



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF PROMOTION ON REVISIT INTENTION
MEDIATED BY HERITAGE DESTINATION IMAGE:
THE CASE OF ADDIS ABABA CITY**

BY

MENGISTE ADANE AYELE

JUNE, 2021

ADDIS ABABA

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**A THESIS PROPOSAL SUBMITTED TO ST. MARY'S UNIVERSITY,
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DECLARATION

I, the undersigned, declare that this thesis “**THE EFFECT OF PROMOTION ON REVISIT INTENTION MEDIATED BY HERITAGE DESTINATION IMAGE: THE CASE OF ADDIS ABABA CITY**” is my original work, prepared under the guidance of Zemenu Ayinadis (Asst. Prof.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that, the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Name

St, Mary’s University, Addis Ababa

Signature

June, 2021

ENDORSEMENT

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

Advisor

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Signature

June, 2021

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ABBREVIATION AND ACRONYMS

UNWTO	United Nation World Tourism Organization
AU	African Union headquarters
UNECA	United Nations Economic Commission for Africa;
MOCT	Ministry of Culture and Tourism
AAAA	The American Association of Advertising Agencies
IMC	Integrated marketing communication
DMO	Destination Marketing Organization's
WTM	World Travel Market
ITB	International travel trade show
ISBA	Incorporated Society of British Advertisers
UNESCO	United Nations Educational, Scientific and Cultural Organization
AACATO	Addis Ababa City Administration Tourism Office

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ABSTARCT

The aim of this study was to investigate the effect of promoting heritage destination on revisit intention of tourists in the case of Addis Ababa City, Ethiopia. Quantitative approach along with explanatory research design was applied. The study was conducted on tourists who visited Addis Ababa city. By using structured questionnaire, the data were collected from 314 foreign tourists in Addis Ababa City with the response rate of 82%. Structured self-administered questionnaire was used to collect the primary data and using SPSS 20.0, both descriptive and inferential analyses were conducted for correlation and multiple linear regression analysis to attain the intended objectives. The results indicated that all independent variables: advertising, sales promotion, direct marketing, trade show, and cultural diplomacy as well as mediating variable: destination image had significant positive effect on revisit intention. The marketing promotion and destination image explain 84.8% the variance in revisit intention. Finally, based on the finds of the study, recommendations were made.

Keywords: Promotion mix, Revisit intention, heritage destination image, Ethiopia

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Tourism is one of the ever-growing services providing industry in which competition is growing even at the fastest rate than ever due to the global economic dynamism. For the last half of a century, tourism has experienced continued expansion and diversification becoming one of the largest, fastest-growing, and lucrative economic sectors in the world (Kapferer, 2018). Effective marketing is vital to tap this lucrative, dynamic and competitive industry, destination tourism requires the ability to adapt constantly to visitors' changing desires through implementation of appropriate destination-based marketing (White, 2016). Destination brand positioning is one of the prominent strategies in tourism marketing to enhance differentiation and competitiveness on which tourists tend to rely on and prefer to visit. Such essence lies in forming overall moving service experiences to influence them to revisit the destination over and over again through appropriate and relevant promotional marketing strategies (Knott, 2016). However, previous experience or perceived image of the destination affects the effectiveness of the communication to pursue foreign tourists to revisit the heritage city.

Revisiting same destination plays significant role in implementing more sustainable, strategic and systematic tourism development. Heritage destinations that striving for creating a memorable experience seem to be able to form a positive image of a tourist destination. As Wang (2015) stated that a positive image of a tourist destination will have an impact on the provision of branding and the emergence of intention to make a repeat visit. In modern marketing, destination marketing promotion has a central role in influencing decision of vacation to visit a specific country (Briciu, 2013; Ekinici, 2016). Marketing communication integrates promotion mix strategic elements into one formula to influence tourist's buying behavior. With promotion, a company can build a competitive advantage that differentiates it from competing heritage destinations. Heritage tourism uses significant histories, or humanity to attract visitors to discover, to explore, and to enjoy attractions (Wang, Wu, Yuan, 2009). According to the United

Nation World Tourism Organization - UNWTO (2010), heritage tourism accounts for about 31% of global tourism and will continuously grow.

Revenues generated from heritage tourism infuse financial resources to the heritage sites for better management, preservation, and education as well as contributing to local and national economies.

Promotion of the tourism sector to people of the destination itself has, for many nations, become an additional extra within the overall destination growth strategy. It has been revealed by studies conducted by United Nations World Trade Organization (UNWTO) in 2018, when it is compared to international tourism, revisiting the same attraction or destination contributes as high as 68% of the total tourism income (UNWTO, 2018). According to the report, countries focus on international tourism to attract them to visit their unique destinations because of its opportunity and potential for generating foreign exchange, however, promoting and pursuing them to revisit same destination through different marketing strategies in an integrated manner is the area of development which has been given less due consideration (Skanavis 2011).

Hence, destination promotion could be considered the front face of destination marketing, as it entails all aspects of communicating and enticing tourists to revisit the destination. Addis Ababa, as a heritage destination for tourists, is not far from this fact.

Many travelers do appreciate Addis Ababa, the capital city of Ethiopia, for the suitability of the climatic condition, less tourist expense comparing to other African cities, reach with various tourism resources and considered as among the peaceful and stable few African cities. Besides, the city has undergone different inspiring breakthroughs such as the establishment of “Sheger Park” which was launched on February 2019 and opened for public by the end of May, 2021 dedicated to beautifying the city through cleaning rivers and creating additional new public parks like” Entoto mount” are extra bonus touristic cities for what the city had invested to attract tourists of the world. In addition, the functioning “Unity Park”, the construction of “Adwa Zero Project”, “Expansion Project of the “Mesquel Square” as well as the “Expansion Project of the Airport with the commencement of the newly opened “Sky Light hotel”, the Visa on arrival issued package for nationals of more than 40 countries to visit Addis while tourists transit via to different countries using our Bole international airport is an advantage, that makes Addis more

favourable for tourists to come and visit again overall. However, simply having various tourist products in a destination will not attract international tourists. It is most important to effectively promote all of the wealth of natural and man-made heritages to the target customers through integrative communication such as diplomacy, tradeshows, media commercial ads and direct or digital marketing. Despite most city administrators focus their efforts on site preservation as a heritage, far better to build a unique image, revert previous negative image, increase the spending of visitors, extend their stay at the heritage site and most importantly to pursue them to have revisit intention (Robinson, 1994).

The main purpose of this study is, therefore, to investigate the effect of promotion on tourist revisit intention mediated by destination image taking Addis Ababa City as a heritage tourist destination. Promoting Addis Ababa as a unique hospitality service attraction and successfully communicating to prospective visitors will have a significant potential to generate vital source of income results in contributing for the growth of the country at large.

1.2. Statement of the Problem

Destinations have become most basic and essential elements in the tourism industry for a combination of destination brand and tourism products (tangibles and services) that provide a peculiar travel experience. Though, countries exert more effort to attract foreign tourists through different destination marketing promotion, normally they overlook to measure or evaluate tourist's level of satisfaction as well as behavioral intention to revisit. Revisit intention is very important determinant factor for building destination brand image as well as succeeding sustainable economic growth at large. Destination marketing is, thus, facing stiff competition globally and nations should take proactive measures to exceed their prospect customers' expectation. However, though many developing countries are blessed with natural and historic destinations, the industry fails to generate sufficient revenues in relation to their potentials. Touristic destinations in Ethiopia are not far from these facts.

Ethiopia is a country with untapped tourism potential in its unique and largely unexplored cultural, historical, archaeological and natural resources. Those resources are keen to attract visitors and are the basis on which to build a strong tourism industry. With its varied historical treasures, natural and cultural attractions, suitable climate, rich flora and fauna, wild life reserves

and sanctuaries, impressive scenery, licensed hunting of animals and birds, important archaeological sites, convenient convention venues, and hospitable and friendly people has greater potential to be one of the most important tourist destinations. Many of its cities are also characterized by their own peculiar features and Addis Ababa is amongst them with lots of potentials in the field. Now a day, Ethiopian government has given due consideration for the development of its natural and historic sites as touristic destinations globally to generate substantial economic benefit without adverse impact on the environment.

Addis Ababa, the capital city of Ethiopia, is strategically positioned to leverage tourism for the country. Addis is the right place, where you can get Ethiopian culture in full display. It has a busy airport hub; numerous cultural, archaeological, historical, and religious attractions; home of the African Union headquarters and the United Nations Economic Commission for Africa; burgeoning transport infrastructure; and rampant construction of new hotels lends the city to tourism growth. Given its historical, diplomatic, political significance for the continent, Addis Ababa is often referred to as “the capital of Africa”. Addis Ababa could be speedily developed as an immediate intervention in tourism development. However, there is a notable lack of marketing; brochures and maps are almost impossible to find; security is a concern and it is difficult to get around the city due to the lack of information of transport options.

In addition, the city administration had done limited promotion of Addis Ababa tourism opportunities, which remained as a major factor for the unsatisfactory revenue obtained from the sector. Even, the City Culture, Art, Tourism bureau has the initiative for the promotion of Addis in full scale using all available promotional mixes, the office is not still agreed on the destination brand image of the capital. As a result, the formally known brand of Addis is not clearly outlined. This will complicate the problem to choose the type of effective promotion strategy to be implemented. As a country on national level “Land of Origins” had been established as a destination brand promotion of Ethiopia. Likewise, Addis need to develop its own destination image brand, considering what is worth; unique, special offers have to be given for actual and potential touristic guests, to consider Addis as a stopover. This will make destination marketing promotion successful, unless the challenge will continue.

Such bottlenecks contribute their own adverse effect on the revisit intention of the tourists. Despite the ground work to mitigate the existing problems, how to pursue a foreign visitor who

came in Addis Ababa, be it for conference, transit, business or vacation, to have a revisit intention is the basic question to be addressed properly.

Despite the aforementioned tourist destination resources, the city is strategically positioned to leverage tourism for a number of reasons such as busy airport hub; home of the African Union headquarters and the United Nations Economic Commission for Africa; and rampant construction of new hotels. The city could be promptly developed as an immediate intervention in conference tourism as well but there is a notable lack of destination marketing promotion such as commercial ads on internationally recognized media outlets, diplomacy, cultural event organizations, printed publications like brochures with city maps are almost hard to find it easily. Cities as tourist destinations benefit from concerted destination brand promotion strategies (Kemp, 2012).

Extant studies revealed that destination tourism has become an essential commercial sector in many developing countries in recent years (Aman, 2019) through the development of related jobs, improvements in local people's living standards, and supporting the growth of other industries (Brătucu, 2017; Villanueva, 2017). Developing countries are trying to enhance and diversify their tourism products to attract international tourists. Tourism therefore becomes crucial to such countries, and an increasing number of studies focus on tourism development (Saufi, 2014). Among other factors, tourists' satisfaction and revisit intention are considered vital elements to ensure the success of any destination (Mai, 2019).

Several previous studies have pointed out a number of these factors' antecedents related to the general construct of destination image, especially destination attractiveness and accommodation that affect the revisit intention of a tourist (Chiu, 2016; Cong, 2016; Mai, 2019).

Marketing communication is emerging as a potential factor that impacts tourist revisit intention, especially among Western tourists. According to Overton (1981), Western tourists are more curious to explore cultures, heritages and diversity of wildlife from developing countries and could eventually contribute to local tourism industries. The concept of IMC has been widely researched in various disciplines such as manufacturing (Contucci & Ghirlanda, 2007; O'Sullivan-Lago & De Abreu, 2010), education (Csizér & Kormos, 2009; Kamal & Maruyama,

1990), and hospitality industry (Guan & Dodder, 2001; Shelton, 1964). In the tourism field, however, this variable is quite new.

Most destination research in tourism has been qualitative related to the preservation of attractive and heritage sites but quantitatively evaluating the impact of IMC in terms of commercial ads, tradeshow, direct/ digital marketing, sales promotion, country image and diplomacy (Gnoth and Zins, 2013). The potential research gap therefore relates to the role and mechanism of promotional mix on tourists' revisit intention. The mechanism and conditions of the impact that this variable has on tourism outcomes remains unclear. Only a limited number of known studies explore promoting destination, building destination brand equity and a well-known general factor that affect tourist satisfaction such as service quality and destination image in tourism, especially as it relates to tourist revisit intention.

The aim of this study is thus to investigate the effect of promotional mix practices on revisit intention of foreign tourists mediated by destination image. The use of appropriate marketing communication mix to address the available and unique tourism products to the travelers can assist to exist in the competitive market environment. The promotional mix is the collection of tools any organization can use to create awareness and try to persuade the benefit of destination to the prospects and customers.

1.3. Research Questions

1.4. Objectives of the Study

1.4.1 General Objective

The general objective of the study is to investigate the effect of promoting heritage destination on revisit intention of tourists in the case of Addis Ababa City, Ethiopia.

1.4.2 Specific Objectives

The specific objectives are to:

- i. Investigate the effect of commercial ads on revisit intention of tourists
- ii. Evaluate the effect of digital marketing on revisit intention of tourists

- iii. Evaluate the effect of tradeshow on revisit intention of tourists
- iv. Investigate the effect of sales promotion on tourist's revisit intention
- v. Analyze the effect of cultural diplomacy on revisit intention of tourists
- vi. Examine the effect of promotional mix practices on destination image
- vii. Determine mediating role of destination image on the relation between promotional mix practices and revisit intention of tourists.

1.5. Significance of the Study

Tourism keeps economic activity and cash flows for a nation that can help strengthen areas of a country (Pierret, 2011). The findings of this study will provide a road map guideline for Addis Ababa City Administration, bureau of culture and tourism in particular, to be able to make informed decision on which promotional activities the organization should focus. In order to enhance revenues from tourism, City admin is required to develop effective city branding strategies to stand out in potential tourists' minds as viable choice possibilities. It is vital for the City to create a brand which immediately generates images and expected experiences which will enhance the chance of travelers choosing that city over others competitors. Thus, promoting destination tourism, by implementing marketing strategy as a tool, has multidimensional benefits for the overall economy in general and the tourism sector in particular.

It also contributes knowledge for the existing touristic destination development context in Ethiopia. The main aim of these promotional activities has the opportunity to escalate tourism revenue, expanding domestic tourism volume, enhancing efforts to address seasonality, promote equitable geographic spread of domestic travel, and entrench a culture of tourism among Ethiopians. Pertinent to this, the findings of this study will provide helpful insight for Ministry of Culture and Tourism (MoCT) and Addis Ababa City Council on the identification of major factors or dimensions which influence the perception of foreign tourists towards promoting the city as a tourist destination. It also creates awareness of international tourists in regards to obtaining relevant information about the city's valuable heritages as well as the importance of destination branding. For that reason, the study has contribution to the decision makers in the government and other stakeholders of the sector. This study contributes a lot in adopting this

destination promotion framework for domestic tourism context as well and may serve as a spring board for further study in future on the same subject in different contexts.

1.6. Scope of the Study

This study is intended to cover the relationship between promotions of tourist destination on revisit intention of international tourists. Delimitations in terms of conceptual, methodological and geographical perspective are areas of possible emphasis or significance that had not be included in this research though.

Geographic Delimitation: The study is geographically limited to the Capital city (Addis Ababa), and considered the international tourists which visited the city at least once to collect the data for analysis. Other heritage sites in regional cities or states were not considered in this study as they were also out of scope

Conceptual Delimitation: Despite the vast scope of the issues surrounding revisit/ behavioral/ intention, conceptually limited to investigate only the influence of promotional marketing traits and the mediating role of destination/ city image. Other factors such as service quality of the destination, economical status of the visitor, political stability of the country, etc. are factors that affect the overall behavioral intention to force the tourist to revisit an heritage destination. Although promotion mix strategies may vary from industry to industry, the dimensions of the promotional mix tools comprise sales promotion, commercial advertising, digital marketing, tradeshow and cultural diplomay. Through these dimensions of promotional mix tools, the revisit intention of international tourists had measured.

Methodological Delimitation: The unit of measure in this regard is foreign tourists, businessmen, transitors, etc. who came to Addis Ababa at least once in the period of 2017-2018 (just a year before first case of COVID-19 is confirmed). But other foreign tourists who came to the country before the stated period as well local tourists were intentionally excluded, as they were out of the scope of this study.

1.7. Limitations of the Study

As a research design the researcher was employed quantitative method. Therefore, the researcher suggested that a mixed research design i.e., both qualitative and quantitative shall be used since qualitative study might give more detailed information in the future.

This study was also cross-sectional and explanatory in nature. Future researchers could undertake more in-depth longitudinal study on the subject matter.

This study was limited only to the foreign tourists understanding and perception. Therefore, the researcher suggested that similar study can be further extended to domestic tourists. Furthermore, mediating factors only country image/destination image. Therefore, tourist satisfaction shall be added as a mediating variable in the future study.

1.8. Organization of the Study

The paper was organized in five chapters. The first chapter discusses the introduction part of the study that include Background of the Study, Statement of the Problem, Objectives of the Study, Significance of the Study, Scope of the study and Organization of the Study. The second chapter refers the review of related literatures that were appropriate and relevant to the current study. The third chapter presents the steps followed and methodology used for the collection, analysis and interpretation of the data was used to achieve the study objectives. The fourth chapter presents the step-by-step data analysis, interpretation and discussion part of the study. And finally, the fifth chapter presents the conclusion and recommendation of the study were reached based on the result obtained from the research process.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURES

The aim of this section is to give a general idea of the relevant literatures to support the main findings. This chapter comprises the conceptual models, empirical reviews, and research framework offer a general idea of effectiveness heritage destination, promotional activities on revisit intention of foreign tourists and so on.

2.1. Theoretical Literature

2.1.1. Concept of Tourism

In fact, tourism has been essentially considered as the one of the most prominent industries that extensively drives the economy for many countries. The term of tourism has been variously defined. In general, tourism is a temporary, short-term movement of people to any destination which is not the usual place or residence of travelers, for leisure, business and other significant purposes (John and Horner, 2001). Theoretically, the duration of visit must not exceed one consecutive year. The related service sectors that highly support and necessarily associate with tourism are transportation, accommodation, recreation, entertainment, and food and beverage sectors. All these sectors have assisted the destinations visited by travelers to be substantially more effective in fulfilling the travelers' experience.

2.1.1.1. Tourist's Vacation Decision Making

Like other products, tourists deliberately go through the process of planning and decision-making in selecting the vacation destination (Moutinho, 2000). They enormously spend their time and effort in actively gathering information and thoroughly assessing the alternative destinations before the final decision is being settled. Essentially, the destination choice is influentially determined by risk, attractiveness, and quality in which the tourists perceive. With its intangible nature and social implications, although the purchase frequency is low, the purchase value is substantially high (John and Horner, 2001). According to Moutinho (2000), the buying decision-making of major behavioral process consists of three stages including pre-decision and decision process, post-purchase evaluation and future decision-making.

2.1.1.2. Structural Models of Attitudes

Attitude is an expression of likability or learned predisposition to behave in favorable or unfavorable way towards an object, issue, person or action (Schiffman and Kanuk, 2010). According to the “Tri-component Attitude Model”, attitudes consist of three major components which are cognitive, affective and conative component (Bowie and Chang, 2005).

The cognition of tourist is formed by the knowledge and perception which are derived from direct experience with the attitude object and various sources of information. The knowledge and perception that the tourist obtains cause the tourist to believe that the object has various attributes and that specific. Certainly, the specific behavior will lead to specific outcomes.

Moving to another level of attitude, the affective component is being constituted by the emotion or feeling of tourist towards a particular product, brand or destination. In fact, the affective component is measurable and evaluable by many researchers through an individual’s assessment of the attitude-object measuring via rating such as “favorable” or “unfavorable and “good” or “bad”. This could help the researchers to be capable to capture the feeling and emotion of consumer towards a product, service or advertisement.

The last component of the “Tri-component Attitude Model” is conation. Concerning the attitude object, conation is associated with the likelihood or tendency that an individual will take a specific action or behave in a particular way. For instance, in market research, the conation is often denoted as an expression of consumer’s purchase intention. The intention of the consumer to purchase a product is being measured via the likelihood scales on the statement such as “I will buy the product”.

2.1.1.3. Heritage Tourism

Based on heritage resource characteristics, heritage can be classified into nature, landscape, monuments, artifacts, activities, people, and sites (Ashworth, Howard and Ashworth, 1999). Nature includes plants, animals, and ecosystems, geological and geomorphologic features. Landscape pertains to areas conserved for their aesthetic appeal and their cultural evidence. Monuments include memorial structures and works of architecture representing a specific era or building style. Artifacts are man-made objects that have been collected. Activities constitute our

ways of life, such as languages, religious activities, and culture. People are represented as artists, presidents and royal families, etc.

Sites represent mythical heritage, which might be connected to certain actual places without physical evidence.

These heritage resources symbolize the place, values, and common characteristics of human beings. Archaeological and historic sites, buildings, locations, and facilities having cultural significance in the community should not be neglected (Li, 2003).

When these are packaged and developed to attract visitors, they become heritage products (Taiwan Tourism Policy White Paper, 2002). From natural parks to archeological sites, the fascinations of these attractions which relive the past have become important tourism resources. Nevertheless, heritage resources themselves do not automatically become tourism destinations. For a heritage resource to become an attraction to visitors, the site must contain eight characteristics (Silberberg, 1995): perceived quality of the product, awareness, customer service attitude, sustainability, and extent to which a product is perceived to be unique or special, convenience, community support and involvement, and management commitment and capability.

Heritage tourism has significantly contributed to domestic and international understanding, providing an opportunity for cultural, historical, and people interactions. The educational components and information about heritage sites are also a significant motivation for visitors (Bonn, Mo Dai, Hayes, 2007). People could see the loss of preserved culture and tradition in the development process. In addition, heritage tourism brings revenues to the community and taxes to infrastructure, and provides employment and heritage preservation (Li, 2003). Nevertheless, heritage tourism also comprises a threat to the destination, physical damage to the destination, potential erosion of heritage authenticity because of commercialization and overuse, and makes conservation difficult (Li, 2003).

Heritage tourism denotes an experience of visiting historical places (Boyd, 2002); it also describes a tourism through which tourists may learn about, witness and experience the cultural heritage of a destination (Greenwood, 1982; Klieger, 1990; Li, 2003). Apparently, old castles, landscapes, villages, and so forth are heritages that frame the tourism products. Once landscapes, natural history, buildings, artifacts, and cultural traditions are passed down from one generation

to the other, they become tourism products for heritage tourism (Prentice, 1993). “Cultural tourism,” “cultural heritage tourism,” and “heritage tourism” are considered synonymous concepts among scholars.

Promotion of Heritage Destination

Promotion provides source of information and largely influences visitors’ behavior. Potential visitors receive messages from all sorts of sources such as the destination itself, mass media, and travel operators or exhibitions.

They react to these messages by forming motivations, positive expectations, and finally a decision to travel (Leiper, 1990). Visitors use information in different ways: evaluating alternatives in making a choice; reinforcing past choices as a rationalization process; resolving conflict between buying and postponing; reminding them when to buy; and acquiring knowledge for epistemic purpose. Promotional mix is a major communication paradigm rooted from communication theory (Clow and Baack, 2002; Fitzpatrick, 2015; Kliatchko, 2015). The American Association of Advertising Agencies (AAAA) defined promotional mix as:

“...a concept of marketing communication planning that recognizes the added value of a comprehensive plan that evaluate the strategic roles of a variety of communication disciplines, e.g., general advertising, direct response, sales promotion and public relations-and combines these disciplines to provide clarity, consistency and maximum communication impact”. (Pelsmacker, Geuens and Bergh, 2001, p.8).

In IMC, traditional communication instruments are combined in such a way that a synergetic effect can be reached and the resulting communication efforts become “homogeneous.” Based on the customer-centric and data-driven method of communicating with consumers, promotional mix focuses on consumers’ attitudes, needs and motivations (Clow and Baack, 2002; Burnett and Moriarty, 1998). This strategy is not only a powerful tool in reaching target markets with persuasive messages, but also effectively decides on promotion mix elements (Pitta, Weisgal and Lynagh, 2006). With use of marketing communication, a consistent set of messages is conveyed to all target audiences by all available forms of contact and message channels (Pelsmacker, 2001). In addition, promotional mix has an impact on cost-effect, improves the marketing communication program, and increases persuasive value for customers and destination (Yeshin,

1998; Duncan, 2002; Fill, 2002; Kitchen, 2005). It could potentially make organizations more efficient and effective in communicating with their intended target markets (Madhavaram, 2005). Consequently, effectively implemented promotional mix strategy can increase marketing benefits and reducing costs based on changing customers' behavior (Holm, 2006; Duncan and Everett, 1993).

2.1.2. Heritage Destination Promotional Mix

Promotion can be defined as the “function of informing, persuading, and influencing a consumer decision” equally important for non-profit and profit organizations, and equally important for products or services.

Promotion can be used in order to increase sales, attract new customers, create awareness, change attitude or create an image, through advertising, personal selling, public relations, publicity, direct marketing and sales promotion and interactive/internet marketing (Dhunna, Chakrabarti, Katiyar, Mallick, & Harish, 2012; Esu & Ebitu, 2010). The important task of promotion is that “it fills the perceptual and informational gaps that exist between suppliers of tourism (industry) and the tourists (market)” (Esu & Ebitu, 2010). Furthermore, the promotion has a certain influence on the decision to purchase products and services, or in the case of destination marketing - to choose specific destination (Esu & Ebitu, 2010). According to Esu and Ebitu (2010), the importance of the promotion lays in the fact that it has high potential to produce different benefits: increase the interest in the destination, shows the benefits of a certain destination, differentiate the destination, it can create the image of the destination and it can also motivate tourists to stay longer in destination.

Advertising is a well-known technique of informing and influencing consumers via different media such as television, newspapers, radio etc. According to British Institute of Public Opinion (2015), public relations are defined as “the deliberate planned and sustained effort to establish and maintain mutual understanding between an organization and the public”. Belch and Belch (2001) define sales promotion are “those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate short-term sales” (as cited in Esu & Ebitu, 2010). Sales promotion was one of the variables tested in this research study and its moderating effect on the relation between country image and the intention

to visit is explained later. Finally, one of the most important tools nowadays is Internet Marketing. It is a product of information technology and its development and it represents field for various research.

2.1.2.1. Dimensions of Promotional Mix

2.1.2.1.1. Commercial Advertising

As the most dominant form of communication in consumer marketing, advertising is often the first point of contact between service marketers and their customers, serving to build awareness, inform, persuade, and remind. Advertising plays a vital role in providing factual information about services and education customers about product features and capabilities (Aaker, 2004; Blackwell, 2006). A broad array of paid advertising is available, including broadcast (TV and Radio), print (magazines and newspapers), movie theaters and many types of outdoor media (posters, billboards, electronic message boards, and the exteriors of buses or bicycles).

Advertisements that effectively match consumer needs are more likely to trigger desired advertising responses than advertisements that fail to match consumer needs (Blackwell, 2006) when needs are recognized, advertisements are usually considered personally relevant since they have the potential to satisfy needs. This relevance that is attributed to the advertisement is known in literature as advertising involvement and is important since it determines how much attention is paid to the advertising message. The better an advertisement matches consumer needs, the higher the degree of advertising involvement should be (Prebenson, Woo, Chen & Uysal, 2012). Literature also shows that when needs are recognised, the consumer usually searches for more information that can help to make an informed decision (Petty & Cacioppo, 2005). When advertisers can direct readers to, for instance their website, this gives them more opportunity for effective convincing. And, because consumers don't buy products or services, but the expectation of benefits that satisfy needs (Crompton & McKay, 1997), products or services that claim to have these benefits are likely to be considered more relevant increasing the chances to be considered for purchase (Huang, Chou & Lin, 2010).

Ambler (2000) said that Advertising creates Awareness communicates attributes and benefits, reminds and refreshes to ensure top of mind awareness. Velnampy and Sivesan (2012) also said that customer relationship marketing is positively related with brand equity. Dunn (1978) viewed

advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. It is explained by WTO that effective consumer advertising requires a significant investment in time and financial resources. It is also suggested that Destination Marketing Organization's (DMO) usually engage the services of professional advertising agencies in planning, designing and executing their advertising plans, it should always be kept in mind that the DMO is the custodian of the marketing strategy and that it has the responsibility of directing, evaluating, and monitoring the advertising plan. It has also stressed by WTO in identifying the most relevant media and continuously studying their profiles including audited readership, listenership/viewership numbers, readers/'viewers' socio-economic status, activity preferences, interest profiles, etc. an optimal advertising-audience match could be ensured.

2.1.2.1.2. Sales Promotion

The key elements of a successful marketing campaign lie in a sales promotion. The expert's view explains that sales promotion consists of a collection of various incentive tips, most of which are short term, designed to encourage the purchase of a certain product / service more quickly and or more by consumers and merchants (Yuan, 2017), another view suggests that sales promotion refers to any incentives that producers use in trade (for wholesalers, retailers, or other channel members), for consumers to buy their products / brands, and to encourage salespeople to be more aggressive in selling their products/brands (Sliverman, 2013). Both the poor sales promotion measured by indicators of activity sponsored, effectiveness in conducting sweepstakes and effectiveness in conducting the event. Proof of relationship sales promotion of the interests described by the results of research (Shanka, 2010) and (Uyal, 2012), in their findings explain a significant relationship between sales promotions can improve consumer interest. Meanwhile, other researchers explain that promotion as measured by sales promotion contributes significantly to tourism image (Shanka and Quaddus, 2010).

2.1.2.1.3. Trade Exhibitions

The WTO guide explained consumer exhibitions could range from dedicated travel shows to participation in related exhibitions (e.g., consumer lifestyle products, sport and cultural events, etc.) and ad-hoc initiatives in public areas such as shopping centers. DMO participation at exhibitions directed at consumers should preferably be a component of an integrated promotional program and should not be ad-hoc, isolated initiatives (Angus, 2017). The WTO guide depicted that well-established method of developing trade contacts and relations is attendance of trade fairs, where destinations create a branded exhibition stand which is often sub-divided into smaller exhibition spaces for product exhibitors and sub-regions and locations within the destination's boundaries.

According to Tamir (2015), the above idea is explained to create a collective space that carries the destination brand with the international travel trade coming to a single location and being able to meet and interact with a variety of products, attractions and destination organizations, i.e., a "one-stop destination shop". Some well-known examples are the World Travel Market (WTM) in London and ITB (international travel trade show) in Berlin, but there are many other trade fairs elsewhere in the world (www.eventseye.com). In the same WTO guide, it was suggested that trade fairs provide an entry point and for travel trade contacts and relationships, finding the best partners to support firm strategy and establishing personalized relations require one-on-one meetings and communication. Further, dedicated workshops arranged by the DMO in country markets, where the DMO and selected private product suppliers meet with travel agents and operators in a more structured environment within the source market are excellent destination-focused platforms for meeting with current and potential travel partners (Yuan, 2010). The ultimate in selling the tourism destination to the travel trade is letting them come to the tourism destination to experience the best it offers first hand.

This could be achieved using various formats, e.g., individual or small group visits, mostly by tour operators visiting the destination or travel "academies" where larger groups of tour operators and selected travel agents visit the destination and participate in a more formalized program of activities.

Exhibit marketing is the most cost-effective means of reaching customers and prospects. It reduces the buying cycle and it allows companies to reach hidden buyers (A.Pitta, 2006). The ISBA (Incorporated Society of British Advertisers, 1991) lists the following four main marketing objectives for exhibitions: illustrating and launch new products, develop markets, produce sales leads and orders, and enhance corporate status and image. Keynote expands on this as follows: develop interest, intensify exhibitors and visitor's awareness, generate immediate sales, recruit sales representatives, meet people, and look at the competition and break even (Blythe, 1996; Blythe, 1999).

Tourism exhibition is not only a place to offer tourism capacities and strengths of the country for the public, institutions, and linked organizations but also introduces the institutions and organizations which are administrators in the field of tourism to the public. Furthermore, tourism exhibition should lay the ground works to enter the country (BijaniAval, 2012) tourism exhibitions are taken into account as one of the tourist attraction phenomena.

Visitors and exhibitors are business tourists who generate significant direct and indirect economic benefits for the host destination (Jin, 2010).

2.1.2.1.4. Direct Marketing/Social media/

Social media, also known as consumer – generated media, has brought many changes in communication with customers, in the tools and strategies for communicating, to be more precise (Mangold and Faulds, 2009; Kumar, Kumar and Mishra, 2015). There are many different definitions in order to define social media. It is a relatively new term in marketing and there is no general opinion to refer to its exact meaning. One of the reasons must be everyday changing and evolving nature of social media. Mangold and Faulds (2009) summarized in one table examples of social media existing today. This table presents social media as concept composed of different online, word of mouth forums, as blogs, chat rooms, emails, company websites, photos, videos, social network sites, and other online platforms (Mangold and Faulds, 2009).

Social media can be interpreted as a way to experiment with new opportunities that can help improve and create new forms of customer value which is very significant when it comes to attracting new customers (tourists is in case of tourism) and building strong relationships with them, as well (Constantinides, 2014; Mangold & Faulds, 2009).

Internet has changed from world of information to world of influence in the same time and its elements such as social media “start to revolutionize the state of marketing, advertising and promotions” (Hanna, Rohm and Crittenden, 2011). Because of this, companies start to consider a social media an important element of marketing strategy.

According to Rashtchy, Kessler, Bieber, Shindler and Tzeng (2007) “the internet has become a mass media vehicle for consumer-sponsored communications. It now represents the number one source of media for consumers at work and the number two source of media at home. The internet reaches more than 60% of all United States consumers for an average weekly usage rate of more than 100 minutes”, for example (as cited in Mangold & Faulds, 2009). Secondly, nowadays, consumers persistently require more control over media content they need, including instant access to information, and placing the conventional types of advertising behind, such as radio, magazines, etc. Thirdly, numerous types of social media provide consumers with unlimited possibility for their information searches and it can influence on making a decision to purchase.

Fourthly, social media is recognized by consumers as more truthfully source of information about products or services than old way trade communications based on classical elements of promotion mix (Mangold, 2009).

2.1.2.2. Cultural Diplomacy

According to Ashworth (1995), visiting museums, art galleries, musical events, theatre and opera, represent the main activities realized by tourists within a destination. The formula 'art & tourism' has been recognized, for instance, by the international hotel chain Radisson, which has encouraged its members to carry out partnerships with local historical, heritage, cultural, artistic aim of adding value to the product offered (Cooper, Fletcher, Gilbert, Shepperd and Wanhill, 1998). Ashworth (1995) outlines the relationship between tourism and cultural manifestations of a community. In a touristic sense, culture refers to both 'peoples' and their ordinary social characteristics, traditions and day-to-day patterns of behaviour which mark them out as 'different', as well as to more exceptional representations of creative and artistic endeavour (UNESCO, 2006). Culture provides a set of material and symbolic resources to tourism products supply. Few places have escaped the interest and the curiosity of the tourists: tour operators

demonstrated that they can package even the most remote (or dangerous) location - also contributing for the process of internationalization of destinations (Lanfant, 1980) – and the tourism economies of some places are based entirely on cultural heritage (Timothy, 2011).

It is possible therefore to say that any tourist can be consider a consumer of cultural products, having whether or not culture and places of heritage value as main motivation for the trip (Cooper, 1998; Greg Richards, 1996). In certain localities the distinction between mass tourism and cultural tourism begins to be complex to outline (Ashworth and Tunbridge, 2000). Such evidences have clear implications: the domestic and (overall) international promotion of each destination become an indirect vehicle of promotion of one or more specific tangible or even intangible cultural expressions, as a primary tourist attraction. Simply by visiting international fairs such as the London, the BIT in Milan or the FITUR in Madrid, one realizes that such appointments for tourism marketers become indirectly huge events of promotion of (more or less authentic) worldwide cultures.

Scholars deduce that tourism is by vocation a potential vehicle for cultural diplomacy, promoting substantially experiences related to knowledge of peoples and cultures. The meeting of cultures produced by tourism is a topic discussed and studied.

With regard to the meeting between visitors and hosting communities, for instance, European-Commission (2000) proposed the figure of ‘destination ambassador’. On the other hand, several voices have been raised to argue that tourism is a vehicle for world peace through the promotion of intercultural dialogue as well. However, it has to consider the conditions for this to happen.

The effectiveness of tourism also influenced by cultural diplomacy is to be found in an explicit, multilevel engagement in the practice of cultural diplomacy, preferable aligning with national and international policies in this area (David, 2017). To this end, however, one of the preconditions is the awareness and in-depth knowledge of nations’ diplomats or ambassadors collaborating with the tourism sector about their potential role as agents of cultural diplomacy.

To reach out or disseminate facts and figures about their different and peculiar tourist destinations, embassies and other assigned ambassadors utilize different communication channels. Amongst them, public relations and printed materials took the lion-share (Ekram, 2014). Public relation (PR) is described as one of the most cost-effective ways of promoting the

destination brand and product offering is through effective media communication, i.e., providing the various printed and electronic media with interesting and newsworthy stories about the destination, which could then be included as editorial content in the various media (Keller, 2010). In addition to the obvious cost advantages associated with editorial coverage versus PR, stories about the destination in editorial format carries more credibility as it is the objective view of the writer and not advertising that is designed to influence by the WTO (Herald, 2016).

It is also depicted that Communication and PR to be promoted with various objectives in mind including Continuous image and Brand building - which could include stories, releases and other messages; tactical Campaign PR - this includes communication in support of specific campaign messages, events, personalities, special promotions, etc.; Image defense and crisis management- Communication and public relations are key methods of reducing the potentially negative impacts of crisis events in the destination e.g., criminality, terrorism, natural disasters, health scares, etc.

2.1.2.3. Country/ Destination Image

The concept of image presents the visual representation and picture, that one person imagining about products and places and can be defined as the series of beliefs, individual impressions and opinions (Gibson, Qi and Zhang, 2008).

Country image, destination image, country of origin image and product image are some of main concepts regarding image from the marketing perspective and those concepts are connected, closely related and they affected each other, directly and/or indirectly. Therefore, it comes to disarray in the literature between those concepts and their definitions and very often they are mixed up (Jenes and Malota, 2009).

Very early, since 1960s, country image become interesting topic to researches. Majority of those studies were focused on understanding country of origin image and its effects on product quality perception, as well as on purchase intention. But, when it comes to tourist destination as a “product” to be “purchased” within this concept there is lot of confusion and limited research is done (Zhang, Xu, Leung, and Cai, 2015). Country’s image influences not only the image of products from that country which refer to country of origin effect, but also image of tourist destinations within that country (Giraldi, Ikeda and Campomar, 2011). Firstly, there is confusion

regarding definition. According to Roth and Romeo (1992), country image and country of origin image are two same concepts, and they define country image as the overall perception consumers form of products from a particular country based on their prior perceptions of the country's production and marketing strengths and weaknesses (as cited in Jenes and Malota, 2009). The same idea is behind Balabanis (1996) definition, where country of origin concept is defined as a marketing concept that captures consumer's difference attitudes towards different nations (as cited in Jenes and Malota, 2009).

For the first time, concept country image was defined 45 years ago by Nagashima (1970) who said that country image is the “the picture, the reputation, the stereotype that businessmen and consumer attach to the products of a specific country; this image is created by such variables as representative products, national characteristics, economic and political background, history and traditions” and in the same time, scale developed by Nagashima's was used for both, measuring the image of products and image of a country (as cited in Martin and Eroglu, 1993). According to the Martin and Eroglu (1993), country image is defined as the total of all descriptive, inferential and informational belief one has about a particular country. This definition of the concept country image is very used in the literature as well as Kotler's (1993) definition, according to country image is defined as “sum of all beliefs, ideas and impressions that people associate with a country” (as cited in Fereira Lopes, 2011).

There is a dilemma whether the country image is the same concept as the destination image or not. On one side, some authors who investigated as two relatively independent concepts and set of different dimensions, and on the other side, some of people research country image and destination image as two same research tracks with no cross-references although the concepts refer to nearly the same area of the applied marketing, so can talk about one, unique, concept called country-destination image. Zhang (2015) defined country-destination image as “as tourists' impression of given country as a tourist destination.

Moreover, he argues that country image and destination image are two different constructs but with many similarities and overlapping especially when a country is a destination (Zhang, 2015).

Image about country can be perceived before visiting destination, known as secondary image and after destination is visited, known as primary image. Different factors can influence on this

process and Beerli and Martin (2004) try to group these factors into nine main dimensions: natural resources, general infrastructure, tourist infrastructure, tourist leisure and recreation, culture history and art, political and economic factors, social environment and atmosphere of the place. Each dimension is composed of number of attributes (Beerli and Martin, 2004). It is complicated to have realistic image formation before visiting destination and in those situations; image is formed based on tourism motivations, demographic variables and all available information about destination or country (Lopes, 2011). Moreover, country image is multidimensional concept and include three main components: cognitive, affective and conative components. The cognitive component “summarizes their (consumers) beliefs about country and destination” (Zeugner and Zabkar, 2015). This component includes beliefs on different elements such as economic development, political orientation or technological advancement (Martin & Eroglu, 1993; Maher and Carter, 2011).

What makes cognitive component extremely important is the fact that studies have shown that beliefs towards one country directly influence consumers’ behavior and their beliefs on that country’s product and services. (Maher and Carter, 2011).

On the other hand, affective component itself ‘captures consumers’ emotional reactions to another country’ (Maher and Carter, 2011). According to Maher and Carter “the French might not view the Portuguese as highly competent (cognition) but might express their affinity (affect) for Portugal because of the kindness of its people (cognitive attitude). It is obvious that both cognitive and affective component, are extremely important when it comes to country image and purchasing products and services of that country.

Despite the importance of these components, there is lack of research that distinguishes cognitive and affective elements. As Maher and Carter have pointed out research so far has showed that “the affective component tends to have a more mediate effect on purchase intentions” (Maher and Carter, 2011).

Finally, the third component is conative component and researchers have not paid that many attentions to it so far. Researches were focused more on understanding of affective and cognitive components. We cannot say the reason for this is because one component is more important than other, it depends on person and vary from country to country (i.e., one country’s image can be

based more on affective component, while image of other country can be based more on cognitive component) (Laroche, Papadopoulos, Heslop and Bergeron, 2003). However, based on research done so far, the conative image component is defined as visit intention and incorporates the probability of potential tourists to visit or revisit the destination in the future that emerges from cognitive and affective images (Marchiori and Onder, 2015).

2.1.2.4. Revisit Intention

Consumer loyalty is magnificently vital to a product and service in every industry. It is six times more costly to attract new consumers than retain the loyal ones (Swarbrooke and Horner, 2001). The loyal consumers are deemed to have 10 times more value than the price of a single purchase. They act as another channel in promoting the product and service through informal recommendation and word of mouth to friends, relatives, and other potential travelers to a destination. As a result, this certainly helps the service providers to gain more revenue as well as reduce marketing cost (Klenosky, 2012). The loyal consumers tend to positively recommend to 3 people if they are satisfied with the service, and spread the negative expression to eleven people if they are dissatisfied. Accordingly, positive satisfaction has a positive influence on consumer loyalty.

In fact, there are more than thirty factors used in more than twenty-five researches regarding factors influencing the destination loyalty or revisit intention. For instance, price was examined to be the antecedent of perceive quality, perceived quality as the antecedent of satisfaction, and satisfaction as the antecedent of loyalty (Nicholas, 2013). Yoon and Uysal (2010) proved that both push and pull factors that act as tourist motivation have a vital impact on destination loyalty measured by the likelihood of revisit intention and word-of-mouth recommendation.

In fact, the likelihood to recommend a product or service to others, likelihood to purchase a product or service again, and overall satisfaction constitute as effective indicators in evaluating consumer loyalty. Repeat visitation is highly prominent to tourism industry of a destination. In many destinations, it substantially contributes for more than 50% of the total tourist arrival (Chon, 2005).

Similarly, recommendation (word of mouth) to others is one of the sources of information in which people who are interested to travel take into account for considering destination selection (Chon, 2005).

The word-of-mouth recommendation is habitually carried by the repeated visitors. It is considered to be perilous to tourism marketing as the potential tourists tend to search for and perceive it as a reliable source. Eccentrically, tourists who are satisfied from the trip experience have high potential to recommend the destination to others, but not to repeat visitation in the future (Khan, 2011). Despite the abundant number of researches on antecedents of destination loyalty, there is no general agreement among researchers regarding the antecedents of revisit intention.

2.1.3. Relationship between Promotion, Destination Image and Revisit Intention

Marketing is all about finding out customers' needs and wants. By knowing customers' needs and wants, it is easier for the marketer to plan how to fill these needs and wants. According to Holloway (2004) "Marketing is all about anticipating demand, recognizing it, stimulating it and finally satisfying it." Marketing is a way of making a profit from the products and services. That means that marketing also involves both pricing and promoting the products and services (Holloway, 2004).

In a marketing concept destination images are built on unique attributes which the destination can claim. The more these unique attributes help to distinguish the destination from similar destinations the greater the attraction of the destination to tourists will be. It is important for marketers to evaluate their destination's image, so that they can determine how it can be enhanced. Destinations with stronger positive images are chosen (Holloway, 2004). What is important to remember is that the images of a destination are developed of people's personal characteristics like their motivation and past experience.

Destinations are seen much more as intangible services than actual products, in that sense the images that tourists have about a destination affect their travel destination decisions.

According to Laws (1995), “Successful destination marketing entails; projecting a clear image to chosen target markets, and offering clients satisfying product experiences, which meet their expectations at last.” If the images that tourists have don’t match with the marketing strategies, the strategies should be thought over. Destination marketing is successful when both tourists and marketers’ image of the destination matches together. These images should always be positive and attractive in the minds of the tourists.

Thus, destination marketers have to know how tourists see the destination, especially what are the most attractive qualities of the destination before they start promoting it. According to Laws (1995): “For a destination to be successful in the eyes of potential tourists it is important to know the key things that attract tourists to a destination” (Laws, 1995).

Tourism image is based on "picture", which is identified with the destinations appealing factor or factors. In marketing context images are built around the unique attributes that the destination has to offer. When a destination can distinguish itself from other similar destinations, the greater the attractions of the destination are to the tourists. In most cases destination image should be inducted by the tourist office to separate the destination from the similar ones in a way that it becomes more attractive than its similar competitors. For example, it is not enough for a seaside resort to offer good hotels and beaches, it should have something extra. (Holloway, 2002). For a destination to become successful it should differentiate itself from other similar destinations. There is a need for marketers to research images held by potential tourists about the destination, since if the images are not realistic marketers should plan a strategy to move the images closer to reality. The first step is to figure out the desired image, which has to be feasible in relation to present resources and reality. Then the image held by potential tourists should be assessed to get accurate and current results.

The gaps between the desired image and images held by potential tourists should be identified. Images are not changed rapidly, since people have difficulties changing their pre-existing perceptions. “In marketing it is important to realize that consumer acts or reacts on basis of their perceptions, not on the basis of objective reality” (MacDonagh, 2002). Actual experience of the destination is shown as most effective image modifier. There are marketing means to correct negative images into positive. One way of changing tourists’ image perception of a destination to

both appealing and truthful is by using promoting the destination brand as a technique (Lumsdom, 1997).

Reasons for branding a destination are on one hand to help build a desirable image that can attract tourists and on the other hand to differentiate one's destinations from competitors. Promotion helps to attract tourists, who spend more and to manage their image.

The key in promoting a tourism destination is to develop an emotional link to tourists and to define the unique identity of the destination (Lumsdom, 1997).

2.1.4. Overview of Ethiopian Tourism

Tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. Tourists are persons who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (official UNWTO definition). International tourism comprises both out bound (Visits by the residents of a country to another country) and inbound tourism (Visits to a country by non-resident of that country)

There is considerable debate about the role of government in the tourism industry. One proposition is that in most developed countries government has tended to play the role of supporting tourism development, by providing infrastructure and a representative national tourism authority. Many governments offer investment incentives to encourage development of the tourism industry. In developing countries such as Ethiopia, the government through different way has invested in tourism facilities, such as spa, hotels, and also in tourism services such as travel agencies, buses, car hire and airlines. There is no definite pattern which reflects the role of government in the development of the tourism industry, (Leonard and Carson, 1997)

Ethiopia is truly a land of contrasts and extremes; a land of remote and wild places. Some of the highest and most stunning places on the African continent are found here, such as the ruggedly carved steeples and spires of the Semien mountains, one of UNESCO's world heritage sites and some of the lowest hot but fascinating Danakil Depression. Ethiopia's uniqueness makes it a fascinating destination for every kind of traveler, but in particular for the traveler who wants that

bit more. Ethiopia's historic sites are extremely wide-ranging and possibly the most extensive in the whole of Sub-Saharan Africa. Experts claim that such sites are only a fraction of what Ethiopia has to offer given that further 95% remain to be discovered and excavated.

Ethiopia has unique natural, cultural and historic tourism assets: UNESCO recognizes nine World Heritage Sites (including both natural and cultural sites), which is more than any other country in Africa.

Sites of particular interest include the town of Aksum, the center of the 1st - 7th century AD Aksumite Empire, the medieval capital of Lalibela, with its monolithic rock-hewn churches carved below ground level and regarded by many as one of the wonders of the world, and with Gondar and its 17th century castles and palaces,

Lower Omo valley with a vast tract of true wilderness, is one of the last left in Africa, Tiya which is the site of around 40 ancient stelae, Harrar-The Walled City, The Semien Mountains National Park, The Lower Valley of Awash is found in Afar Regional State, The Konso with their terraced agricultural landscapes, the festivity of Meskel (the founding of the true cross) (WB, 2012).

2.1.4.1. Nature-Based Tourism

Ethiopia's size and location imply a rich variety of geography and climate. NBT offerings and opportunities are dispersed throughout the country. There are mountains for trekking, lakes of the Rift Valley for resort-like accommodations and water-based activities or Bird watching, and deserts to explore in the East. Ethiopia is rich in biodiversity, with 14 percent of its landmass being under a Protected Area System. Species endemic to Ethiopia are the Ethiopian Wolf, Walia Ibex, Gelada Baboon, and Giant Lobelia, among others. These species are characteristic of the Ethiopian afro-alpine eco-region. Other examples of the exceptional biodiversity of the Ethiopian Protected Area System are the wetlands and floodplains found in Gambella National Park. Ethiopia and Sudan share the second-largest mammal migration zone on the continent. Almost one million White-Eared Kobs migrate between the two countries to take advantage of the vast grassland areas and floodplains. Ethiopia also has potential for attracting bird-watching tourism, welcoming 866 bird species, of which are endemic. In addition to the national tourism strategy, the sector is also in great need of a national strategy for conservation areas, which could

create an additional basis for eco-tourism and community-based tourism development in protected areas, (WB, 2012)

2.1.4.2. Historical-Based Tourism

Ethiopia, the oldest independent nation in Africa, has a heritage dating back to first century AD. Traders from Greece, Rome, Persia and Egypt knew of the riches of what is now Ethiopia, and by the first century AD, Axum was the capital of a great Empire. This realm became one of the first Christian lands of Africa. Late in the 10th Century, Axum declined and a new Zagwe dynasty, centred what is now Lalibela, ruled the land. Axum, Lalibela and Gonder now provide our greatest historical legacy.

It was in the 16th Century that the son of the great explorer Vasco Da Gama came to Ethiopia, but then found a land of many kingdoms and provinces beset by feuds and War.

Legend has it that Emperor Menelik I, the son of the Queen of Sheba and King Solomon, brought the Ark of the Covenant from Jerusalem to Axum, where he settled and established one of the world's longest known, uninterrupted monarchical dynasties.

This is only one example of Ethiopia's magnificent history, which encompasses legend and tradition, mystery and fact, from a powerful and religious ancient civilization. The well-trodden path through Ethiopia's famous and fascinating historic places takes you through a scenically magnificent world of fairy-tale names, such as Lalibela, Gondar, Deber Damo and Bahar Dar.

2.1.4.3. Cultural-based Tourism

Ethiopia is truly a Land of discovery - brilliant and beautiful, secretive, mysterious and extraordinary. Above all things, it is a country of great antiquity, with a culture and traditions dating back more than 3,000 years. The traveler in Ethiopia makes a journey through time, transported by beautiful monuments and the ruins of edifices built long centuries ago.

Ethiopia, like many other African countries, is a multi-ethnic state. Many distinctions have been blurred by intermarriage over the years but many also remain. The differences may be observed in the number of languages spoken - an astonishing 83, falling into four main language groups: Semitic, Cushitic, Omotic and Nilo-Saharan. There are 200 different dialects.

Regarding the country nations and nationalities, which is estimated to be over 90 million, the number of ethnic Oromo accounts about 34.5 % while Amhara (Amara) is 26.9%, Somali (Somalie) 6.2 %, Tigray (Tigrigna) 6.1%, Sidama 4%, Gurage 2.5%, Welaita 2.3%, Hadiya 1.7%, Afar (Affar) 1.7%, Gamo 1.5%, Gedeo 1.3%, other 11.3% (2007 Census).

2.1.4.4. Conference and Business Tourism

Ethiopia's position as a regional air transport hub and as a center for regional development and diplomatic institutions such as the United Nations Economic Commission for Africa (UNECA) and the African Union (AU) offers opportunities to capitalize on Addis Ababa as a site for meetings, incentives, conventions and exhibitions, or MICE-related travel. In the same way, Addis offers opportunities to develop high-quality ancillary services, such as spas and entertaining facilities, creative industry products, crafts, and one- to two-day excursions to nearby satellite sites.

Currently, Addis is ranked sixth among Africa's cities when it comes to attracting MICE tourism. Future mega-conference events, such as the World Economic Forum Africa planned, and the AU anniversary programs, offer important opportunities to further develop and adequately plan this tourism segment. (WB, 2012).

Besides these, other promising niche products include core cultural-heritage tourism, community-based tourism, sports tourism (marathon), paleontological tourism, bird watching tourism, Agro-tourism, and religious tourism, among others, most of them still unexplored.

2.1.4.5. Comparative Advantages of Ethiopia

One of the clear comparative advantages of Ethiopia as a tourism destination is its interesting mix of cultural and nature-based tourism resources. The Travel and Tourism Competitiveness Index, compiled by the World Economic Forum (2011), can be used to compare Ethiopia's set of nature- and culture-based resources with those of other emerging tourism destinations and competitors. Such a review shows Ethiopia to have an appealing mix of tourism resources, as it is relatively well-positioned for both cultural and nature-based offerings, as compared to other emerging destinations with imbalanced sets of culture and nature-based resources, such as Morocco, Kenya, and South Africa. This highlights the potential for Ethiopia to build its tourism

sector to offer a diversified set of products and to capitalize on the complementarities between cultural and nature-based resources, a critical factor for differentiating itself from competitors (WB, 2006).

2.1.5. Addis Ababa: The Heritage City

With a population of more than three million people, Addis Ababa also known as Brussels of Africa is located in the geographic center of the country. It is not only the political capital but also the economic and social nerve center of Ethiopia. Founded by Emperor Menelik in 1887, this big, sprawling hospitable city still bears the stamp of the exuberant characteristics. There are more than 120 international missions and embassies in Addis Ababa, making the city a forefront for international diplomacy in Africa and houses the headquarters of the African Union and the United Nations Economic Commission for Africa (MoCT, 2008).

Addis Ababa's cozy espresso bars and patisseries are reminiscent of Rome and the Mediterranean, and its bustling outdoor markets are colourful reminders of more traditional ways of life. Addis Ababa town museum is a historical building and provides information about the history of the town. The Addis Ababa university Ethnological museum gives summary of the culture of the different ethnic identities in Ethiopia.

The people, the bursts of music from cafes or shops, the pungent aromas of spicy cooking, the taste of coffee and frankincense, from a unique Ethiopian pastiche (MoCT, 2008) makes Addis Vibrant. Dominated by the 3,000 meter (9,840 foot) high Entoto Mountains immediately to the north, Ethiopia's largest city has grown at an astonishing speed since it was founded just over a century ago. Covering 250 square kilometers (97 square miles), the city rambles pleasantly across many wooded hillsides and gullies cut through with fast flowing streams.

Despite its proximity to the Equator, its lofty altitude- it is the third highest capital in the world means that it enjoys a mild, Afro-alpine climate. From its inception Addis Ababa was clustered around two main centers: The National Palace to the east and the market, with Saint George's Church, to the west. Together they generated so much activity that the capital grew and developed rapidly (MoCT, 2008).

By the late 1950s Addis Ababa was recognized as the unofficial capital of Africa, and thus was made the headquarters of the United Nations Economic Commission for Africa (UNECA) in 1958 and later, in 1963, chosen as headquarters of the African Union (AU). Today Addis Ababa, which bears the imprint of many of these past developments, is a major metropolis, with an estimated population of over three million. The city stands at the very heart of Ethiopia and enjoys excellent connections with all of the country's economic zones. Addis Ababa is Africa's unchallenged diplomatic capital, with more than seventy embassies and consular representatives clustered in the mountain city (MoCT, 2008).

There is more than enough to do in Addis. There are numerous restaurants offering various exotic dishes from many parts of the world. On the entertainment side you find cinemas showing international films and also stage dramas in Amharic. Sprawled through the city are nightclubs, gymnasiums, Art Galleries, Coffee shops and Spas. The main market place, known as the Mercato, is the largest open market place in Africa and has a wonderful range of goods, items of local art and Ethiopian curios and antiques (MoCT, 2008).

Individual and team sports are both extremely popular in Ethiopia. The country's most popular sport is football and the local football league has a 50-year history. But the country's most successful sport is athletics where Ethiopia has won 10 gold medals in the Olympic Games. Athletics has been attracting talented runners for generations, but is now popular among the general public which takes part in various mass participation running events held around the country (MoCT, 2008).

In Addis Ababa itself, its notable museums, among them the National Museum, with a perfect replica of Lucy; the fascinating and remarkable Museum of the Institute of Ethiopian Studies, situated in Emperor Haile Selassie's former Palace, now the Addis Ababa University, with its unique ethnographic (and musical) collection, its unparalleled gallery of medieval and traditional Ethiopian art, and its rich library, with priceless illuminated manuscripts, both Christian and Islamic, not to mention the Imperial suite (Prof. Richard Pankhurst, 1995).

2.2. Empirical Reviews

To support the implementation of this research, the following are proposed several theoretical studies and the results of previous research on destination image, destination promotion and revisit intention.

Effect of Commercial Advertising

Ultimately, matching advertisements to consumer needs should to some degree affect consumer behaviour, or at least purchase intention. Because consumers don't buy products or services, but the expectation of benefits that satisfy needs (Crompton & McKay, 1997), products or services that claim to have these benefits are likely to be considered more relevant increasing the chances to be considered for purchase. In fact, research on the role of advertising in consumer behaviour studies shows that advertising is a significant predictor of purchase intention (Huang, Chou & Lin, 2010; Petty & Cacioppo, 2005). Studies in tourism show that once an advertisement message is considered relevant and involvement is high, this is a good predictor of the intention to travel to (re)visit (Lee & Beeler, 2009). Clements and Josiam (1995) examined the level of involvement in the spring break travel decision and found that respondents with high levels of involvement were more likely to book a trip than respondents with low levels of involvement. These studies show that advertisements that match consumer needs are useful for the examination of, not only advertising involvement and search for information, but ultimately for purchase intention and the prediction of consumer behaviour. In this notion, the following hypothesis is proposed:

H1: Advertising has positive and significant effect on revisit intention

Effect of Sales Promotion

Sales promotion has the same objectives as any other form of marketing promotion; to increase sales, to attract new customers, to stimulate consumer to make purchase and other objectives.

Forms of sales promotion are discounts, coupons, contests, etc. and the it is supposed to stimulate quick response of an individual (Nayem, 2013). Research has showed that sales promotion has influence on purchase intention. Ye and Zhang (2014) examined this relation and results show there is a positive effect of online sales promotion on purchase intention. Also, the

importance of attracting new customers and increasing purchase intention by this promotional tool is suggested by Faryabi, Fesaghandis and Saed (2014). In the empirical study they have proved the positive effect of sales promotion.

As some of the objectives of sales promotion in tourism are to create interest in destination and revisit intention it is decided to be tested if the same effect social media sales promotion would have on intention to revisit. Therefore, it is hypothesized that:

H2: Sales promotion has positive and significant effect on revisit intention

Effect of Digital Marketing

According to Singh (2014), “social media is playing an imperative role in a digital marketing world”. He also suggests that social media is appropriate tool in order to increase brand awareness and that availability of media networks are very important factor. Social media is “a powerful source for travel planning” according to Amaro and Duarte (2014) and several other studies agree regarding important role of social media and its impact on travel decision (Marchiori and Onder, 2015). There are a large number of possibilities to market and brand services (and products) through social media. Awareness, proper networking, analysis of competitors, addressing all issues, brand value, more online visibility and reputation management are some of aspects to deal on social network sites (Singh, 2015). Just one look on numbers in picture below is enough to recognize potential of social network sites in order to target potential customers/tourists. And every day increasing number of network users is one more reason to pay more attention to potential of social network sites for marketing. Thus, the following hypothesis is proposed:

H3: Digital marketing (social media) has positive and significant effect on revisit intention

Effect of Trade Show/ Exhibition

Survey findings from the 2010 Shanghai World Expo indicated a positive impact of event image on tourist’s revisit intention (Deng and Li, 2013). Lai’s (2018) study of a mega event (2008 Beijing Olympic Games) showed a positive association between event image and revisit intention. In sport tourism, event image was also found to exert a positive influence on destination image (Kaplanidou, 2009) and on city brand image (Li, 2013).

Tourists' positive event (like trade expo) evaluation will increase their interests in the host city, which will lead to linking the city's history, culture and native art, and eventually form a positive image of the destination (Rezaei, 2018). Thus, the following hypothesis is proposed:

H4: Trade Show has positive and significant effect on revisit intention

Effect of Cultural Diplomacy

Now, one should consider the core of the tourist experience is also based on the opportunity of having access to different cultural expressions. According to Ashworth (1995), visiting museums, art galleries, musical events, theatre and opera, represent the main activities realized by tourists within a destination. The formula 'art & tourism' has been recognized, for instance, by the international hotel chain Radisson, which has encouraged its members to carry out partnerships with local historical, heritage, cultural, artistic and theatrical associations through a project called "Radisson Partnering with The Arts", with the aim of adding value to the product offered (Cooper, Fletcher, Gilbert, Sheperd & Wanhill, 1998, p. 327).

Ashworth (1995) outlines the relationship between tourism and cultural manifestations of a community. In a touristic sense, culture refers to both 'peoples' and their ordinary social characteristics; traditions and day-to-day patterns of behaviour which mark them out as 'different', as well as to more exceptional representations of creative and artistic endeavour (UNESCO, 2006, p. 19). Culture provides a set of material and symbolic resources to tourism supply. Few places have escaped the interest and the curiosity of the tourists: tour operators demonstrated that they can package even the most remote (or dangerous) location- also contributing for the process of internationalization of destinations (Lanfant, 1980) – and the tourism economies of some places are based entirely on cultural heritage (Timothy, 2011). It is possible therefore to say that any tourist can be consider a consumer of cultural products, having whether or not culture and places of heritage value as main motivation for the trip (Cooper, 1998; Greg Richards, 1996).

In certain localities the distinction between mass tourism and cultural tourism begins to be complex to outline (Ashworth & Tunbridge, 2000). Such evidences have clear implications: the domestic and (overall) international promotion of each destination become an indirect vehicle of promotion of one or more specific tangible or even intangible cultural expressions, as a primary

tourist attraction. Simply by visiting international fairs such as the World Travel Market of London, the BIT in Milan or the FITUR in Madrid, one realizes that such appointments for tourism marketers become indirectly huge events of promotion of (more or less authentic) worldwide cultures. It can be deduced that tourism is by vocation a potential vehicle for cultural diplomacy, promoting substantially experiences related to knowledge of peoples and cultures.

The meeting of cultures produced by tourism is a topic discussed and studied. With regard to the meeting between visitors and hosting communities, for instance, European-Commission (2000, p. 47) proposed the figure of ‘destination ambassador’. On the other hand, several voices have been raised to argue that tourism is a vehicle for world peace through the promotion of intercultural dialogue. However, we have to consider the conditions for this to happen. The effectiveness of tourism as a vehicle of cultural diplomacy is to be found in an explicit, multilevel engagement in the practice of cultural diplomacy, preferable aligning with national and international policies in this area. To this end, however, one of the preconditions is the awareness of the stakeholders involved in the tourism sector about their potential role as agents of cultural diplomacy. In this notion, the following hypothesis is proposed:

H5: Cultural Diplomacy has positive and significant effect on revisit intention

Mediating Role of Destination Image

Destination image is the perception of tourists towards a tourist destination. As stated by Hsu, Cai (2002) that destination image has a very large role in visiting decisions. Destination image is a number of beliefs, ideas, and impressions that someone has about a tourist destination (Kotler & Gertner, 2004). This involves a person's mental picture of a place based on their knowledge and other global impressions. For tourists who already have experience visiting a tourist destination, the quality of the destination image acts as a recommendation for tourists to do or not make a repeat visit. This is in accordance with the results of Chou (2013) and Wibowo and Sazali (2016) which state that destination image has a positive and significant effect on revisit intention.

Destination image influences tourists’ decision in selecting a destination and affects their subsequent behaviors (Deng and Li, 2013). This positive association was also evident in Li’s (2013) study of a non-repeat, national sporting event in China where the findings favor the

positive impact of city brand image on revisit intention to the host city. De Nisco (2015) surveyed international tourists in two Italian airports at the end of their journey and the results support the positive effect of destination image on post-visit intention toward Italy. Therefore, the following hypothesis is posited according to the reviewed literature:

H6: H6: Promotional mix has positive and significant effect on Destination image

H7: Destination image mediates the effect of marketing promotion on revisit intention

2.3. Conceptual Framework

In this research, the main objective is to investigate the effect of marketing promotion practices on revisit intention of foreign tourists mediated by city image. The independent variables under marketing promotion practices are commercial advertising, sales promotion, digital marketing, trade show and cultural diplomacy that influence revisit intention of foreign tourists. The dependent variable is revisit intention while the study also investigates the role of city image as mediating factor between the relationship of marketing promotion and revisit intention considering marketing promotion drives city image and tourist revisit intention. The framework of this research is presented in Fig. 2.1 below:

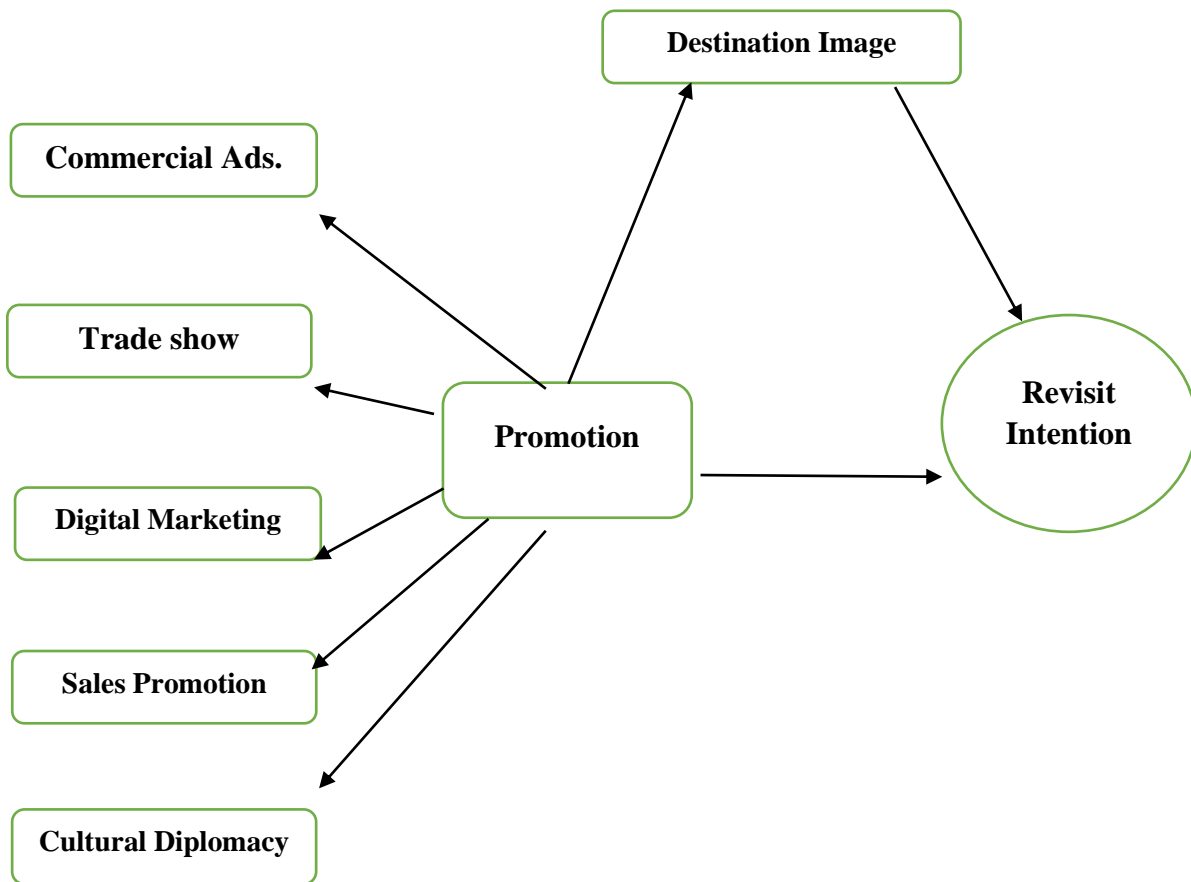


Figure 2.1: Conceptual framework (Source: Kulcsar, 2011; Chandra and Menezes, 2001)

CHAPTER THREE

3. METHODOLOGY

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

3.1. Research Design

There are three types of research design namely exploratory, descriptive and explanatory research. The goal of exploratory research is to discover ideas and in-sights while descriptive research is usually concerned with describing a population with respect to important variables. Explanatory research is used to establish cause-and-effect relationships between variables and causal analysis is concerned with the study of how one or more variables affect changes in another variable. It is thus a study of functional relationships existing between two or more variables (Kothari, 2004). This paper followed the explanatory research design to investigate the relationship between variables of promotional mix practices (predictors) and revisit intention of tourists (construct) variables.

3.2. Research Approach

There are basically two types of research approach, qualitative and quantitative. Quantitative research engages in systematic and scientific investigation of quantitative properties and phenomena and other relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertain the natural phenomena. The process of measurement is central to quantitative research because it provides their fundamental connection between empirical observation and mathematical expression of an attribute (Abiy, 2009). The type of research design intended to employ in this study is quantitative research approach method for the fact that it involves generation of data in quantitative form for analysis. Data were quantified and statistical methods are used in the data analysis to seek evidence about the characteristics or a relationship between the stated variables.

3.3. Population of the Study

A population can be defined as the complete set of subjects that can be studied: people, objects, organizations from which a sample may be obtained (Shao, 1999).

As it is defined in the scope, the study investigates the proposed relationship between promotional mix practices and their effects on revisit intention of Addis Ababa as a tourist destination. In this regard, the target population of the study was the entire population of international tourists who came for visiting the city at least once. Thus, the sample frame comprises the inbound tourists in the year 2017 - 2018, a year before the debacles of COVID-19 and the tourism industry hits max (a total of 718,000 tourists), according to Addis Ababa City Administration Tourism Office data.

3.4. Sampling Technique

There are two sampling strategies in use to select the targeted respondents from the sample frame. There are likelihood or non-probability methods of sampling (Creswell, 2009). The former applies to random (equal chance) selection, while the latter is subjective and relies on the researcher's decision or reasoning. Probability sampling strategy is preferable to selecting respondents from the target sample population in order to make it easier to generalize.

The target population for this particular research was tourists who visited Addis Ababa city before the epidemic (COVID-19). Since the targeted study population is substantially large in number, geographically dispersed in different countries and hard to get their list as well as contact address, it would be impractical to select sample based on random selection. Thus, convenience non-probabilistic sampling method which was appropriate for such studies had been applied. The study considered international tourists who visited the city as a sampling frame to determine proportionate sample size for this study.

3.5. Sample Size

Sampling is the process of selecting a number of study units from a defined study population (Abiy, 2009). Determining sample size is very important issue because samples that are too large are uneconomical while too small samples may lead to inaccurate results. When the size of

population is unknown but the variability of an estimate over all possible samples is anticipated, thus the calculated sample size is favorable for the case (Cochran, 1963). Since the exact total population is unknown, sample size determination formula is used to estimate the sample size.

The formula is:

$$n = \frac{Z^2 * P * Q}{e^2} = \frac{(1.96^2)(0.50)(0.50)}{0.05^2} = 385$$

Where: n = required sample size; Z = Degree of confidence (1.96²); P = Probability of success (0.50); Q = Probability of failure (0.50); e = Tolerable error (0.05²)

Thus, the sample size of the intended study was a total of a total of 385 respondents. Is the whole 718, 000 tourists as sampling frame?? 385 study units generated from this number??

3.6. Data Types and Data Source

According to Catherine (2007), data may be collected as primary, secondary or both. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand. On the other hand, secondary data contains relevant data that has been collected for a different purpose, but from which the conclusion is valuable for the purpose. In this study basically the primary source, quantitative data from the targeted tourists were used for analysis. No secondary, data used at all.

3.7. Data Collection Instrument

Questionnaires were used for collection of primary data from targeted respondents. It was prepared very carefully so that it may prove to be effective in collecting the relevant information. Structured questionnaires are those questionnaires in which there are definite, concrete and pre-determined questions. The questions were presented with exactly the same wording and in the same order to all respondents. Resort is taken to this sort of standardization to ensure that all respondents replied to the same set of questions.

After having reviewed different literatures, a self-administered questionnaire is adapted to address the effect promotional mix practices on revisit intention. A Five-point Likert -scale based structured questionnaire is used as a major instrument of data collection. Likert scale ranges from

1- for "Strongly disagreed" to 5- for "strongly agreed". The questionnaire has three parts namely demographic information, promotional mix practices and revisits intention. The marketing promotional mix comprises five dimensions namely commercial ads, digital marketing and tradeshow (adapted from Sadat, 2015), City image (adapted from Troena, Hussen and Mujihestia (2017), and cultural diplomacy (from Fabio, 2017). The revisit intention dimension is taken from Sadat (2015). The forgotten sales promotion dimension, from whom we adopted? Sadat taken

3.8. Validity and Reliability

Validity is defined as the extent to which data collection methods accurately measure what they were intended to measure (Saunders, 2003). It is the extent to which difference found with measuring instrument reflecting true differences among those being tested.

In order to ensure the quality of the research design content and construct validity of the research was checked. Construct validity is all about to establish correct operational measures for the concepts being studied (Yin, 1994). The literature review is conducted and thoroughly examined to make sure that the content of measuring is relevant to the study. Experts' opinions were also taken.

Reliability is the extent to which a measurement gives results that are consistent and fundamentally concerned with issues of consistency of measures (Bryman and Bell, 2003). Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of sample items are as a group. It is considered to be a measure of scale reliability. A "high" value for alpha does not imply that the measure is one-dimensional. Technically speaking, Cronbach's alpha is a coefficient of reliability (or consistency). According to Hair, et al., (2006), if α is greater than 0.7, it means that it has high reliability, 0.5 is sufficient, and if α is smaller than 0.3, then it implies that there is low reliability.

Table3.1: Reliability Test of the Results

Reliability Statistics		
Variables	No. of Items	Cronbach's alpha
Advertising	5	.782
Sales Promotion	4	.788
Digital Marketing	4	.801
Trade show/ Exhibition	4	.705
Cultural Diplomacy	4	.750
Destination/Country Image	4 + 1 = 5	.882
Revisit Intention	4	.755
Total	29	.828

(Source: Own Survey Result, 2021)

3.9. Data Collection Procedure

After the instrument is developed the next steps was distributing the questionnaires and collecting the data back in accordance with the sampling procedure and technique stated in the previous part. In line with this the tour guides, hotels, for data collection was selected. To avoid concentration of the respondents in a single country of origin, the researcher tries to select respondents from different locations across the globe. This can be achieved by contacting foreign tourists who came to Addis Ababa at least once for different purposes and who had the chance to visit the city. Travel agencies and tour operators and international branded hotels (willing to disclose their database) in the city were main sources of tourist's email and other contact address for the study. Most importantly, data was gathered by the help of individual tour guides and hotel receptions, who were willing to send a Google drive link to their former guests that visited Addis in the study period, the link was developed by the researcher for the sake of easiness. This has helped a lot as the guests had no any contact with the researcher, their privacy was kept safe.

When they filled the questionnaires it directly put as a response to my Gmail account drive sequentially. This link was composed of all the questionnaires adapted for the study. Discuss if they ask to defend? As I added?

The data collection was taken place in such a way that first the tour operators, hotel managers and travel agencies who have tourist's email address sent a consent form to assure whether they are willing to participate in this study. Then, for those who were willing only, tour operators, hotel managers and travel agencies as well as the student researcher contacted them by forwarding the link to be filled via their email, what's up, Telegram addresses subsequently.

Reminders were sent aggressively to mitigate the expected non-responses to the acceptable level (more than 75% if possible). The respondents were contacted through their respective emails and the student researcher personally was contacted and reminds these selected respondents and administers the questionnaires accordingly.

3.10. Data Analysis and Presentation

Data in this study was analyzed using both descriptive and inferential statistics. Descriptive statistics is used to interpret data in general, and for testing hypothesis and investigating research objectives inferential method is used using statistical package for social science (SPSS) version 20. Descriptive statistics is applied to interpret demographic variables of the respondents and to discover the frequencies of each dimension whereas inferential statistics is used for hypothesis testing such as correlation and multi-regression. Tables and graphs were used to present analysis results pictorially.

Regression analysis is a statistical method for evaluating the mathematical model representing the relation between variables that can be used for the purposes of predicting the value of the outcome variable, given the measures of the independent variable (Kothari, 2004). Multiple linear regressions calculate the coefficients or relative importance of the individual predictors in the multiple linear equations, with one or more independent variables that better predict the value of the dependent variable. Multiple linear regressions are made to define the relationship and to evaluate the most dominant marketing promotional activity variables influencing the revisit intention of tourists and the mediation role of city image. In order to assess the relation between

promotional mix strategies, city image and revisit intention dimensions, a multi-regression analysis model specification for the regression analysis is designed as follows:

- Marketing Promotion (MP) as a function of commercial ads (ADs), sales promotion (SP), digital marketing (DM), tradeshow (TS) and cultural diplomacy (CUD)

$$MP = ADs + SP + DM + TS + CUD + e$$

- Relationship between marketing promotion (MP), city image (CI) and revisit intention (RI)

$$RI = \beta_0 + \beta_1 MP + \beta_2 CI + e$$

Where: RI= Revisit Intention; CI= City Image; e = error term, β_0 = constant, term $\beta_1, 2$ = coefficients of predictors

Needs detail understanding about descriptive, inferential, regression ,correlation and so on?

3.11. Ethical Considerations

In order to keep the confidentiality of the data given by respondents, the respondents was not required to write their name and assured that their responses were treated in strict confidentiality. The purpose of the study is disclosed in the introductory part of the questionnaire. Furthermore, the researcher tries to avoid misleading or deceptive statements in the questionnaire. Lastly, the links of questionnaires were sent only to voluntary participants after having their full consents, those who do not have willingness were not contacted.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter presents the data presentations, analysis, and interpretations in relation to investigate the effect of promoting heritage destination on revisit intention of tourists in the case of Addis Ababa City, Ethiopia. In order to meet the objectives of the study, the data that were gathered from the primary source using questionnaire was analyzed, presented, and interpreted in this section.

With regards to questionnaires response rate, out of the 385 distributed questionnaires, 330 were returned. The returned questionnaires were checked for errors; as a result 16 incomplete questionnaires were identified and discarded. Finally, 314 were found to be usable and used for final analysis. Therefore, 82% response rate had been obtained.

4.1 General Information about the Respondents

The first part of the questionnaire consists of the demographic profile about the respondents and general information. This part of the questionnaire requested a limited amount of information related to general information about the respondents. Accordingly, the following variables about the respondents were summarized and described in the table 2 below:

Table 4.1: Socio-Demographic Profile and General Information

Category	Freq.	
Sex		
Male	169	53.8%
Female	145	46.2%
Total	314	100.0%
Age		
20 - 30	32	10.2%
30 – 45	53	16.9%
46 – 60	144	45.9%
>60	85	27.1%
Total	314	100.0%
Income / USD		
< 5,000	64	20.4%
5,000 – 10,000	163	51.9%
>10,000	87	27.7%
Total	314	100.0%
Purpose of visit		
Meeting	55	17.5%
Vacation	92	29.3%
Business	104	33.1%
Transit	47	15.0%
Others	16	5.1%
Total	314	100.0%
Visit Experience		
1 st	39	12.4%
2 nd	73	23.2%
3 rd	87	27.7%
4 th	66	21.0%
More than 4 th time	49	15.6%
Total	314	100.0%

The respondents/international tourists were request to provide information on their demographic related. As shown in the table 1 item, out of the total respondents the majority (53.8%) were male respondents and the remaining 46.2% of the respondents were female. Therefore, this result implies that the majority of international tourists who came for visiting the city were male.

With regards to age category, as shown in item 2 of the same table above, the age distribution showed that the majority of the respondents (45.9%) of them were found within the age range of

46-60 years old followed by greater than 60 years old which accounted for 27.1%. The rest 16.9% and 10.2% were found within the age group of 30-45 years old, and 20-30 years old. Most of the respondents involved in the study were from 46-60 years old. Thus, this result implies that the international tourists that participated on this survey were more of adults. (as well as old ages)!

With regards to monthly income, the majority (51.9%) were earned the monthly income of USD 5,000 to 10,000 followed by greater than USD 10,000 which accounted for 27.7%. The rest 20.4% of them were earned less than USD 5,000. From this result the researcher can concluded that, Ethiopia is visited by the tourists who have high income and it is important for the country.

The respondents were also requested for what purpose they visited Addis Ababa City. Accordingly, the majority (33.1%) of them were visited for business purpose followed by vacation purpose which accounted for 29.3%. Similarly, 17.5%, 15%, and 5.1% of them were visited Addis Ababa City for the purpose of vacation, meeting, transit, and others.

Finally, taking into account of frequency of international investors visited Addis Ababa City, the respondents were requested their visit experience. Accordingly, 27.7% of them were visited the City for the third times followed by 23.2% for the second times. Likewise, 21%, 15.6%, and 12.4% of them were visited Addis Ababa City for fourth times, more than fourth times, and first time respectively. Form this result one can conclude that the respondents have knowledge about the city since the majority of international tourists had a visit experience.

4.2 Descriptive Statistics of the variables

The tables below present the mean and the standard deviation of the independent variables and the dependent variable from respondents' observation. Mean value provides the idea about the central tendency of the values of a variable. Standard deviation gives the idea about the dispersion of the values of a variable from its mean value.

Table 4.2: Descriptive Statistics of commercial Advertising

Statement	Mean	Std.
I have the opportunity to see advertising campaign of the city through various media (like billboards, TV commercials, News/magazine ads, etc.)	3.55	.852
I believe that the advertising campaign of the city is attractive.	3.61	.519
I believe that the message of the advertising is clear or accurate.	3.72	.647
I believe that advertising campaign of the city provides me adequate information.	3.70	.920
I can tell that the advertisement of the city is conducted by professionals specialized in the field of tourism.	3.31	.424
Advertising	3.56	.670

(Source: Own Survey Result, 2021)

Aaker (2004) states that advertising is the first point of contact between service marketers and their customers, serving to build awareness, inform, persuade, and remind. Advertising plays a vital role in providing factual information about services and education customers about product features and capabilities.

Accordingly, as depicted in the above table, the respondents were requested their level of agreement with regards to the commercial advertising. The first dimension of promotion mix element is which is further divided into five attributes.

The mean scores of advertising for all the five attributes range from 3.31 to 3.72 and for average mean for overall advertising dimension has a mean score of 3.56 which is above the midpoint.

Thus, the result implies as per the data obtained from the respondents, they were almost agreed by the commercial advertising dimensions. Thus, the researcher can conclude that the commercial advertising has been considered as the most important factor and plays an important role on revisit intention of international tourists.

Table 4.3: Descriptive Statistics of Sales Promotion

	Mean	Std.
Sales Promotion	3.76	.567
Tour operators offer me tour packages with relatively fair price	4.27	.864
Hotels offers/ discounts on accommodations services even at pick seasons	3.83	.794
The city officials facilitate visa when trade exhibition is hosted (IS it not for trade shows variable more aligned?) what is the reason behind?	4.16	1.022
The city officials give tourists souvenirs during hostage of different festivals	2.79	.812

(Source: Own Survey Result, 2021)

Sales promotion consists of a collection of various incentive tips, most of which are short term, designed to encourage the purchase of a certain product and/or service more quickly and or more by consumers and merchants (Yuan, 2017). Accordingly, the respondents were requested whether the sales promotion affect international tourist revisit intentions. As shown in the above table, the respondents were requested whether their level of agreement towards the sales promotion. The mean scores of the sales promotion for all the four attributes range from 2.79 to 4.27 with the average mean score of 3.76 which is above the midpoint. This result implies that as per the observation of the respondents, they were almost agreed. Thus, from the result, the researcher can conclude that the sales promotion has been considered as the most important factor in affecting the revisit intention of international tourists.

Table 4.4: Descriptive Statistics of Digital Marketing

	Mean	Std.
Digital Marketing	3.85	1.125
The pictures of the city, posted on attractive website motivate me to visit the city.	3.22	0.953
Information which is posted on social media attracts me to visit the city heritages.	3.58	0.715
Travel agents in the city update me travel information through personal email.	4.35	1.022
Tour operators try to establish long-term relation with me via digital media.	4.24	.954

(Source: Own Survey Result, 2021)

Social media can be interpreted as a way to experiment with new opportunities that can help improve and create new forms of customer value which is very significant when it comes to attracting new customers and building strong relationships with them (Constantinides, 2014). Accordingly, the respondents were requested their level of agreements on whether the direct marketing affect international tourist revisit intention. As depicted in the above table, the mean of the items ranges from 3.22 to 4.24 with the overall average mean of 3.85 which is above the midpoint. Therefore, the respondents' i.e. international tourists were agreed that the digital affect international tourists revisit intention.

Table 4.5: Descriptive Statistics of Trade Show/Exhibition

	Mean	Std.
Trade Show/ Exhibition	3.80	.692
Travel agents invite me when the city launches travel exhibitions.	4.03	.837
Tour operators invite me to attend cultural/ religious festivals.	4.46	.706
The tourism bureau promotes the city at different international tourism/ trade expos.	3.19	.747
The city officials host trade shows to pursue foreigners to invest at the heritage sites.	3.78	.746

(Source: Own Survey Result, 2021)

Trade show/exhibition provide an entry point and for travel trade contacts and relationships, finding the best partners to support firm strategy and establishing personalized relations require one-on-one meetings and communication. Accordingly, the respondents were requested their level of agreements on whether the trade fair/exhibition affect international tourist revisit intention. As portrayed in the above table, the mean of the trade show dimensions ranges from 3.19 to 4.46 with the overall average mean of 3.80 which is above the midpoint. Therefore, the respondents' i.e. international tourists were agreed that the Ethiopian travel agents, tour operators, tourism bureau, and city official works on the trade show/exhibition influences their decision of the revisit intention.

Table 4.6: Descriptive Statistics of Cultural Diplomacy

	Mean	Std.
Cultural Diplomacy	3.38	1.114
Ethiopian diplomats in my country promote cultural heritage of the city.	3.42	.915
Diplomats work with travel agencies in my country to create awareness regarding the city’s cultural heritage.	3.07	.648
Diplomats pursue foreigners to visit the cultural heritage of the city by facilitating visa/ travel documents.	3.88	.881
Diplomats conduct interviews on internationally known TV/radio programs in my country to promote Ethiopian cultural heritage.	3.14	.890

(Source: Own Survey Result, 2021)

Tourism is by vocation a potential vehicle for cultural diplomacy, promoting substantially experiences related to knowledge of peoples and cultures. Accordingly, the respondents were requested their level of agreements on whether the cultural diplomacy affect international tourist revisit intention. As portrayed in the above table, the mean of the trade show (need to be corrected as cultural diplomacy) dimensions ranges from 3.07 to 3.88 with the overall average mean of 3.38 which is above the midpoint. Therefore, the respondents’ i.e. international tourists were not agreed(need to be agreed) that the Ethiopian diplomats were not working properly towards promoting on the cultural diplomacy. The result must be international tourists agreed by 3.88 midpoint mean average diplomats work on cultural diplomacy had influence on revisit intention but still needs extra effort to be done . What is the correct one agreed or not agreed? Diplomats are working or not? Neither agreed nor disagreed about the cultural diplomacy of the country in the eyes of the respondents. This means that the respondents had doubts on the cultural diplomacy practices by the concerned stakeholders.

Table 4.7: Descriptive Statistics of Destination /City Image

	Mean	Std.
Destination/ City Image	4.10	.606
Addis Ababa city is characterised by being authentic or unique.	3.95	.837
The people in Addis Ababa are friendly.	4.36	.736
Tour operators are keen in providing good services at the city's heritage sites.	4.62	.797
I believe that services charges in the city are relatively reasonable.	4.06	.644
The infrastructure (hotels, transport, tour operators, security, etc.) are suitable for tourists to visit the city.	3.51	.724

(Source: Own Survey Result, 2021)

Destination image which is the city image in this context is the perception of tourists towards a tourist destination. Accordingly, the respondents were requested their level of agreements on whether the city image of Addis Ababa affect the international tourist revisit intention.

As shown in the above table, the mean of the city image dimensions ranges from 3.51 to 4.62 with the overall average mean of 4.10 which is above the midpoint. Therefore, the respondents were agreed with the dimensions of the city image.

Table 4.8: Descriptive Statistics of Revisit Intention

	Mean	Std.
Revisit Intention	4.05	.471
I am willing to return to Addis Ababa in the future.	4.11	.803
I am willing to recommend Addis Ababa to family and friends as a heritage destination.	4.09	.659
I have wonderful image of Addis Ababa as a holiday destination.	4.35	.758
I feel I am very loyal to Addis Ababa as a destination choice.	3.66	.673

(Source: own survey, 2021)

The respondents were requested the revisit intention of international tourists towards Addis Ababa City. As depicted in the above table, the mean scores of brand loyalty(wrongly spelled need to be changed by revisit intention) for all the four attributes range from 3.66 to 4.35 and for average mean for overall revisit intention has a mean score of 4.05 which is above the midpoint. Thus, from this result one can conclude that tourists who were satisfied from the trip experience have potential to recommend the destination to others and also repeat visitation in the future.

4.3 Inferential Statistics

4.4.1 Correlation Analysis

A correlation refers to a quantifiable relationship between two variables, and the statistic that provides an index of that relationship is called a correlation coefficient r , which is a measure of the relationship between two interval or ratio variables (Field, 2005).It was also used to explain the relationship strength in terms of value of the Spearman correlation (r) and the direction of the relationship of the variable that were used in this study.

Table 4.9: Correlation Matrix

Correlations							
	ADV	SPR	DMK	TRS	CUT	CIG	RVI
Advertising	1						
Sales Promotion	.487**	1					
Digital Marketing	.432**	.591**	1				
Trade show/ Exhibition	.517**	.693**	.584**	1			
Cultural Diplomacy	.520**	.604**	.508**	.608**	1		
Destination/Country Image	.606**	.448**	.381**	.343**	.502**	1	
Revisit Intention	.611**	.615**	.585**	.678**	.697**	.555*	1
**. Correlation is significant at the 0.01 level (2-tailed).							
N=233							

(Source: Own Survey Result, 2021)

As per the guideline suggested by Field (2005), the strength of relationship 0.1-.29 shows weak relationship; 0.3-0.49 is moderate; >0.5 shows the strong relationship between the two variables. Accordingly, based on the results illustrated in the above table, it can be seen that the correlation between the independent variables, mediating variable, and dependent variable.

The first variable in the promotional mix element which is commercial advertising has the correlation value of ($r=0.611$, $p<0.05$) which indicates that there is a positive, strong, significant relationship between commercial advertising and revisit intention. The same is true for; sales promotion ($r=0.615$, $p<0.05$); promotion (change by Digital marketing) ($r=0.585$, $p<0.05$); trade show ($r=0.678$, $p<0.05$); cultural diplomacy ($r=0.697$, $p<0.05$); and country image ($r=0.555$, $p<0.05$). Therefore, the result of the study shows that there is positive, strong and significant relationship between independent, mediating variables and revisit intention.

4.4.2 Assumption for multiple Linear Regression Model Test (is it linear or multiple regressions)??

Multiple regressions are an analysis that assesses whether one or more predictive variables explain the dependent (criterion) variable. The regression assumptions are Multicollinearity, Multivariate Normality, Linearity and Homoscedasticity.

Where it the point these assumptions align with the study topic promotion, revisit intention ideas?

I. Multicollinearity

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are Multicollinearity, there is “overlap” or sharing of predictive power. Thus, the impact of Multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables. By “Tolerance” and “variance inflation factors” (VIF) values for each predictor is a means of checking, for Multicollinearity. Tolerance value below 0.1 and VIF value above 10% indicate a Multicollinearity problem, (Robert, 2006). Since all values of VIF is within the specified range, it can be concluded that there is no problem of multicollinearity issue in the present study.

Table 4.10. Collinearity Diagnostics

Coefficients

Model	Collinearity Statistics	
	Tolerance	VIF
Advertising	.641	1.560
Sales Promotion	.457	2.190
Digital Marketing	.661	1.514
1 Trade show/ Exhibition	.877	1.140
Cultural Diplomacy	.597	1.675
Destination/Country Image	.713	1.403

a. Dependent Variable: Revisit Intention

II. Homoscedasticity

The normal Q-Q chart plots the values one would expect to get if the distribution were normal (expected values) against the values actually seen in the data set (observed values). The expected values are a straight diagonal line, whereas the observed values are plotted as individual points.

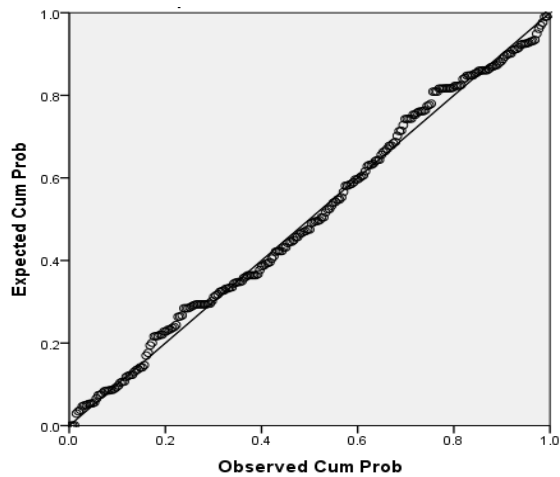


Figure 4.1 Homoscedasticity Test

If the data of predictor and outcome variables have linear relationship, then the observed values (the dots on the chart) should fall exactly along the straight line, the (meaning that the observed values are the same as you would expect to get from a normally distributed data set). Therefore, the Q-Q plot of the all variable considered in this study looks like a straight line with a wiggly snake wrapped around it, then it showed little deviation from normality.

III. Multivariate Normality

To check that a distribution of scores is normal, it needs to look at the values of Kurtosis and Skewness points. Both, of which have explained an associated standard error. The values of skewness and kurtosis should be zero in a normal distribution. Positive values of skewness indicate a pile-up of scores on the left of the distribution, whereas negative value indicates a flat distribution. The further the value is from zero, the more likely it is that the data are not normally distributed.

Table 4.11. Normality Test

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising	233	-.725	.157	-.300	.312
Sales Promotion	233	-.387	.157	-1.274	.312
Digital Marketing	233	-.579	.157	-1.029	.312
Trade show/ Exhibition	233	-.712	.157	-.865	.312
Cultural Diplomacy	233	-.195	.157	-.835	.312
Country Image	233	-.822	.157	-.528	.312
Revisit Intention	233	-.618	.157	-.878	.312
Valid N (listwise)	233				

Source: Own Survey Result, 2021

Both of which, have an associated, standard errors. However, the actual value of skewness and kurtosis are not, in themselves, informative. Instead, it needs to take the value and convert it to a z-score. The z-score is simply a standardize score from a distribution that has Mean of 0 and standard deviation of 1.0. As presented in Table 12, all service marketing mix promotional elements was found to be within acceptable range (skewness within -2.0 to 2.0; and Kurtosis within -3.0 to 3.0). Is it the study looks like this?

4.4.3 Multiple Linear Regression Analysis

Regression analysis is a statistical method for evaluating the mathematical model representing the relation between variables that can be used for the purposes of predicting the value of the outcome variable, given the measures of the independent variable (Kothari, 2004). Multiple linear regressions were made to define the relationship and to evaluate the most dominant marketing promotional activity variables influencing the revisit intention of tourists and the mediation role of city image. The mediation analysis was conducted using Baron and Kenny (1986) approach. In the first step the effect of the independent variables on the dependent variable, without the mediator was examined. The second step examined the influence of the independent variable on the mediator variable.

Finally, the last step was taken to investigate the influence of the combination of the independent variable and the dependent variable, with a mediator.

4.4.3.1 The Effect of Promotion Mix Elements on Revisit Intention

Table 4. 12: The Effect of promotional mix elements on Revisit Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.333	.125		2.664	.000
	Advertising	.198	.051	.198	3.882	.000
	Sales Promotion	.326	.037	.322	8.811	.000
	Digital Marketing	.281	.029	.277	9.690	.000
	Trade Show	.312	.061	.302	5.115	.000
	Cultural Diplomacy	.147	.064	.136	2.297	.000
R=.892 ^a						
R ² =.796						
Adjusted R=.794						
Std. Error of the Estimate=.280						
Durbin-Watson=1.889						
Sig. F Change=.000						
^a . Predictors: (Constant), Advertising, Sales Promotion, Digital Marketing, Cultural Diplomacy						
^b . Dependent Variable: Revisit Intention						

(Source: Own Survey Result, 2021)

As indicated in the above table, the R value; the R=.892^a indicates the linear combination of the independent variables (advertising, sales promotion, direct marketing, trade show, and cultural diplomacy) strongly predicted dependent variable (revisit intention).

Therefore, this result implies that there is the strong correlation between predictors and observed variables. Likewise, the value (R²=.796^a) indicated that, the marketing mix variables (advertising, sales promotion, direct marketing, trade show, and cultural diplomacy) explains 79.6% variance in the revisit intention and the remaining 21.4% is explained by extraneous variables, which have not been included in the regression model.

The p-value for all variables were statistically significant ($p < .05$), meaning that the promotional mix elements were the significant predictor of revisit intention. Accordingly, the finding revealed that hypothesis 1, 2, 3, 4 and 5 were supported by the data collected on this survey as the advertising ($p\text{-value} < 0.05$; $\beta=0.198$); sales promotion ($p\text{-value} < 0.05$; $\beta=0.322$); digital marketing ($p\text{-value} < 0.05$; $\beta=0.277$); trade show ($p\text{-value} < 0.05$; $\beta=0.302$); and cultural diplomacy ($p\text{-value} < 0.05$; $\beta=0.136$) hence, the alternative hypotheses for all marketing mix were confirmed.

Therefore, the regression equation for this study derived as:

$$MP = \beta_0 + ADs + SP + DM + TS + CUD + e$$

$$Y = 0.333 + 0.198X_1 + 0.322X_2 + 0.277X_3 + 0.302X_4 + 0.136X_5 + e$$

4.4.3.2 The Effect of Marketing Promotion on Country Image

Table 4.13: The Effect of Marketing promotion on Country Image

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.481	.125		4.008	.000
	Marketing Promotion	.392	.051	.392	7.686	.000
R=.757 ^a						
R ² =.573						
Adjusted R=.571						
Std. Error of the Estimate=.081						
Sig. F Change=.000						
^a . Predictors: (Constant), Advertising, Sales Promotion, Digital Marketing, Trade Show, Cultural Diplomacy						
^b . Dependent Variable: Country Image						

(Source: Own Survey Result, 2021)

As indicated in table 12, the $R=.757^a$ indicates the linear combination of the independent variables (marketing promotion) strongly predicted by mediating variable (country image/destination image) i.e. strong correlation between predictors and mediator variable.

Similarly, the value ($R^2=.573$) indicated that, the marketing mix explains 43.1% variance in the country image and the remaining 57.3% is explained by extraneous variables, which have not been included in the regression model.

With regards to the p-value, the values for all variables were statistically significant at $p<.05$, meaning that marketing promotion has a significant predictor of mediator variable/country image. The finding also revealed that marketing promotion has significant positive effect on county image ($p\text{-value} < 0.05$; $\beta=0.392$). Therefore, the regression equation for this study derived as:

$$CI = 0.481 + 0.392X + e$$

4.4.3.3 The Mediating Role of Destination/ Country Image

The mediating role of country image on the relationship between marketing promotion and city image by taking Addis Ababa city's heritage tourist destination as a case is indicated in the table below.

Table 4.14: The Mediating role of Destination /Country image

Coefficients ^a						
Model		Unstandardized Coeff.		Standardized Coeff.	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.715	.059		12.119	.001
	Marketing Promotion	.628	.052	.617	12.077	.000
	Country Image	.261	.064	.254	4.078	.000
R=.921 ^a						
R ² =.848						
Adjusted R=.833						
Std. Error of the Estimate=.247						
Sig. F Change=.000						
^a . Predictors: (Constant), Marketing Promotion, Country Image						
^b . Dependent Variable: Revisit Intention						

(Source: Own Survey Result, 2021)

As shown in the above table, the value of R; $R=.921^a$ indicates the linear combination of the independent variables and mediating variable strongly predicted dependent variable (revisit intention). Also, the value ($R^2=.848^a$) indicated that, the marketing promotion and country image together explains 84.8% variance in the revisit intention and the remaining 15.2% is explained by extraneous variables, which have not been included in the regression model.

The p-value for all variables were statistically significant at $p<.05$, meaning that the marketing promotion and country image have a significant predictor of revisit intention. The country image had mediating role between the promotional mix and revisit intention for the fact that the overall/ total effect ($.617 + .254$) is greater than the individual effect of promotional mix on revisit intention. Therefore, the regression equation for this study derived as:

$$RI = \beta_0 + \beta_1MP + \beta_2CI + e$$

$$RI = 0.715 + 0.671MP + 0.254CI + e$$

Table 4.15: Summary of the Research Hypothesis Test Result

	Hypothesis	Result of the Study	
H1	Advertising has positive and significant effect on revisit intention.	Supported	$\beta =0.198, p<0.05$
H2	Sales promotion has positive and significant effect on revisit intention.	Supported	$\beta =0.322, p<0.05$
H3	Digital marketing (social media) has positive and significant effect on revisit intention.	Supported	$\beta =0.277, p<0.05$
H4	Trade Show has positive and significant effect on revisit intention.	Supported	$\beta =0.302, p>0.05$
H5	Cultural Diplomacy has positive and significant effect on revisit intention.	Supported	$\beta =0.136, p<0.05$
H6	Destination/country image mediates the effect of marketing promotion on revisit intention.	Supported	$\beta =0.617, p<0.05$ $\beta =0.254, p<0.05$

Source: Own Survey Result, 2021

4.4 Discussion of the Result

This study was aimed to investigate the effect of promoting heritage destination on revisit intention of tourists in the case of Addis Ababa City, Ethiopia. In this thesis; advertising, sales promotion, direct marketing, trade show, and cultural diplomacy were used as independent variables; destination/country image was used as the mediator variable and revisit intention was used as dependent variable.

Sales Promotion is the first strongest predictor of revisit intention with the highest Beta coefficient result ($\beta = 0.322$; $p < .05$). The Beta coefficient result of 0.322 signifies that for a 1 unit change in the independent variable (sales promotion), the dependent variable (revisit intention) would be changed by 0.322 units. This implies that sales promotion has positive significant effect on revisit intention. Thus, the hypothesis that states ‘sales promotion has positive and significant effect on revisit intention’ is confirmed. It is apparent from this result that focus on sales promotion is an important factor that affects the revisit intention. The result of the study is consistent with study conducted by Ye and Zhang (2014); Faryabi, Fesaghandis and Saed (2014) who found that there is a positive effect of sales promotion on purchase intention.

The second strongest predictor of revisit intention is **trade show** with ($\beta = 0.302$; $P < .05$). The Beta coefficient result of 0.302 signifies that for a 1 unit change in trade show, the revisit intention would be changed by 0.302 units. This implies that trade show has positive significant effect on revisit intention. Thus, the hypothesis that states ‘trade show has positive and significant effect on revisit intention’ is confirmed. The finding of this study is consistent with the Survey findings from the 2010 Shanghai World Expo that indicated a positive impact of event image on tourist’s revisit intention (Deng and Li, 2013); Lai’s (2018) study of a mega event (2008 Beijing Olympic Games) showed a positive association between event image and revisit intention.

Digital marketing/social media is the third strongest predictor of revisit intention with the value of ($\beta = 0.277$; $P < .05$). The Beta coefficient result of 0.277 signifies that for a 1 unit change in digital marketing/social media, the revisit intention would be changed by 0.277 units. This implies that digital marketing has positive significant effect on revisit intention. Thus, the hypothesis that states ‘digital marketing/social media has positive and significant effect on revisit intention’ is confirmed. The result of this study is consistent with the Amaro and Duarte (2014)

and several other studies who agree regarding important role of social media and its impact on travel decision (Marchiori and Onder, 2015). There are a large number of possibilities to market and brand services (and products) through social media.

The fourth strongest predictor is **advertising** with the value of ($\beta=0.198$; $P<.05$). The value of Beta coefficient result of 0.198 signifies that for a 1 unit change in consumer advertising, the revisit intention would be changed by 0.198 units. This implies that advertising has positive significant effect on revisit intention. Thus, the hypothesis that states ‘advertising has positive and significant effect on revisit intention’ is confirmed. The research on the role of advertising in consumer behaviour studies shows that advertising is a significant predictor of purchase intention (Huang, Chou & Lin, 2010; Petty & Cacioppo, 2005). Studies in tourism show that once an advertisement message is considered relevant and involvement is high, this is a good predictor of the intention to travel to (re)visit (Lee & Beeler, 2009). Clements and Josiam (1995) examined the level of involvement in the spring break travel decision and found that respondents with high levels of involvement were more likely to book a trip than respondents with low levels of involvement.

The fifth strongest predictor is **cultural diplomacy** with the value of ($\beta=0.136$; $P<.05$). The value of Beta coefficient result of 0.136 signifies that for a 1 unit change in cultural diplomacy, the revisit intention would be changed by 0.136 units. This implies that cultural diplomacy has positive significant effect on revisit intention.

Thus, the hypothesis that states ‘cultural diplomacy has positive and significant effect on revisit intention’ is confirmed. The effectiveness of tourism as a vehicle of cultural diplomacy is to be found in an explicit, multilevel engagement in the practice of cultural diplomacy, preferable aligning with national and international policies in this area. To this end, however, one of the preconditions is the awareness of the stakeholders involved in the tourism sector about their potential role as agents of cultural diplomacy.

The sixth hypothesis which states that ‘Destination/country image mediates the effect of marketing promotion on revisit intention’ is confirmed. The value of beta value of both independent and mediating variables were positive and significant at the value of $P<.05$. Therefore, the researcher concludes that implies that country image mediates the effect of marketing promotion on revisit intention.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This section of the study deals with the summary of major findings, conclusions, recommendations and highlighting limitations and suggestions for future research.

5.1. Summary of Major Findings

With regards to socio demographic characteristics of the respondents and general information, out of the total respondents, the majority of them were male which accounted for 53.8%; 45.9% of them were found within the age range of 46-60 years; 29.9% of tourists were from America; 51.9% were earned the monthly income of USD 5,000 to 10,000; 33.1% of them were visited Addis Ababa City for business purpose; and 27.7% of them were visited the City for the third times.

With regards to the reliability of the instrument, the Cronbach's Alpha value for all dimensions and constructs were more than 0.7 that is the threshold value which indicates that the scales used in the questionnaire satisfactorily measured the constructs or have an internal consistency.

The Spearman correlation coefficient was worked out for determining the relationship between the independent variables, mediating variable, and the dependent variables. As a result, all of the independent variables and mediating variable have positive and significant relationship with dependent variable/revisit intention.

From the regression analysis of five independent variables and mediator variable with the dependent variable, all independent variables and mediator variable contribute to statistically significant at the p -value < 0.05 . The value ($R^2=.848^a$) indicated that, the promotion mix variables (advertising, sales promotion, direct marketing, trade show, and cultural diplomacy) and country image together explains 84.8% variance in the revisit intention and the remaining 15.2% is explained by extraneous variables, which have not been included in the regression model.

5.2. Conclusions

Tourism is one of the ever-growing services providing industry in which competition is growing even at the fastest rate than ever due to the global economic dynamism.

The use of appropriate marketing communication mix to address the available and unique tourism products to the travelers can assist to exist in the competitive market environment. The promotional mix is the collection of tools any organization can use to create awareness and try to persuade the benefit of destination to the prospects and customers.

The researcher undertook the appropriate scientific study with the objective to investigate the effect of promoting heritage destination on revisit intention of tourists in the case of Addis Ababa City, Ethiopia. Advertising, sales promotion, direct marketing, trade show, cultural diplomacy, and country image were tested to determine if they made any contribution to the explained variance of revisit intention. Based on this, the following conclusions were drawn out of the research findings of this study.

The study also found that all the independent variables (advertising, sales promotion, direct marketing, trade show, and cultural diplomacy) have positive significant effect on revisit intention of international tourists of consumers' in Addis Ababa city. Besides, marketing mix has positive significant effect on the mediator variable i.e. country image. Accordingly, the results of this study found support for these five hypotheses. Besides, one of the hypotheses with regards to mediation effect is also confirmed. Each of the variables had varying effects on the international tourists revisit intention (dependent variable), with the sales promotion providing the greatest contribution for the revisit intention followed by trade show, direct marketing, advertising, and cultural diplomacy. On the other hand, the country image/destination image is significantly mediated between the marketing promotion and international tourists revisit intention.

5.3. Recommendations

Based on the findings of the study and conclusions the following recommendations are forwarded to the concerned body. Among these recommendations:

- The Ethiopian Ministry of Culture and Tourism need to develop specific travel application sites so that it will be easy for tourists to find tourism and travel related information on Ethiopia. Because tourists, mostly check information about their trip from trip advisor and booking.com. Digital marketing.

- As per the findings of the study, digital marketing has the significant positive effect on revisit intention. Hence, the Ethiopian tourism sector is employing social media as a main source of information to advert the tourist destination areas internationally. However, using social media only as a source of information is not enough. Therefore, the ministry of culture and tourism and other private working on tourism should use all advertising Medias like television, newspaper, tour website, tourist guide book and magazine etc. effectively. Besides, the City Administration shall provide adequate information and advertise the tourist attraction areas in the professional ways. Commercial Advertising
- The Tour and travel operators found in Ethiopia mainly in Addis Ababa City shall be encouraged to establish long-term technology-oriented relation via digital media. Because it is by their own high work and commitment they invite guests than government support of digitalization. Digital marketing one
- The country, Ethiopian Government shall take into account of tourism exhibitions as one of the tourist attraction phenomena frequently. Trade shows or exhibitions
- In order to attract tourists and increase the number of visiting, different stakeholders, for instance: the tour operators shall offer tourists different tour packages with relatively fair price, hotels offers/ discounts on accommodations services even at pick seasons, the city officials facilitate visa when trade exhibition is hosted, and the city officials shall give tourists souvenirs during hostage of different festivals, and etc. sales promotion
- The Ethiopian diplomats found in the country of foreign tourists shall promote cultural heritage of the city, create awareness regarding the city's cultural heritage, and conduct interviews on internationally known TV/radio programs in many countries to promote Ethiopian cultural heritage. Cultural Diploamcy
- The stakeholders of tourism and hospitality industries should pay attention to improve the satisfaction of visitors through enhancing the quality of service provisions. For revisit intention of tourists to come again and recommend for others through words of mouth.
- Addis Ababa Culture, Art, Tourism Bureau, should develop new tourism brand for Addis, which states the opportunities, and also what makes Addis special/unique to be promoted as well visited. It helps to gain advantage over that of competitors, better brand creation leads to better/ selecting out promotion techniques, which in return resulted successful destination marketing promotion and enhanced revisit intention.

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Appendix I



ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

Survey Questionnaire

Questionnaire to be filled by respondents

Dear respondents,

My name is Mengiste Adane Ayele, a postgraduate student of St. Mary's University, School of Graduate Studies. I am conducting my thesis entitled "the effect of marketing promotion on revisit intention mediated by city image by taking Addis Ababa city's heritage tourist destination as a case" to fulfill the requirements of Master of Arts in Marketing Management. The purpose of this questionnaire is to gather data regarding how the destination marketing promotion activities are affecting the tourism industry in terms of; commercial advertising, sales promotion, digital marketing, tradeshow and cultural diplomacy, that drives city image and foreign tourist's revisit intention. Your honest and sincere responses for this questionnaire, will play a great role in making the research successful. I assure you that all the responses would be treated confidentially and only be used for academic purpose. Participation is purely voluntary and no need to write your name.

I thank you in advance for offering your golden time and if you have any question, please feel free to contact me by the below contact:

Mengiste Adane Ayele

Phone: +251 913094133

Email: mengeadane@gmail.com

I. General Information

Please mark [X] in the appropriate box to indicate your choice

- 1. Sex Male Female
- 2. Age (Years) 18 – 30 31 – 45 46 – 60 > 60
- 3. Country Asia America Europe Africa other than Ethiopia
 Australia Antarctic
- 4. Income < 5,000 USD 5,000 – 10,000 USD >10,000 USD
- 5. Visit Purpose Meeting Vacation Business Transit Other
- 6. Visit Experience 1st 2nd 3rd 4th more than 4th times

II. Questions regarding Study Variables

Here, under the questions with regard to the effect of promotion on revisit intention mediated by heritage destination image, therefore, you are kindly requested to put “X” mark on the box which represents your degree of agreement.

1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree, 5 = strongly disagree.

Dimensions -	Scale				
Advertising	1	2	3	4	5
I have the opportunity to see adverting campaign of the city through various media (like billboards, TV commercials, News/magazine ads, etc.)					
I believe that the advertising campaign of the city is attractive					
I believe that the message of the advertising is clear or accurate					
I believe that advertising campaign of the city provides me adequate information					
I can tell that the advertisement of the city is conducted by professionals specialized in the field of tourism					

Sales Promotion	1	2	3	4	5
Tour operators offer me tour packages with relatively fair price					
Hotels offers/ discounts on accommodations services even at pick seasons					
The city officials facilitate visa when trade exhibition is hosted					
The city officials give tourists souvenirs during hostage of different festivals					
Digital Marketing	1	2	3	4	5
The pictures of the city, posted on attractive website motivate me to visit the city					
Information which is posted on social media attracts me to visit the city heritages					
Travel agents in the city update me travel information through personal email					
Tour operators try to establishes long-term relation with me via digital media					
Trade Show/ Exhibition	1	2	3	4	5
Travel agents invite me when the city launches travel exhibitions					
Tour operators invite me to attend cultural/ religious festivals					
The bureau promotes the city at different international tourism/ trade expos					
The city officials host trade shows to pursue foreigners to invest at the heritage sites					
Cultural Diplomacy	1	2	3	4	5
Ethiopian diplomats in my country promote cultural heritage of the city					
Diplomats work with travel agencies in my country to create awareness regarding the city's cultural heritage					
Diplomats pursue foreigners to visit the cultural heritage of the city by facilitating visa/ travel documents					
Diplomats conduct interviews on internationally known TV/radio programs in my country to promote Ethiopian cultural heritage					

City Image	1	2	3	4	5
Addis Ababa city is characterised with being authentic or unique					
The people in Addis Ababa are friendly					
Tour operators are keen in providing good services at the city's heritage sites					
I believe that services charges in the city are relatively reasonable					
The infrastructure (hotels, transport, tour operators, security, etc.) are suitable for tourists to visit the city.					
Revisit Intention	1	2	3	4	5
I am willing to return to Addis Ababa in the future					
I am willing to recommend Addis Ababa to family and friends as a heritage destination					
I have wonderful image of Addis Ababa as a holiday destination					
I feel I am very loyal to Addis Ababa as a destination choice					

Many thanks!!!