives more credible than information received through e.g., a tourist brochure produced by a destination. Hence, Gartner implies that a tourist brochure or an

advertisement may not play a vital role in influencing the decision of the tourist because they are not perceived as credible. Obviously, each destination has a commercial interest in enticing potential tourists to choose the destination and thus seeks to promote itself as positively as possible. Yet, a number of tourism researchers and academics disagree with Gartner noting that brochures are indeed credible and remain a vital information source in tourists' selection process and should therefore not be underestimated (Morgan & Pritchard, 1998: 66; Goodall in Ashworth & Goodall, 1990: 175). Nevertheless, the choice of the optimum image formation agents depends on various factors: the amount of money budgeted for image development, the demographic characteristics, the timing, the type of image projected and the product (Gartner, 1993: 207-209).

It can be concluded that it is important to distinguish between different agents that provide information about destinations. Furthermore, an image is not merely affected by one type of agent but is formed through continuous interplay between number of agents. In this connection, it should be emphasized that the overall image of Singapore is formed through an interaction of several agents and in order to identify this overall image, it would be necessary to analyze all the agents influencing the image. However, this is beyond the purpose of this thesis, which aims at identifying the image formed by an overt induced I agent (the brochure).

2.1.4. Destination marketing

Throughout the literature review in preparation for this thesis, the notion that destination image and destination marketing stand in a close interrelationship to each other has appeared in nearly all articles and works studied. Only during the last three decades the marketing of places has received increased interest and the field has accordingly become more sophisticated. This development is to some extent due to globalization and the ever-increasing number of international transactions, which obviously have an impact on the competitiveness of places (Baker and Cameron, 2007, p. 79). After the previous chapter on destination image, the purpose of this section is to give an insight into the field of destination marketing, including a focus on branding.

2.1.5. An overview of destination marketing

First of all, a clear distinction between place marketing and destination marketing should be made.

As opposed to destination marketing, the broader field of place marketing is not limited to increasing the number of tourist arrivals. It rather has an effect on more expansive areas like regional and urban development, international relations, country positioning, as well as economic growth. Correspondingly, Kotler (1993), a pioneer and leader in marketing research issues, published a book on marketing places, where he examines how investment, industry and tourism can be attracted to cities, states and nations. Hence, place marketing basically embraces four core activities. To begin with, it engages in designing the appropriate mix of community features and services. Furthermore, attractive incentives for the existing as well as potential buyers and users of the place's goods and services are set. These goods and services then have to be delivered in an efficient way. Also, the respective place's values and image have to be promoted, so that potential consumers and users are aware of all the advantages (Kotler, Haider & Rein, 1993, p. 18). Although it is not the only nor the most important aspect, the importance of tourism for place marketing should not be underestimated. It must be considered as integral part of place marketing, because it supports and leads the development of a place brand (Baker & Cameron, 2007, pp. 80-81). The branding approach will be discussed in a later sub-chapter.

Against the above discussed background, now a definition of actual destination marketing shall be given. According to the United Nations World Tourism Organization UNWTO (2004, p. 10), destination marketing "covers all the activities and processes to bring buyers and sellers together; focuses on responding to consumer demands and competitive positioning; is a continuous coordinated set of activities associated with efficient distribution of products to high potential markets; involves making decisions about the product, branding, the price, market segmentation, promotion and distribution".

Destination marketing facilitates the success of tourism policy, which should ideally be in line with the strategic plan for overall regional development (Buhalis, 2000, p. 97). Baker and Cameron (2007, p. 81) point out that destination marketing involves using tourism for reasons like improving the overall image of the area in order to attract industry, increasing infrastructure that can also be used by the local community, achieving changes in the environment, or giving the locals more pride in their area. Thereby, tourism is often used as a means to an end rather than an end in itself. Anyhow, the fact that marketing has the power to positively influence destination

development is widely acknowledged.

2.1.6. Critical success factors for destination marketing

After an extensive literature review on the topic, Baker and Cameron (2008, pp. 91-93) were able to identify a number of critical success factors that are all associated with a destination's development of a successful marketing strategy. These factors are clustered into four different stages, according to destination brand building, which will be examined again in the sub-chapter dedicated to branding.

Strategic Orientation

Visitation statistics are included and the destination's main markets are quantified and segmented

The main competition is identified

Tourism trends are identified

A long-term orientation is adopted

The importance of international competitiveness is recognized

The need for infrastructure improvements is highlighted

The need for integration with national/ regional tourism plans is recognized

Residents' attitudes to tourism are considered

Local cultures, values and lifestyles are considered

Wealth and job creation and quality of life for residents are primary aims

The issue of overcrowding is addressed

The issue of environmental problems is addressed

The issue of seasonality is addressed

The benefit of tourism to the destination is quantified

Scenarios are developed

Destination identity and image

The need to develop brand identity is recognized

Brand associations are identified

The need for image development is recognized

Positioning is discussed

The need for coordination of industry promotional material is recognized

Recognition to ensuring the promises made in marketing communications are conveyed to visitors

New and innovative forms of communication channels are addressed

The need to improve branding and brand awareness is recognized

The importance of experiences to tourists as opposed to tangible propositions is recognized

Stakeholder involvement

National government agencies are involved in planning

Local government agencies were involved in planning

The area tourist board/ area tourist office was involved in planning

Local residents were involved in planning

Local businesses were involved in planning

The need to improve communication between different stakeholders is recognized

Leadership is addressed to give greater guidance to stakeholders

Implementation, monitoring and review

The timescale for each task is included

The need for monitoring and review is established

Baker & Cameron, 2008, p. 93

Table 1: Critical success factors for destination marketing

As mentioned before, in today's increasingly competitive world it is of utmost importance for places to differentiate themselves from each other. In order to be able to do so, they need a profound knowledge of their own strengths, weaknesses and needs as well as of the nature of the competitive environment. The understanding of these critical success factors, or CSFs, can help planning and implementing effective marketing strategies. Therefore, the above presented table can serve as a very useful help for destination managers and marketers to understand which issues should be addressed

2.1.7. The need for collaboration and integration

Destination marketing is a particularly challenging form of the marketing art. The challenges are mostly related to the general complexity of the tourism product and to the many different kinds of stakeholders involved. The overall tourism experience consists of regions, resources and a combination of tourism products and services. The producer usually does not have the total control over the tourism product. The stakeholders involved in the process are a mix of companies of different sizes, public agencies, as well as non-profit organizations. There is a mix of professional and personal interests of all the people who live and work in the area, namely indigenous people, investors and businesses, tourists, tour operators and intermediaries, and other interest groups (Buhalis, 2000, pp. 98-99). However, on an individual basis, they do not have much control over

the marketing of the destination product. DMO's are usually created to take on the great responsibility for tourism promotion and visitor attraction and should ideally satisfy the needs of all these stakeholders. The total marketing mix usually consists of formulating the destination product, pricing the destination, distributing the destination's product through the right channels, and promoting the destination. However, the mentioned lack of control over the tourism product is the reason for many DMOs' decision to put their focus above all on the promotional aspect of the marketing mix (Baker & Cameron, 2007, pp. 81-82; Elbe, Hallén & Axelsson, 2009, p. 283). Still, Gretzel and her research partners (2006, p. 4) emphasize that nowadays much more is expected from them, namely leadership.

An additional problem in destination marketing is that in the public sector, destination marketing offices and national tourist organizations often do not have enough resources, proficiency or flexibility. Nevertheless, marketing should satisfy all stakeholders involved, for example by meeting the public sector's social objectives, and at the same time the private sector's economic goals. Therefore, there is an expressed need for collaboration and knowledge-exchange between the different stakeholders. Baker and Cameron (2007, p. 83) highlight the importance of public-private relationships, with the local government usually playing an especially important role. Amongst others, such partnerships with pooled resources are necessary because individual stakeholders would definitely not have the same promotional impact on potential tourists as they do in collaboration. As the involved actors' interests often overlap only partly, DMOs need to mobilize resources and bring together the individual stakeholders in order to achieve a coordinated and integrated destination marketing process. The goal is to find suitable marketing solutions that benefit both the whole destination and also its actors. In fact, analyzing and involving the stakeholders can mean various advantages to destination management and marketing offices. They find new areas to co-operate and receive benefits, while at the same time they can make sure that these stakeholders do no longer represent a potential threat. The level of collaboration can thereby vary considerably, meaning that there are different degrees of commitment and adaption on the part of the participating actors (Elbe, Hallé & Axelsson, 2009, pp. 283-287). However, in order to be able to fulfil this task of mobilizing resources and reaching agreements, a DMO requires legitimacy. This means that the stakeholders must perceive that it has adequate competences to do

so and that what it does can be beneficial to them. A DMO must always be perceived as the officially accepted representative of a destination (ibid., p. 295).

Similarly, Buhalis (2000) demonstrates in his work “Marketing the competitive destination of the future”, that in order to develop truly competitive destinations, there is a need for close collaboration rather than rivalry between the involved parties.

Destinations are exposed to changes within the industry as well as to threats from the external environment, which can challenge DMOs fundamentally. According to Gretzel and her colleagues (2006, p. 1), DMOs can react to such developments with three possible strategic responses. Either they decide to proactively shape the future and adapt to it, or they passively struggle through future crises. In any case, the chosen approach needs to be informed. Moreover, destination management and marketing offices must be characterized by a profound commitment to learning and change and at any time provide strong leadership in the course of defining where the destination is standing, where it has been, and, most importantly, where it is heading Gretzel et al. (2007, p. 11)

2.1.8. Future issues in destination image

Advancing the view that a destination is one of the most difficult products to manage and market, Fyall and Leask (2007, pp. 53-61) unite the main issues impacting the future marketing of destinations in a comprehensive framework. Their so-called 15 Cs framework provides an effective instrument of conceptualizing the most crucial subjects which continue to challenge destinations: complexity; control; change; crisis; complacency; customers; culture; competition; commoditization; creativity; communication; channels; cyberspace; consolidation and collaboration

With complexity, the researchers indicate the already discussed fact that destinations are usually comprised of several stakeholders, components, and suppliers and convey different meanings to different markets. Control refers to the destinations’ often experienced inability to exert control over the destination product, which can lead to the undermining of strategic marketing approaches. Yet, a further issue considered is the probably upcoming change of the separation between public and private sectors that has been so commonly been existing throughout destinations. The

framework also includes concern about crisis, revealing the fact that many destinations all over the world have been dealing and will also in future have to deal with negatively influencing crises such as natural catastrophes and the like. But the universally present fear of these crises and of continuous change will probably be enough to prevent complacency, the feeling of self-righteousness and gratification, amongst destination marketers. Moreover, the customers of the future will definitely be more demanding, wherefore marketers need to adapt more innovative strategies.

Culture can only be one of the means for product differentiation, when it comes to the battle against the fierce national as well as international competition. In a world full of competition, commodification is also challenging destination marketers. Only by means of creativity destinations can differentiate themselves from the many commodity destinations around the globe. One of the most obvious methods to reach that goal could possibly be the art of branding, which will be discussed later.

Visitors nowadays also demand more sophisticated communication of holiday experiences, which can be accomplished via channels such as new destination management and marketing systems. In this regard, the cyberspace component with its virtual platforms and the internet plays an enormously important role. Finally, the authors discuss consolidation and collaboration. Consolidation like alliances, mergers and acquisitions in airlines, hotel chains and other fields of the tourism industry represent a big threat, which clearly needs to be defined by destinations by pooling resources in order to develop an integrated marketing mix. “To achieve such a goal, collaboration is not viewed as a luxury, but as a necessity for destinations to survive in the face of considerable competition and environmental challenges.” (Fyall & Leask, 2007, p. 61)

2.1.9. Challenges for destination image

When it comes to branding, most challenges faced by destination marketers are related to financial, political and environmental matters. Like it is the case for destination marketing in general, the limited budgets of DMOs poses one of the biggest problems. Innovative branding approaches, combined with the tactic of “outsmarting rather than outspending” could be a solution, but are tough to implement. Another issue is concerning the role of the local population in the branding

process. Only if they are actively involved in branding and literally live the brand, the image consistency between brand and reality can be assured. Also, the already mentioned complexity of the tourism product, in combination with the differing requirements of the many stakeholders within the destination, are a threat for the success of destination branding Baker & Cameron, (2008, pp. 88-90). Likewise, taking New Zealand as an example, Morgan, Pritchard and Piggott (2003, p. 287) state that the challenge of successful destination branding is related to managing the “realpolitik”, thus the political realism and practical policies, of distinct and sometimes incompatible national, regional and local interests. Hence, destination branding is not only a rational marketing activity, but a complex political undertaking which is deeply linked to issues such as local pride.

Despite today’s aggressive marketplace, the stock in trade of too much destination advertising remains blue seas, cloudless skies and endless golden beaches with a less than memorable tagline.” What Morgan, Pritchard and Piggott (2003, p. 286) want to highlight with this statement is, that in spite of the existing threats of substitutability and competition, most destinations are not very inventive when it comes to their destination promotion approaches. However, almost any destination around the world claims to have wonderful nature, spectacular scenery, nice local people, unique culture and impressive heritage. Therefore, what destinations should aim for is to rather focus on a clear and unique positioning by branding the destination experience rather than the physical attributes of the place. This is the only way to get the consumers’ attention and provide them with a more persuasive reason to choose a certain destination and visit it Hudson & Ritchie, 2009.

Sometimes, the images people have of certain destinations are not actually an accurate portrayal of the place in the 21st century and of what the tourist destination has to offer now. Particularly places which have for a long time depended on old-fashioned or rural imagery but now want to modernize it are faced with this kind of problem. Such inconsistencies, however, can be resolved, harmonized and credibly communicated in a destination’s branding program. Efficient branding thereby expertly manipulates the existing clichés by giving greater complexity to the stereotypical identity. Besides, this method can also be useful for getting the public to support and live the brand, a method called internal branding (O’Leary & Deegan, 2003, pp. 220-222).

“One size fit all” – does it really?

After having gained an insight into the topics of destination image and destination marketing and branding, several questions arise. First of all, the author questions whether marketing approaches should be changed for people with different images of a country as a destination? Even though many arguments are in favor of adapting marketing to the needs and wants of the particular target groups, this approach could be confusing and ineffective. The alternative would be to employ a “one-size-fits-all” approach in which the same image is communicated to all potential visitors. Anyhow, the discussion of the recent trend towards destination branding seems to suggest the second strategy, namely promoting the same image to everyone.

Then again, MacKay and Fesenmaier (2000, p. 417) follow Hofstede’s (1991) results and opine that although in marketing the communication of a consistent image may bring benefits, it is not advantageous across cultures. The use of standard symbols and images might have dissimilar connotations in different cultures and consequently lead to reduced or minimized marketing effectiveness. Obviously, culture defines people’s perceptions, impressions and interpretation. Cultural differences can provide accurate criteria for segmenting, targeting and positioning the market, wherefore they are considered to be very valuable constructs for international tourism promotion (MacKay & Fesenmaier, 1997, p. 540).

So, how do the two approaches of finding different target groups on the one hand and branding with one strong brand image on the other, fit together? Can a destination combine the two? In how far can a country, across different markets and cultures, achieve to develop a consistent, somewhat standardized, and yet realistic and adapted marketing strategy?

The following empirical part of this thesis takes Ethiopia as a case study. An insight into the Ethiopian Tourism Organization is marketing and branding practices, supported by firsthand information from experts and the collected data from the survey, will try to bring clarity to the arisen questions. The chapter will investigate how theory and the difficulties involved are put into practice at a real tourist destination.

2.2. Empirical review

Due to the beforehand described multidimensionality of tourism destination image, its measurement and assessment is quite complicated. Generally, when it comes to image measurement, the researcher has a considerable responsibility, because the scenarios are always dissimilar. There is an expressed need for choosing the appropriate measurement methods and instruments, which should be adaptable to the complex nature of the image and able to capture the many components of a TDI.

Researching destination image has been of interest both academics and practitioners. Pike (2002) summarizes study, which analyzed 142 studies of destination images during the period 1973-2000, and reports that only 23 of the studies were concerned with destination image in the context of travel destination. The greatest objective of the study was the image of countries, numbering 56 studies, followed by states (27), cities (26), resort areas (23) and provinces (11).

Destination images can be measured using either qualitative or quantitative techniques. Qualitative techniques include methods like open-ended questions, free elections, focus and expert groups, and in-depth interviews. Quantitative techniques mainly embody statistical methods (Hul & Wan, 2003).

Most studies that have adopted structured techniques have measured various image attributes through a set of semantic differentials or Likert scales, rating each attribute Grosspietsch (2006) five to seven-point semantic differential (or Likert type scales) are most common among researchers Hosnay et al., (2007).

Echtner and Richle were the pioneers who proposed measuring destination image in a new way. After reviewing several image studies, Echtner and Richle (1991) recognized that image had been conceptualized in terms of the cognitive components (list of destination attributes) and declared that using only an attribute does not apprehend the multidimensionality of the image concept. They recommend measuring destination image along three dimensions, where six components of destination image are presented as bi-polar extremes: 1) The attribute-holistic continuum; 2) the functional-psychological continuum and 3) the common-unique continuum suggests that a

combination of structured and unstructured methodologies should be used for measuring destination image.

An Empirical Investigation of Destination Branding the Case of the City of Rio de Janeiro, Brazil with quantitative approach using statistical method by Pablo Flôres and his associates in 2018 and found that destination branding is an important marketing strategy tool for a tourist destination since it emphasizes the differences between destinations, and as a consequence, it creates market opportunities. The image projected by a brand becomes an essential element to establish ideal and effective marketing strategies by demonstrating its unique characteristics, which can become an opportunity to face the competitive market.

2.3. Conceptual framework

Choosing a travel destination in times like these is not simply a choice, it is moreover a statement of lifestyle. What kind of journey is worth investing one's hard-earned money and relatively little time into? The key to success for tourist destination is to create a product that attracts potential consumers in an emotional way Margan et al. (2004, p. 60f). The tourist destination needs to offer something exceptional; otherwise, the potential tourists will not be attracted Howie (2003, p. 102). Therefore, a positive image development as well as a tourist destination's branding is inevitable to classify and differentiate one destination from another. As a result, the tourist should be attracted by a motivating communication strategy in order to select a specific tourist destination Hauteserre (2001, p. 300).

Images of destinations are in the 'mind's eye' whether these places have been visited or not." Howie (2003, p. 101). To develop an assertive and coherent image, a country and therewith its marketing strategies need to be well positioned in the world's competing marketplace Harrison-Walker (2011, p. 135f). In general, people have specific perceptions of tourism destinations all over the world, so-called country images. These images occur independently and often without influence of the countries' conscious development of a brand image. This is the outcome of different characteristics like the countries' culture, natural environment, traditions, artworks, music or celebrities, having their origin in this specific country. Consequently, country images affect the process of choosing a travelling destination Morganet al. (2004, p. 42).

The study claims that there is a direct relationship between destination image and marketing & branding tourist destinations. Marketing and branding are the dependent factors, which has a direct effect on destination image, which are independent factor and vice versa.

In this study, the impact of on marketing and brand activities on destination image was assessed by using the dimensions, which are tangibility, Peace & security, Infrastructure and cultural heritage. Hence, in this study the impact of on marketing and brand activities on destination image is conceptualized as tangibility, Peace & security, Infrastructure and cultural heritage.

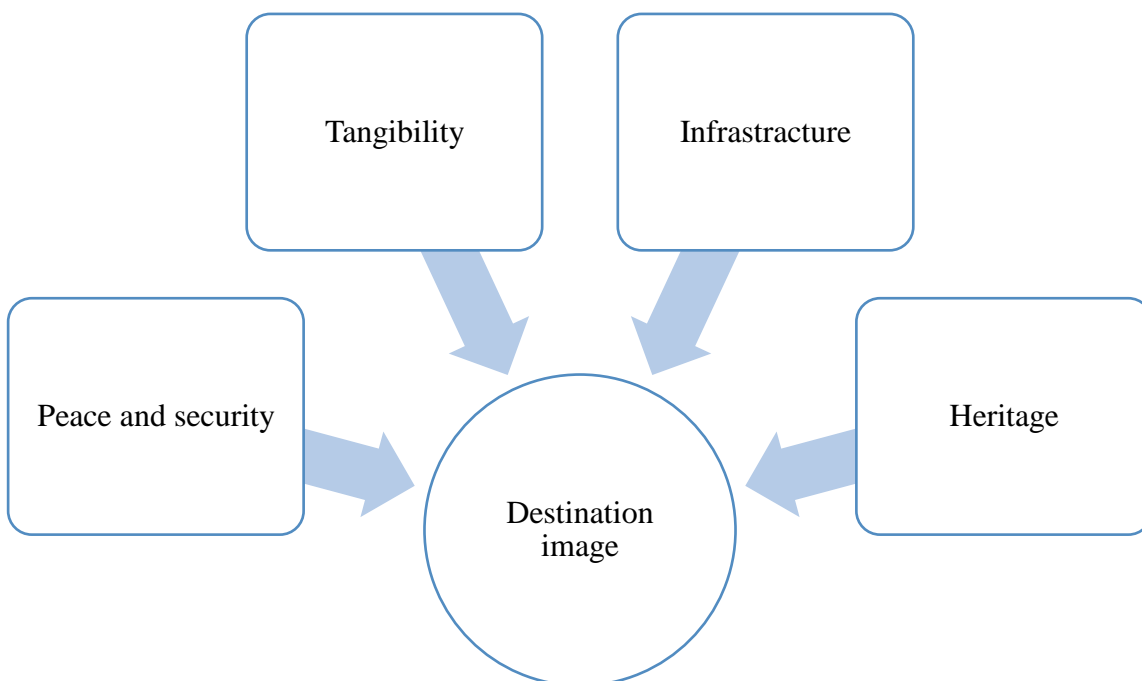


Figure 2: Conceptual framework of the study

Source: Researcher constructs 2021

CHAPTER THREE

3. RESEARCH METHODOLOGY

This part describes the methodology that were used in this study: the choice of particular research designs, data type and sources, sample size determination, sampling methods and data collection tools, and data analysis method along with an appropriate justification associated with each approach.

3.1. Research Area

The research area of this study was assessment factors affecting destination image: a case study about Addis Ababa city selected tourist destination.

3.2. Research approach

The study preferred to use mixed method of approach which allow both qualitative and quantitative data analysis and casual research type in order to investigate the impact of marketing and branding on destination image.

3.3. Research Design

This study tried to investigate factors affecting destination image: a case study about Addis Ababa city selected tourist destination based on fundamental theories, principles and marketing philosophies that are supposed to be effective parameters just to evaluate the influence of destination image on marketing and branding. Accordingly, the study used explanatory research design to investigate factors affecting destination image: a case study about Addis Ababa city selected tourist destination.

3.4.Data Type and Source

3.4.1. Data Type

The study used both primary and secondary data types. And both primary and secondary data types have been taken in order to make the study complete and achieve its predetermined goal. The primary data is collected from customers who visited Entoto park and Sheger Park located in Addis Ababa city from March 01 to May 31, 2021.

The secondary data is gained from reference books, previous research paper and company brochure and magazines.

3.4.2. Data Source

There are two types of data sources, Primary data sources and secondary data source. The study used both type of data sources. The primary data were through questionnaires which were distributed to customers of Entoto park and Sheger Park located in Addis Ababa city. As the secondary data; books, articles, journals, magazines, and brochures were reviewed.

3.5.Sampling Design

3.5.1. Target Population

The target population were domestic tourists that visited Addis Ababa tourist destinations specifically Entoto Park & Sheger Park, based in Addis Ababa from March 01- May 31, 2021.

3.5.2. Sampling Technique

The research used non-probability sampling in selecting the research participants. Using the non-probability, also referred to as convenient sampling, enabled the researcher to locate and distribute questionnaires to people who have had a service encounter with the parks that the study focused on.

3.5.3. Sample Size

The population of interest in this study are local tourists, which visited Enoto Park and Sheger Park with in the data collection period. According to Malhotra (2007), a sample of 200 local tourists were selected from the area of the study due to time and Covid-19 pandemic.

Due to the current Covid 19, the researcher used a convenience sample of 200 sample respondents based on Malhotra (2007) samples size determination and the number of respondents from each park to be selected proportionally equal number of 100.

3.6.Data Collection Methods and Instruments

On the other hand, the collection of relevant data, to validate the investigation demands appropriate and convenient techniques of data collection. Accordingly, in this study both questionnaire and interview were used together.

For the purpose of this study, a quantitative methodology involving a close-ended questionnaire were used as the measuring instrument. The close-ended questionnaires can be administered to groups of people simultaneously, since they are less costly and less time consuming than other measuring instruments. The Likert-type scale method will be used a range of responses: ‘strongly disagree’, ‘disagree’, ‘neutral’, ‘agree’, and ‘strongly agree’, with a numeric value of 1-5, respectively. The usage of this particular scaling method will ensure that the research study illustrated the ability to assess the responses and measure the responses quantifiably so that a pattern or trend may be produced in order to assess.

3.7.Data Processing and Presentation

The data, which obtained through the questionnaires, were first checked for completeness. The questionnaires found correctly filled and fit for analysis were coded and all the data then entered into statistical package for social sciences and analyzed using descriptive statistics. The data then presented using tables and percentage.

3.8. Methods of Data Analysis

In meeting the objectives stated in the above section, data collected from structured questionnaire and interview were analyzed using SPSS particularly descriptive statistics like mean, standard deviation that clearly show the city marketing and brand activities. Inferential analysis of data in this study was done by using statistical tools like regression and correlation models. Regression analysis was used to know by how much the independent variable i.e., marketing and brand activities explains or influences the dependent variable, which is destination image. Correlation analysis also conducted to measure the strength of the association between relationship marketing and brand activities dimensions and destination image.

3.9. Validity and Reliability

3.9.1. Validity

To achieve validity questionnaires included a variety of questions on the knowledge of respondents. Questions were based on information gathered during the literature review to ensure that they were representative. Content validity was further ensured by consistency in administering the questionnaires. All questionnaires were distributed to subjects by the researcher personally the questions were formulated in simple language for clarity and ease of understanding clear instructions were given to the subjects.

All the subjects were completed the questionnaires in the presence of the researcher. This was done to prevent subjects from giving questionnaires to complete on their behalf.

3.9.2. Reliability

As multiple items in all constructs were used the internal consistency (reliability of destination image practices and destination image were assessed with Cronbach's alpha and the reliability of value for all constructs are all greater than 0.70 which are considered acceptable summary of reliability of destination image practice and destination image is on the table below.

Variables	Reliability Cronbach's alpha
Peace and security	0.92
Tangibility	0.86
Infrastructure	0.89
Heritage	0.75
Destination Image	0.87

Source: Own Survey 2021

Table 2: Reliability Cronbach's alpha

3.10. Ethical Consideration

Before writing the thesis, the researcher considered the ethical issues that can be anticipated & described in the study. These issues relate to all phases of the research process. The problem identified by the researcher benefits individuals being studied and that will be meaningful for others. The researcher wasn't further marginalized or disempowered the study participants; and restricts claims about groups to which the results cannot be generalized. The purpose of the study was described to the participants and it was provided letter of approval in order to establish trust and credibility. The researcher was not put participants at risk, respect vulnerable populations, and participants will remain confidential, if the need arise. The data, once analyzed, the researcher kept for a reasonable period of time and then discards so that it will not fall into the hands of other researchers who might misappropriate it. The researcher hadn't also used language or words that are biased against persons because of gender, sexual orientation, racial or ethnic group, disability, or age. Suppressing, falsifying, and inventing findings to meet a researcher and/or participant's need were eliminated.

CHAPTER FOUR

4. DATA PRESENTATION, INTERPRETATION, AND ANALYSIS

This core chapter deals with the discussion and analysis of data collected from domestic tourists that visited Addis Ababa tourist destinations specifically Entoto park, Sheger Park. As indicated in the methodology part the study conducted using questionnaires filled by respondents. The study totally distributes 212 questionnaires however, the analysis was done based 175(87.5%) the rest 12.5% questioners were omitted for their errors.

4.1. Background of respondents-

Table 3: Characteristics of respondents

Description responds	Response	
	Frequency (No)	Percept (%)
Male	52	41.6
Female	73	58.4
Total	175	100
High school level	2	1.6
Certificate	16	12.8
Diploma	32	25.6
First Degree	54	43.6
Master and above	21	16.8
Total	175	100
18-25	45	36
26-35	66	52.8
36-45	14	11.2
46-55	8	6.4
Above 55	-	-
Total	175	100

Source: Questionnaire 2021

The above table indicates the demographic natures of the respondents accordingly; the majority

of the surveyed local tourists were female representing 41.6 % of the sample while male constitute 58.4 %. The combination of male to female of respondents indicated that the gender combination of the sample was fair which was helpful to incorporate the opinion of both sex in the study.

Concerning to educational level of respondents, there were no uneducated respondents as well as masters and above educational level so that they do not have contribution in the study, similarly respondents whose educational level belongs to High school (1.6%) were relatively small. However, majority of the respondents hold Certificate (12.8%), Diploma (25.6%), First degree (43.6%) and Masters and above (16.8%). Regarding respondent's educational status it can be said that, most of the respondents found in a good educational level that can help to understand the questions in the questionnaire.

Concerning the age group majority of respondents 52.8 % were between the age group of 26-35 followed by the age group of 18-25, which is, 36% and age groups belongs 36-45 which is 11.2%. However, there were no respondent 56 and above age groups. Regarding the age group of the respondents, we can infer that, most of the respondents included in the study are young and adults.

4.2. Descriptive analysis of factors affecting destination image

In line with the objectives articulated under chapter three here effort was made to analyses respondents view on the provided a five scale Likert types of questions. Respondent's feedbacks were captured along the 26 items corresponding to the four dimensions that were introduced to measure the study area under each of the marketing and brand activities measurements such as, tangibility, peace and security, infrastructure, heritage. In this regard, the descriptive part of this study analyzed based on using a descriptive statistic of mean and standard deviation. Accordingly, the composite mean value shows the average of all respondents' perceptions on a certain dimensional question. While, standard deviation shows how diverse are the perceptions of respondents for a given dimensional questions.

For instance, high standard deviation means that the data are widespread, which implies respondents give variety of opinion while, low standard deviation implies respondents' close respondent's opinion whether positively or negatively. Express close opinion. Based on these, the result mean score value and standard deviation of the study take basis of rule of thumb that pertaining to the intervals for breaking the range in measuring variables that are captured with five-point scale (that ranges from strongly disagree to strongly agree) is 0.8, which is actually found by dividing the difference between the maximum and minimum scores to the maximum score (Thumb, 2012). Hence, a calculated composite mean value that ranges from 1 to 1.80 implies strong disagreement, whereas the remaining ranges of 1.81 to 2.6, 2.61 to 3.4, 3.41 to 4.2 and 4.21 to 5.00 representing respondents' perceptions of disagreement, neutrality, agreement and strong agreement respectively. Therefore, composite scores of mean and standard deviations calculated for each of the variables as follow:

4.2.1. Tangibility

Related questions	N	Mean	Std. Dev
Addis Ababa offers good nightlife and entertainment	175	2.83	1.11
Addis Ababa has good tour service	175	2.7	1.05
Addis Ababa has suitable accommodations for tourists.	175	3.1	0.89
Addis Ababa has appealing local cuisine.	175	2.27	0.964
Addis Ababa is clean for tourists	175	2.51	0.937
In Addis Ababa the persons are nice and friendly	175	2.48	0.78
I am satisfied with the service of hotel reception service personnel	175	2.87	0.92

Table 4: Respondents view on tangibility

Source, Survey data, 2021

Tangibles in destination sense involve availability of nightlife and entertainment, tour service, suitable accommodation as well as clean and good service people. Tangible materials have their own impact in determining destination image dimensions. To find out the tangibility of tourist destination and marketing activities of Enoto Park & Sheger Park to develop a five scale Likert

types of questions and local tourists invited to indicate their views for each of the questions. Based on these, respondents asked about tangibility, the result mean score value and standard deviation implied below in the table.

As indicated on the above table the questions provided to assess the destination image regarding tangibility. Accordingly, respondents give their respective view for each of the related questions.

Regarding the question whether Addis Ababa offers good nightlife and entertainment, majority of respondents at a mean score value of 2.83 with a scattered standard deviation of 1.11 implied their neutrality, which implies that, some of the respondents' view regarding with night life and entertainment is positive, while some of the respondent implied the reverse. Therefore, based on the view of the respondents we can deduced that, respondents view on the night and entertainment is not similar some of them indicate its weakness while, the other implied good side, however, the result still indicate night and entertainment in the eyes of large number of respondents are still not enough.

Concerning to the question asked whether Addis Ababa has good tour service, still respondents implied similar answer like the above paragraph. Accordingly, respondents at a mean score value 2.72 with a standard deviation value of 1.05 still implied respondents view are not similar, some of them implied their agreement that Addis Ababa has good tour service, while some of them implied their disagreement. Based on the respondent's view, even though, Addis Ababa has good tour service, however, respondents that, implied their disagreement on the questions indicated still there is a gap in Addis Ababa tour service.

Concerning to the question, Addis Ababa's suitable accommodation, majority of respondents, at a mean score value of 3.10 with a relatively similarity of standard deviation at 0.89 implied Addis Ababa lacks suitable accommodations.

Regarding the questions whether Addis Ababa has appealing local cuisine, majority of the respondents implied at a lowest composite mean value of 2.27 with similar standard deviation at 0.96, their disagreement.

About question whether Addis Ababa cleanliness not still majority of the respondents

at a low mean value of 2.51 with a standard deviation at 0.93 implied, Addis Ababa lack cleanness.

Concerning question asked whether Addis Ababa persons are nice and friendly, majority of the respondents implied at a lowest composite mean value of 2.48 with similar standard deviation at 0.78, their disagreement that in Addis Ababa persons are not nice and friendly.

Finally, to question asked whether Addis Ababa's hotel reception service, majority of respondents at a mean score value of 2.83 with a scattered standard deviation of 0.92 implied their neutrality, which implies that, some of the respondents view regarding Addis Ababa's reception service is positive, while some of the respondent implied the reverse.

Generally, the result of the respondents regarding tangibility implied that, even though there are encouraging result on destination image of selected destination places, however, the destination image is poor in terms of tangibility as the group mean result indicates a result of 2.68.

4.2.2. Respondents view on infrastructure

Table 5: Respondents view on infrastructure

Related questions	N	Mean	Std. Dev
Addis Ababa has good accompanying facilities	175	2.55	.788
Addis Ababa has good shopping facilities	175	2.82	.721
Addis Ababa has enough transportation mode to move place to place	175	2.82	.94
Addis Ababa has good IT infrastructure in the city	175	2.9	.796
Addis Ababa has good financial institution	175	3.19	.715
Ethiopia has good electric & water services	175	2.61	.701

Source, Survey data, 2021

Infrastructure comprises four basic elements: transport facilities, financial facilities, accompanying facilities and communication facilities. The tourism infrastructure can be powerful in anchoring, even changing a destination image (Kim and Ok 2010). Major steps in the development of tourism have been linked with advancements in transport, the system that creates the structural linkage between origins and destinations.

Based on these, respondents were asked about infrastructure, the result mean score value and standard deviation implied below in the table.

As indicated on the above table the survey tried to assess local tourist of Addis Ababa, on the infrastructure of the city using different types of related questions. Accordingly, respondents forwarded their view on the provided question as follow:

The study was assessed respondents view whether, Addis Ababa has good accompanying facilities or not, however, respondents implied at a lowest mean value 2.55 with similar standard deviation their disagreement. Tourism infrastructure has very important role to tourist satisfaction from destination (Susskind et al. 2000). According Malthouse et al. (2004) satisfaction with accommodation, outdoor activities, and attractions has the strongest impact on overall satisfaction with the holiday.

Concerning with good shopping facilities the study indicated at a low a mean value of 2.82 with a small variation of standard deviation, 0.72 implied are gap in shopping facilities

The study was also assessed the transportation infrastructure, the result mean value 2.8223 still indicate that Addis Ababa lacks enough transportation mode to move place to place.

The study also assessed whether Addis Ababa has good IT infrastructure in the city not, in this regard the cumulative mean results at 2.90 with scattered standard deviation result at .79 implied their neutrality, this implied that there is a gap in the IT infrastructure in the city an, this is because some of the respondents implied their positive response while others implied their negative response.

In regard to question indicating that Addis Ababa has good financial institution or not, majority of the respondents in the study and the result indicate a mean score of 3.12 with standard deviation .715 inferring that Addis Ababa lack sound financial institution.

Concerning electric and water service of the city, the result indicates a mean score of 2.61 and a standard deviation .701 indicate that electric and water service of the city is poor and needs improvement.

Generally based on respondents view and opinion tourist infrastructure in Addis Ababa city is not on desire level with a group mean value 2.81 showing that it is necessary to improve tourism infrastructure as a destination to compete with other destinations in the city.

4.2.3. Respondents view on peace and security

Table 6: Respondents view on peace and security

Related questions	N	Mean	Std. Dev
Addis Ababa provides enough information regarding the peace and security of each destination	175	2.72	.752
Addis Ababa offers personal safety for tourists	175	2.26	.966
I feel safe while visiting the country any destination	175	2.83	1.02
Addis Ababa provides enough information to use in case of emergency	175	3.0	.959
Addis Ababa has good security polices	175	2.39	.79

Source, Survey data, 2021

Peace and security are an oft used one in common parlance. It implies a synergy, a complementary state that is not present when violence and conflict pervade a society or country.

Tourist whether they are local or international are concerned about their safety. Political violence leads tourists to opt for places where there is peace and sometimes may decide not to go at all (Baker, 2012). Travelers (tourists) are generally very sensitive to their security and safety of the country they go for holidaying Nyaruwata et al. (2013). The worst events that affect tourism sector are those caused by humankind such as wars, violence and political turmoil. These events succeed in frightening travelers Cavlek, (2002); Heng, (2006).

In this regard, the study tried to assess peace and security of the city with respect to security information, safety of tourists, emergency condition and security policies.

As indicated on the above table to assess peace and security of the city the study provided five Likert scale questions and the cumulative result were discussed based on mean value and standard deviation. Accordingly, respondents view on the provided questions analyzed as follow:

The study forwarded a question saying whether Addis Ababa provides enough information regarding the peace and security of each destination, the response of the respondents at a mean

value 2.72 with a small difference standard deviation .75 implied that, even though there are initiations by the city in providing information on peace and security of destinations, however, majority of the respondents are not happy regarding to it.

The city in particular has experienced sever protest and unrest, which devastated the tourism business and other economic activities of the city, has a tremendous negative consequence on the revenue and tourist movement in the city in particular. This situation severely hurts the city in one or multiple ways.

Concerning whether Addis Ababa offers personal safety for tourists or not the result mean value at, mean value of 2.26 with a standard deviation .966 implied positive response that Addis Ababa offers personal safety for tourists.

Regarding with safety feeling, the study assessed whether local tourists feel safe while visiting the city's destination or not, and the response of the local tourists at a mean value 2.83 with a scattered standard deviation value 1.02 implied their neutrality, which means even though there is being safe feeling in local tourists, there are also some state of discomforts in the respondents.

Concerning whether the city provides enough information in case of emergency or not the result mean value at, mean value of 3.0 with a standard deviation .959 implied positive response that Addis Ababa provides the necessary information for tourist in case of emergency.

Concerning the city security policy respondents were asked that whether Addis Ababa has good security polices or not and the result indicated a mean score 2.39 with a standard deviation 0.79 indicated that the city do not have good security polices in the eye of the respondents in the study.

Generally based on the above result the destination image of the case selected tourist destination in terms of peace and security shows poor with a group mean value indicated 2.64 which is the lowest among the factors.

4.2.4. Respondents view on cultural heritage

Table 7: Respondents view on cultural heritage

Related questions	N	Mean	Std.
Addis Ababa has interesting historical attractions	175	2.73	0.866
Addis Ababa has beautiful scenery attractions.	175	3.90	0.601
Addis Ababa offers interesting cultural attractions.	175	2.81	0.83
The city has good climate	175	3.0	0.74
The city has unpolluted environment	175	2.72	0.75

Source: Survey data, 2021

Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future. Based on the above concept the study provided a related question to assess heritage (Cultural places and environment) and the result of the respondents presented below in the table.

To analyses the fourth variable of cultural heritage just like the previous analysis the study provide five basic questions as indicated in the above table. Respondents were giving their respective answer over the provided questions, by choosing the alternative five type of questions as follow:

Concerning interesting historical attractions, the study was assessed whether Addis Ababa has interesting historical attraction or not accordingly majority of the respondent at a mean value 2.73 implied their neutrality, which means some of the respondents aren't sure weather Addis Ababa has interesting historical attraction or not accordingly.

Regarding the question whether Addis Ababa has beautiful scenery attractions or not, respondents

indicated their response at a highest mean value of 3.90 with a less diversity of opinion, which indicated at a standard deviation of .60 implied Addis Ababa has beautiful scenery attractions.

The study also assessed whether Addis Ababa offers interesting cultural attractions or not in this regard respondents at a lowest means score value 2.81 with a value of standard deviations .83 implied that, most of the respondents believe that Addis Ababa don't offers interesting cultural attractions.

With related to the questions asked whether the city has good climate or not still respondents at mean score value of 3.0 implied, Addis Ababa has a good climate suitable for local tourists.

Concerning the condition of the city environment respondent were asked to give their opinion whether the city has unpolluted environment or not, and majority of the respondents said that the city has polluted environment with a mean value of 2.72 and standard deviation of .75.

The group mean result of heritage indicated that the tourist destination heritage is relatively moderate with a group mean 3.03 and relatively better than other dimensions evaluated in the study.

4.2.5. Respondents View on Destination Image

Table 8: Respondents view on destination image

Related question	N	Mean	Std Deviation
I will visit the city tourist destination again the place you visit now	175	2.72	.96
I am satisfied by the destination that the city has	175	3.27	.75
I will recommend others to visit city's destination place	175	2.53	.89
I believe that the city has good tourism places	175	2.62	.88

Source, Survey data, 2021

Destination image plays, an important role in evaluating tourist behavior and satisfaction. Therefore, image is a useful concept in analyzing social interaction between tourist and hosts, and satisfaction with this interaction.” Reisinger & Turner, (2003:168). Based on these the study

provided related questions for local tourists and their respective responses are provided below in the table.

As indicate from the respondent's, the questions asked related to destination image were not respond positively, accordingly, the mean score value of 2.72 implied respondents will not visit the city tourist destination again the place that they visit now.

Regarding the question asked whether, respondents satisfied by the destination that the city has or not, or not majority of the respondent at a mean score value implied their agreement. However, the rest respondents indicated at a standard deviation.75671 implied their disagreement; that means respondents are not satisfied with the destination that the city has.

Concerning local tourist opinion whether they will recommend others to visit Addis Ababa's destination place or not majority of the respondent at a mean score, value 2.53 implied their agreement with standard deviations 0.89 implied their disagreement; that means respondents will not recommend others to visit Addis Ababa's destination place.

Regarding the question asked local tourist perception regarding to the city tourist places, majority of the respondents believe that the city lack good tourism places with a mean score 2.62 with standard deviation 0.88 meaning that the city should work more on making tourism places good and attractive for local tourists.

Generally, the group mean result of destination image indicated that poor with a mean value 2.78 which also indicated that certain improvements shall be made by the city tourism stakeholders.

4.2.6. Correlation analysis between factors affecting destination image and destination image

Table 9: The relationship between marketing and brand activities on destination image

Dimensions	Pearson Correlation	Destination image
Tangibility	Pearson Correlation	.748**
	Sig. (2-tailed)	.000
	N	175
Infrastructure	Pearson Correlation	.636**
	Sig. (2-tailed)	.000
	N	175
Peace & Security	Pearson Correlation	.814**
	Sig. (2-tailed)	.000
	N	175
Heritage	Pearson Correlation	.566**
	Sig. (2-tailed)	.000
	N	175

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

To find out the relationship between the factors affecting destination image and destination image, Pearson's correlation coefficient (r) which measures the strength and direction of a linear relationship between two variables was used. Values of Pearson's correlation coefficient are always between -1 and +1. A correlation coefficient of +1 indicates that two variables are perfectly related in a positive sense; a correlation coefficient of -1 indicates that two variables are perfectly related in a negative sense, and a correlation coefficient of 0 indicates that there is no linear relationship between the two variables. A low correlation coefficient; 0.1 - 0.29 suggests that the relationship between two items is weak or non-existent. If r is between 0.3 and 0.49, the relationship is moderate. A high correlation coefficient i.e., >0.5 indicates a strong relationship between variables. The direction of the dependent variable's change depends on the sign of the coefficient. If the coefficient is a positive number, then the dependent variable will move in the same direction as the independent variable; if the coefficient is negative, then the dependent variable will move in the opposite direction of the independent variable. Hence, in this study both the direction and the level of relationship between the factors affecting destination image and destination image were conducted using the Pearson's correlation coefficient. The table

below presents the result of the correlation analysis made using bivariate correlation.

The result correlation analysis implied that, all of the independent variables positively correlated destination image, when the study compare the relative correlation between the factors affecting destination image and destination image, peace & security has strong correlation with destination image ($r = .814^{**}$) followed by tangibility ($r = .748^{**}$), infrastructure ($r = .636^{**}$) and heritage ($r = .566^*$). When we look at the intercorrelation between factors affecting destination image; we can see that there is a positive and significant relationship between all independent variables with the dependent one, which implies that a change made in one of the factors affecting destination image will positively motivate the destination image dimension.

4.2.7. Multicollinearity test

Table 10: Multicollinearity test of the independent variable

Model	Collinearity VIF	
	Tolerance	VIF
Tangibility	.416	2.402
Infrastructure	.402	2.488
Peace & security	.311	3.221
Heritage	.495	2.021

a. Dependent Variable: Destination Image

Multicollinearity is a linear relationship between two or more explanatory variables. One of the features of Multicollinearity is that the standard errors of the affected coefficients tend to be large.

The result in the above table shows that the collinearity between independent variables has no serious problem. Since the value of tolerance for all independent variables is greater than 0.1 and all VIF is less than ten ($VIF < 10$).

4.2.8. Multiple Regression Analysis

Multiple regression analysis employed to examine the effect marketing and brand activities on destination image. The result also helps us to understand which variables among the four

independent variables are more determine destination image. The findings further indicate model summary result, ANOVA and coefficient of multiple regressions.

Table 11: Model Summary of multiple regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 ^a	.778	.779	.33843

a. Predictors: (Constant), Tangibility, peace & security, infrastructure, heritage

As it can be depicted on the above table there is a positive and statistically significant relationship between independent and dependent variables. In overall, the results revealed that all independent variables accounted for 77.8% of the variance in destination image ($R^2 = 0.779$). Thus, 77.8 % of the variation of destination image can be explained by the four marketing and brand activities dimensions questions and other unexplored variables may explain the variation in destination image is accounted 22.2%.

Table 12: Coefficient value of multiple regression analysis

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.730	.087		8.396	.000
Tangibility,	.420	.060	.300	7.045	.000
Peace & security,	.310	.043	.303	7.254	.00
Infrastructure,	.908	.036	.873	25.15	.00
Heritage	-.557	.052	-.415	-10.64	.000

Dependent Variable: Destination image

In the table-4.10, unstandardized coefficients indicated how much the dependent variable varies with an independent variable, when all other independent variables held constant. The beta coefficients indicated that how and to what extent the independent variables influence the dependent variable. Accordingly the result coefficient value of multiple regression analysis

indicated that, infrastructure has significant impact with $\beta = .873$, $t = 25.157$ and is statically significant with $p = .000$, peace & security has significant impact on destination image with $\beta = .300$, $t = 7.254$, and statically significant as $p = .000$ and tangibility has high influence on destination image with $\beta = .300$, $t = 7.045$, and statically significant since $p = .000$) has the highest influence or significant impact on destination image,. However, heritage ($\beta = -.415$, $t = -10.640$, have a relatively lower impact on destination image but statically significant with $p = .000$ of the study area.

In general, the findings result of multiple regression analysis, indicate that, not all of the factors affecting destination image have positive effects on destination image. Out of the four destination image dimensions three dimensions (Peace and security, infrastructure and tangibility) have strong positive and significant effects on destination image. On the other hand, heritage has a weak and insignificant influence on destination image.

CHAPTER FIVE

5. Summary, Conclusion and Recommendation

5.1. Summary

The study intended to investigate factors affecting destination image in case of Addis Ababa selected tourist destination places. Primary data were collected through questionnaire 175 respondents randomly selected from Entoto Park and Sheger Park and data were processed with computer software called SPSS 20.1.

The results of background information of respondents indicated that majority of the total respondents (62.8%) are male, (55%) aged in the range of 26-35 years, (41.7%) are degree holders, and (65.3%) of the respondents are private limited companies.

The results of the descriptive statistical analysis also indicated that, tourists do not have higher image in all the four destination image dimensions from the four tangibility have the least mean value.

The correlation result shows that there is a positive and significant relationship between independent variable with that of destination image. Peace & security has the highest correlation value followed by, infrastructure tangibility and heritage.

Furthermore, the multiple regression results showed that except heritage the three of marketing and brand activity dimensions (tangibility, reliability, peace & security and infrastructure) have positive and significant effect on destination image.

The R-square value of 0.938, demonstrates that 93.8% of variation in destination image can be accounted by factors affecting it. The findings of this study also indicated that peace and security is the most important factor and has strong and positive effect on destination image.

5.2. Conclusion

The research intended to investigate factors affecting destination image in case of Addis Ababa selected tourist destination places. To conduct the research 175 local tourists were randomly selected. Based on the presentation and analysis of the data obtained, the main conclusions and recommendations are summarized in this chapter.

- According to analytic results, this study examined factors affecting destination image in case of Addis Ababa selected tourist destination places and the result indicated that tangibility has a significant effect on destination image. And a better tangible materials and service have a better impact in determining destination image. The result also indicated that the case tourist destination image is poor in the eye of local tourist.
- The result of the study indicated that peace and security have also significant and positive effect on destination image of Addis Ababa selected tourist destination places even if the result indicated that the city has poor peace and security condition based on majority of the respondents.
- The finding of the study indicated that of infrastructure has strong and positive effect on destination image as major steps in the development of tourism have been linked with advancements in transport, the system that creates the structural linkage between origins and destinations. Besides the study indicated that the case city tourist destination has a gap and needs improvement.
- Based on the finding of the study even if the case city tourist destination places had got a better group mean and have moderate value, Heritage has relatively weak and insignificant effect on destination image.
- Moreover, from the findings of this study, researcher found out that not all factors affecting destination image have positive effects on destination image. Out of the four factors three

dimensions (Peace & Security, Tangibility and infrastructure) have positive and significant effects on destination image. On the other hand, cultural heritage has a weak and insignificant influence on destination image. The findings of this study also indicated that peace and security is the most important factor to have positive and significant effect on destination image, followed by infrastructure and tangibility.

5.3.Recommendation

Numerous respondents indicated that the city destination image of the city needs some improvement. With the completion of this research, study-based factors affecting destination image the following suggestions made to the city. These suggestions portray the personal opinions of the author it should be regarded merely as good advice.

- In this study peace and security, the dominant factor dimension which has a highest effect on destination image therefore the city would work i.e. The city should strive to keep the security and safety of the city as security is one of the major thing tourist look in to before deciding to visit destination place.
- The researcher recommends that the city needs to give more emphasis to improve destination image power for tangibility's. Because currently this variable has relatively low mean values. The city needs to concentrate on tangibles as it has the least mean score. Continuous improvements and follow-ups might enhance future destination image levels with respect to this variable. The city in particular can conduct further local tourist opinion services regarding the status of their views on the tangible nature of the destination places and the city.
- Addis Ababa is gifted with massive diversity in culture, geography, and art, which can pull local tourists to its city's destination. Different new forms of tourism can be introduced in to build up the city's image. Taking sufficient measures to confront the difficulties presented and further enhancing the prospects can guarantee unlimited chances and development of the nation.

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Appendices

Appendices

St. Mary's University

Faculty of Business

Department of Marketing Management

Questionnaire to be filled by local tourists who visited Entoto Park & Sheger Park

Dear Respondents: -

This questionnaire is designed to gather data on assess the impact of marketing & branding efforts on destination image of Addis Ababa. The purpose of the study is to fulfill a requirement for the Master's Degree in Marketing Management at St. Mary's University. Your highly esteemed responses for the questions are extremely important for successful completion of this research. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. Finally, I would like to thank you very much for your cooperation and sparing your valuable time for my request.

Instruction

No need of writing your name

N.B: Please indicate your response by putting a tick (√) in the provided box.

Part one:

1. Gender: Male Female

2. Age: Under 25 26 – 40 41 - 60 Over 60

3. Educational level

Secondary Diploma

Bachelor's degree Master's degree and above

Part two: Factors affecting destination image

Instruction:

Indicate your answer by ticking the number of your choice corresponding to the choices provided below.

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

No	Description	1	2	3	4	5
Tangibility						
1	Ethiopia offers good nightlife and entertainment					
2	Ethiopia has suitable accommodations for tourists.					
3	Ethiopia has appealing local cuisine.					
4	Addis Ababa offers cleanliness service for tourists					
5	In Addis Ababa the persons are nice and friendly					
6	I am satisfied with the service of hotel reception service personnel					
Infrastructure						
7	Addis Ababa has good accompanying facilities					
8	Addis Ababa has good shopping facilities					
9	Addis Ababa has enough transportation mode to move place to place					
10	Addis Ababa has good IT infrastructure in the country					
11	Addis Ababa has good financial institution					
12	Addis Ababa has good electric & water services					
Peace and security						
13	Addis Ababa provides enough information regarding the peace and security of each destination					
14	Addis Ababa offers personal safety for local tourists					
15	I feel safe while visiting the city any destination					
16	Addis Ababa provides enough information to use in case of emergency					
17	Addis Ababa has good security polices					

Cultural heritage						
18	Addis Ababa has interesting historical attractions					
19	Addis Ababa has beautiful scenery and natural attractions.					
20	Addis Ababa offers interesting cultural attractions.					
21	Addis Ababa has good climate					
22	Addis Ababa has unpolluted environment					
Destination Image						
23	I will visit again the place you visit now					
24	I am satisfied by the destination that the city has					
25	I will recommend others to visit Addis Ababa's destination place					
26	I believe that the city has good tourism places					

27. Finally if you would like to give additional suggestions, please

Thank you very much!!!