



THE IMPACT OF DESTINATION IMAGE ON TOURISTS INTENTION TO REVISIT ETHIOPIA

Tourism

Mulugeta Girma Ph.D. Research Scholar At Punjabi University, Patiala, India

Dr. Manjit Singh* Professor, At Punjabi University, Patiala, India *Corresponding Author

ABSTRACT

A given Destination image significantly affects visitors' behavior before, during or after travel, which contributes later on the construction of the overall image. Cognitive, affective and conative dimensions of destination image, that form overall image beliefs to have a significant impact on the choice of destinations and tourist's intention to revisit. This study aims to investigate the dimensions of destination image impact on revisiting intention of tourists in Ethiopia context. 400 usable responses were collected from 450 distributed questionnaires on leading tourist site of Ethiopia the results of regression analysis confirm destination image dimension significantly affects tourists revisit intention. Hence, the nation promotion and investment shall make on those elements that potentially affect a plan to revisit of the given destination.

KEYWORDS

Affective Image; Branding; Cognitive Image; Destination Branding; Marketing; Unique Image

1. INTRODUCTION

The image held by a given destination affects country tourist's intention to visit a given destination and this ultimately determining what to promote for whom and how to promote a country [1]. In the current tourism literature promoting the image to bringing a positive perception of a country to become the major research area as it has been considered as a complementary domestic policy an integral part of the economy [2]. Although the recent literature thoroughly explains the benefit of destination branding strategies to build an image of the country [3]. Governments take a pioneering role to increase the tourism industry performance by investing in branding and promoting the destination. All the effort done by that nation is to increase visitors who visit the destination and attract first-time visitors and repeat visitors by developing a sense of quality in their experiences [3]. Study shows branding will help to set up a unique value perception that is a key objective of increasing the attractiveness of destinations for tourists [4]. But, while developing such brand, it should include the cognitive, affective and unique image of the nation currently existed in the mind of the potential and actual visitors.

Lee, et.al (2011) show that the image of the destination is significantly affected by the cognitive, affective and the unique image the nation particularly owned it [5]. They enlighten that both cognitive and unique images of the destination represents the way to reach a sufficient degree of recognition by visitors that affects both first times and repeat visitors of a given destination [6]. A study shows that the tourists' choice of destination depends on the images they hold on the given destination that affected by both the cognitive, affective and unique image the destination own [7]. Hence, this research will explore the impact of destination image on tourists intending to visit a given destination.

2. Literature review

INTRODUCTION

Tourism in a given destination offers a product that is complex and measured in terms of experience resulted from the process [8]. Tourists use multiple travel services during the course of their visit i.e. information, transportation, accommodation, and attraction services [9]. Each affect on how a place is perceived and the experience of the visitors [8]. The function of such travel services in creating an experience to the tourists thoroughly [10]. The author describes how various inputs of destination can construct experiential output for tourists in the form of experience. This affects how it recommends for others and revisits intention of the tourists by itself. A number of authors, state, that tourism is not just a sequence of inputs, but also an experience in its own right that requires the interaction effect between the destination and the visitors [11-12]

Literature enlightens that there are three main dimensions of destination image that affects tourist intention to visit, revisit and recommends for others too [13]. Cognitive, affective and conative is the three dimensions that affect a given destination [14]. The cognitive component relates to the individual's beliefs and knowledge about the

attributes of the destination, while the affective component refers to the evaluation stage, concerning the feelings that the individual associated with the place of the visit [15].

The conative component comprises action, i.e., the individual's actual conduct or intention to revisit and recommend the destination to other or even to spread positive word of mouth that is, besides recommendation, if individuals have the intention to say positive things about the destination. The three dimensions together form of a global image that is considered to be greater than the sum of its parts, and that is used by the consumer to simplify the task of decision-making [16].

Studies show that Overall Destination Image significantly affects the Intention to visit, revisit and recommend to others and the effort to create a positive image [17]. Thus, overall destination images a positive impact on tourist behaviors, including destination selection and intention to visit a destination [17] Also, destination image has been shown to impact several factors such as intention to revisit and tourist satisfaction [18, 19, and 20]. In previous works, it is demonstrated that a desirable destination image leads to increased tourist satisfaction [14].

Destination image affects the desire to recommend the destination to friends and family [19]. Visitors with positive images of a destination are more likely to have stronger intentions to visit and recommend to the other. Furthermore, researchers recognize that there is an association between destination image and the way in which travelers act towards a destination on the basis of cognition and affection ad conative image which later on creates an overall image of a destination [18]. Taking the above literature, the following hypothesis is proposed

- H1:-**Cognitive images of a destination affect tourists revisit intention
- H2:-**Affective images of a destination affect tourists revisit intention
- H3:-**Conative images of a destination affect tourists revisit intention
- H4:-**Overall unique images of a destination affect tourists revisit intention

3. MATERIALS AND METHODS

3.0. Research design

This research was conducted in Ethiopia, a high tourist trafficking site of the country by applying a cross-sectional survey in March 2018 to end of July. Primary data were collected from external publics during the stated time interval that used to measure the intention to revisit of tourists in the country.

3.1. Sample size and sampling technique

Nonprobability sampling was used to select study area and respondents. By using sampling determination and calculate formula from the given population by taking into accounts 0.05 (5%) standard error or significant level.

$$Ss = \frac{Z^2(P)(1 - P)}{E^2}$$

The total sample size was 450 from the total population of an estimated population of 800, 0000. However, only 400 were collected and used for the analysis purpose.

3.2. Method of Analysis

Correlation and regression analyses were used to see the relationship between pre and after trip perception and impact. Latest version SPSS software was used to Analysis.

4. Analyses and discussion

4.1. INTRODUCTION

The purpose of the demographic analysis is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, the range of age, income, education level, etc. Meanwhile, 58.8% of the respondents were male whereas the rest 41.2 % are female showing there is no a viable difference in terms of visitors gender difference within the country and no significant difference in terms of perception identification of Ethiopia as a tourist destination which may vary depending on attitudinal and gender difference needs.

Although, the most numerous age groups is “45-54” with 46.4% respondents, followed by a group “>=55” with 18.6% respondents, “35-44” with 18% respondents, “25-34” with 15.4% respondents, and “18-24” with 6% respondents. These shows though there are proportional respondents exist between three age intervals though still the age intervals of 45-54 are the leading visitors on the three selected areas. Meanwhile, of 400 respondents, 2.9% have school leaving qualification, while 69 % have a bachelor degree, and 11% have a postgraduate degree and .9 % has another level of education such as professor, Ph.D. and 16.2% level of education diploma. 53.3% are from Africa, 19.4% from Europe, 17.4% from Asia and this show there are still gaps in attracting tourist from the different corner of the world.

4.2. Multiple regression analysis

The results of this analysis indicate how well set independent variables (cognitive, affective, conative and unique image) are able to predict the Dependent Variable (plan to revisit Ethiopia). Furthermore, it shows how much unique variance in the dependent variable is explained by each of the independent variables. The Multiple Regression analysis assumes that the relationship between a single dependent variable and each independent variable is linear.

Table 1 Multiple Regressions

Model	R	R ²	Adjusted R Square	Std. Error of Estimate	Sum of Squares	df	Mean Square	F	Sig.
Re visit with cognitive image	.685a	.670	.669	.29291					
Regression					3077.151	7	439.593	1809.35	.000b
Residual					95.239	392	.243		
Total					3172.390	399			
Re visit with affective image	.690a	.681	.680	.24464					
Regression					3917.338	7	559.62	2830.528	.000b
Residual					77.502	392	.198		
Total					3994.840	399			
Re visit with conative image	.583a	.566	.565	.24421					
Regression					1320.595	7	188.656	1592.271	.000b
Residual					46.445	392	.118		
Total					1367.040	399			
Re visit with unique image	.694a	.687	.687	.20727					
Regression					1294.160	7	184.88	4303.541	.000b
Residual					16.840	392	.043		
Total					1311.000	399			

Source: own survey : 20018

The model's multiple coefficients of determination or R square (R² .670) obtained indicates that 67 % of the variance in the measurement (plan to revisit) function can be explained by Quality of experience and infrastructure, while the remaining are explained by other variables out of this model. Also, affective image explain 685 of the variance in pre-plan intention, similarly the conative image hold by tourist explain pre-plan intention by 56% of the variance and finally the overall image that is the sum of effects all the three dimensions explain revisit intention of tourists by 68.7% and all are significant at p-value of <.005.

4.3. Hypotheses test

The Proposed hypotheses are tested based on the results of the multiple regression analysis. A Hypothesis is supported when the Sig. value is smaller than 0.05, and a null hypothesis is rejected when the Sig. value is equal to or larger than 0.05. Beta coefficients were used to evaluate the direction of each linear relationship (ie. negative or positive). Therefore, interpretation of the t-statistics and beta estimates proceeded for each hypothesis.

Table 2 Hypotheses test

Model	Unstandardized Coefficients				Standardized Coefficients			Status
	Independent Var.	Dependent Var.	β	Std. Error	Beta	t	Sig.	
H1	Cognitive	Plan to re visit	.236	.037	.315	6.308	.000	Accepted
H2	Affective	Plan to re visit	.348	.036	.481	9.588	.000	Accepted
H3	Conative	Plan to re visit	1.204	.052	.416	22.960	.000	Accepted
H4	Unique image	Plan to re visit	.148	.034	.161	4.362	.000	Accepted

Source: own survey : 20018

Among the four constructs, multiple linear regression analysis revealed that cognitive image had a beta value of .315, whereas affective was revisit intention had a beta of .48 and conative had a beta of .41 and unique image explain with the beta value of .16. And all are a significant predictor of a plan to revisit a destination (p<0.05). Hence the hypothesis [resented above are accepted.

IMPLICATIONS AND CONCLUSIONS

This study appraises factor affecting destination choice. It has particularly addressed the questions of cognitive, affective conative and unique dimension elements effect on revisit intention of the destination Ethiopia. The finding shows there is a relationship between destination image and revisit intention of a given country. Based on this the following recommendations are provided.

- Government shall work infrastructure that boosts tourists interest to revisit the country
- There should be a national strategic framework that works on developing tourist site with sustainably and environmentally friendly manner
- Tourist information and overall infrastructure and services shall be more convenient to tourist and shall be communicated to the rest of the world
- Unique segmentation and targeting shall be done for more encouraging revisit intention of tourist to revisit and visit destination Ethiopia

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