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Factor Affecting Intention to Visit Destination Ethiopia; Branding Perspectives

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Abstract: The paper appraises factor that affects tourist plan to visit a given destination and the overall image of Ethiopia and then proceeds to examine their significance as perceived by tourists. 345 usable responses were collected from 364 distributed questionnaires on leading tourist site of Ethiopia. The empirical analysis was analyzed using regression statically technique with respect to its visitors' perceptions of relationships and effects on quality of experience, infrastructure, environment, entertainment and outdoor activity and overall environment and services infrastructure with plan to visit a given destination under the dimension of cognitive, affective and unique image. The results reveal that the environmental factor, touristic attraction, and element of Cognitive, affective, unique image have an impact on the tourist's intention. Hence, the nation promotion and investment shall make on those elements that potentially affect the plan to visit the given destination.

Keywords: Affective Image, Branding, Cognitive Image, Destination Branding, Marketing, Unique Image

1. Introduction

Tourism marketing is a significant and dynamic sector in the global economy [1]. It particularly plays a considerable role in developing countries [2]. Besides, the sectors are also the key source of income, jobs and wealth creation in the developed nation [1]. The growth of the tourism sector is not affecting the activities directly related to tourism but also affects investment, government, and products produced in the country and the overall image of the country [2]. Also, the effort of the country to brand the destination affected by the assets in terms of tourism, which ultimately determining what to promote for whom and how to promote a given destination [3]. 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 [1].

Several governments take initiatives to increase the tourism industry performance by investing in branding and promoting the destination using modern communication. Moreover, by framing national wide mega projects nations inaugurates tourism based scams that potentially increase the destination exposure to the international media. 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].

The image of a destination is one of the most vital factors for branding as very nations compete for the share of different kinds of audiences, i.e. residents, visitors, investors, factories, and entrepreneurs that change the socioeconomic environment of the respective nations [1]. To achieve the objective of competitive tourist destination, the image is the key factor that affects the development of countries and hinders the growth of market opportunities and the flow of tourists to the country. Hence, it needs to promote and effectively communicated to the stakeholder using destination branding techniques through identifying factors that affect the image [5].

The image of the destination is significantly affected by the tangible asset the tourist's experience and the unique identity the nation particularly owned it [6]. The author considers such items as is a total impression of cognitive and affective evaluations and the raw material for global competition [6]. 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. The 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 e and unique image the destination own [7].

Developing a positive brand image is achieved through emphasizing strong, favorable, and unique brand associations with the tourists need [8]. Hence, it will affect tourists' perceived image and help to build a positive brand image by creating brand associations [9]. This creates favorable feelings toward the brand and differentiates it from alternatives with its unique image. Therefore, it is important to understand exactly how tourists perceive places, as well as how images influence their final choice of a given destination.

Positive brand images of countries have helped several economies, boost their exports, and attract tourism and visitors, residents and investment [10]. Therefore, it is important to understand destination image and visitors' perceptions that considered as a prerequisite for providing the basis for more effective and efficient future strategic planning and successful destination marketing that influences the consumers' selection choice of a particular destination and reinforce positive images already held by the target audience, correct negative images, or create a new image [11-12].

Tourist destinations are made up of both tangible and intangible assets i.e. tangible assets could include geographical features such as beaches or mountains, historical sites, and attractions, whereas, intangible assets include culture, customs, and history [13]. Meanwhile, nowadays the competition among tourist destination is fierce due to increasing and a change in the demand of tourists needs [9]. Consumers looking to experience tangible or intangible features that are different from those they can experience at home or previously visited destination and in order to develop a competitive position, it is important to create and transmit a favourable image to potential tourists in target markets because each destination has an image, where few can have a stronger image than others [9].

Previous studies show that there are many characteristics connected to a destination, such as price, culture, safety, security and accessibility, beautiful scenery, pleasant weather, climate and friendly attitude of local people, service, and entertainment and the finding show that not the perception of every destination attributes impact on tourists' destination choice equally, Some destination attributes may play a more important role than others [14]. Therefore, this study would find out factor affecting intention to visit destination Ethiopia and would test the hypothesis presented in the study.

2. Literature Review

2.1. Introduction

Consumer evoked set is the basic factor that affects consumer decision making in a choice of destination to visit in the tourism market [14]. Currently, those set that evoked consumers become similar and provide related features of services and offers to the destination market. This show, on the current competitive tourist market, it is not enough offering such list of services. Such as accommodation, beautify and other issues rather it needs more concrete offers to the market as destination marketing becomes a dream selling. The evoked set of offers, which fail to bring significant impact on consumers' interest, needs to substitute with unique sets of offers. Hence; it will affect consumers' decisions and increase satisfaction for visitors. This shows it is essential for the destination to find a certain quite identity that helps to brand the country in the competitive market. Such unique elements can create a unique blend of perception and experience that can affect future recommendation and revisit intention of the tourists. However, this has to support marketing communications [9-15].

The destination image is a total impression of cognitive and affective evaluations [6]. It is suggested that brand associations should include cognitive and affective image components [9]. These two components are widely accepted as influential indicators of destination image [9]. Also, Destination branding defined as a way to communicate a destination's unique identity by differentiating a destination from its competitors [16].

2.2. Tourism Offers

Tourism in a given destination offers a product that is complex and measured in terms of experience resulted from the process [16]. Tourists use multiple travel services during the course of their visit i.e. information, transportation, accommodation, and attraction services [17]. Each effect 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 [6]. 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 revisit 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 require the interaction effect between the destination and the visitors [18-17]. A tourism destination may be considered as and a mixture of the nations endowed natural and human assets and experience opportunities that join to form a total experience of the area visited [19]. Consideration of the destination as a bundle of tourism facilities and service experience composed of a

number of multi-dimensional attributes are common in destination research despite its own limitation [17]. Based on this the following hypothesis are developed

H1: Quality of experience and infrastructure affects tourists plan to visit a given destination

Previous studies show that demographic, economic, natural, technological, political and cultural forces affect the tourism sector and the choice of a given destination [14]. They enlighten it impinges upon the visitor experience and a sense of a destination when it truly explains the personality of the visitors [20]. In this sense, certain physical, social, cultural, technological, political, and economic characteristics of a destination develop an environmental effect that directly influences tourist perceptions and experiences [20]. In agreement with Smith, it is considered that destination elements can and in many cases do, make up the core of the environmental effect on visitors.

H2: Touristic attraction and Overall environment significantly affects tourist plan to visit a given destination

Physical elements of the destination could include features like a site or facility, natural resources such as scenic landforms, flora, and fauna, or physical conditions such as the weather [21]. Social factors like the friendliness of the local people, the language are spoken, family structures, occupations, urban layout, and population density, are also attributes of the destination that can form part of the macro-environment [18]. In addition, the destination's service infrastructure also called travel service dimension that includes transport, food, and lodging service is factors in an international tourist's experiential desires of the destination product [22]. Although, shopping experiences have significantly affected revisiting interest of tourists [23].

H3: Entertainment and outdoor activities affect the plan to visit a given destination

The economic conditions and structural features that characterize a country, such as currency exchange, market behavior, and pricing, are further attributes of the product that can influence traveler experiences and thoughts about a destination [24]. Culture is another important factor in shaping many tourist experiences. Authentic local culture, its history, institutions, and customs can provide a rich experiential tapestry for the visiting tourist [18].

Finally, the political dimension is another key factor that includes political stability, foreign policy, or government policy on important issues such as human rights or democratic elections contributes to the nature of the destination product and can determine tourist perceptions and behavior. Furthermore, government control, responsiveness to tourism, and the treatment of tourists (e.g., visa applications, ports of entry, industry support, specific entry conditions, etc.) can also affect the destination environment that tourists experience [25].

The level, use, or lack of infrastructure and technology in a destination (e.g., water and power supply, use of computer technology and communications and other infrastructure is also visible features of developed and under-developed tourism products that can affect the visitors' trip experience

[26]. Beside study show that destination's infrastructure, service infrastructure, and the destination environment in terms of weather conditions are active in determining the trip value and destination products that do not meet tourist quality expectations are less likely to be revisited (repurchased) than those that satisfy [27]. Meanwhile, all the above were summarized under three basic dimensions of the cognitive, affective and unique image and hypothesized as

H4: Cognitive image affects the plan to visit a given destination

H5: Affective image affects tourist plan to visit a given image

H6: Unique image of a destination affects the tourist plan to visit a destination.

3. Materials and Methods

This research was conducted in Ethiopia, a high tourist trafficking site in the capital city 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 previsit and after visit experience 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 364 of the total population of an estimated population of 800, 0000. However, only 345 were collected and used for the analysis purpose.

3.2. Method of Analysis

The collected data were presented in percentage, tables, bar chart, pie chart, and cross-tabulation. Correlation analyses were used to see the relationship between the pre and after trip perception and impact. Latest version SPSS software was used for Analysis.

4. Analyses and Discussion

4.1. Descriptive Analysis

Demographic Analysis of Respondents
The purpose of the demographic analysis is to describe the characteristics of the sample such as the number of respondents, the proportion of males and females in the sample, the range of age, income, education level, etc. Each frequency distribution of demographic variables is presented below. This question is included in the study because gender equality is important in the survey to determine the ratio of men and women how are visiting the country and may help

to set up gender-based promotion and need identification strategies.

According to Webster, C., & Ivanov, S. (2014) [28] Along with the effect of gender, one also has to study respondents' age, income, and marital status. According to Gudjonsson (2005) [29], individuals' views vary between individuals depending on race, education, status, gender, geography, etc.

Moreover, Fan (2006) [30] states that the following individual factors equally affect the evaluation of a nation: (1) personal experience (e.g. Visiting the country); (2) education or knowledge; (3) prior uses or ownership of a product made in that country; (4) the depiction of the country through media channels; (5) stereotypes.

Table 1. Demographic analyses of respondents.

		Frequency	Percent	Valid %	Cumulative %
Gender	Male	203	58.8	58.8	58.8
	Female	142	41.2	41.2	100.0
Total		345	100.0	100.0	
	>=55	64	18.6	18.6	18.6
	45-54	160	46.4	46.4	64.9
Age	35-44	62	18.0	18.0	82.9
	25-34	53	15.4	15.4	98.3
	18-24	6	1.7	1.7	100.0
	Total	345	100.0	100.0	
	Degree	238	69.0	69.0	80.9
	Diploma	56	16.2	16.2	97.1
Level of education	Second degree	38	11.0	11.0	11.9
	Above second degree	3	.9	.9	.9
	High school complete	10	2.9	2.9	100.0
	Total	345	100.0	100.0	

Sources: -own survey 2018

As table 2 shows 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 perceptual identification of Ethiopia as a tourist destination which may vary depending on attitudinal and gender difference needs.
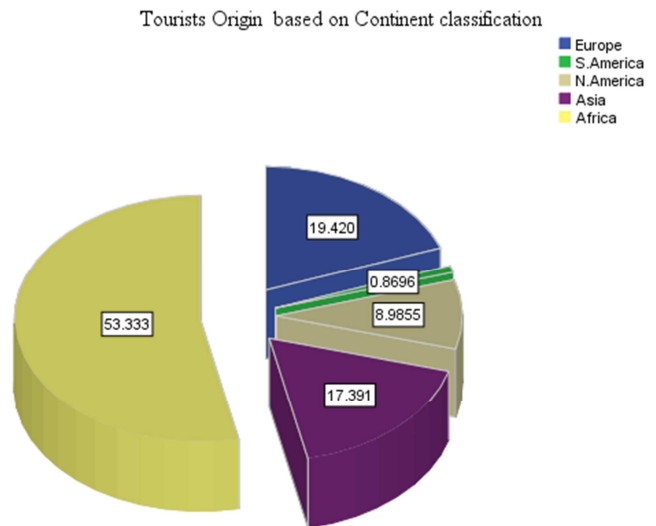
Although, the most numerous age groups are "45-54" with 160 (46.4%) respondents, followed by group ">=55" with 64 (18.6%) respondents, "35-44" with 62 (18%) respondents, "25-34" with 53 (15.4%) respondents, and "18-24" with 15.4 (6%) respondents. These shows, though there are proportional respondents exist between three age intervals, though still the age intervals of 45-54 are the leading visitors in the three selected areas. Meanwhile, of 345 respondents, 10 respondents (2.9%) have a school leaving qualification, while 238 respondents (69%) have a bachelor degree, and 38 respondents (11%) have postgraduate degree and 3 respondents (. 9%) have another level of education such as professor, Ph.D. and 56 respondents (16.2%) level of education diploma.

Kar and Litvin (2004) [31], and Michalkó, G., Irimiás, A., & Timothy, D. J. (2015) [32] also outline the determining role of the evaluator's gender. Beyond the effect of gender, Malota (2015) [33] considers the effects of the social-demographic factors such as age [34, [35], gender [36], education [37] and income [38] have been investigated by the authors.

According to Baloglu and McCleary's (1999) [39], age and education appear to be the major determinants of the image, among the socio-demographic variables. The region of residence [40], the origin of visitors [41], time spent at, a destination [42], [43] and distance from the destination are

commonly found to be correlated with image [44], [45]. Fakeye and Crompton (1991) [46] found that long-stay tourists scored higher on some image dimensions than short-stay tourists.

Sources: Own survey 2018

Figure 1. Tourists' Origin.

Figure 1 Show 184 respondents (53.3%) are from Africa, 67 respondents (19.4%) from Europe, 60 respondents (17.4%) from Asia and this show there are still gaps on attracting tourist from the different corner of the world.

Mariutti, F. G., Giraldi, J. D. M. E., & Crescitelli, E. (2013) [47] country image affects the information on country of origin, while the country of origin, in turn, affects the evaluation of a product and consumer behavior. This latter is

influenced by the following: consumers' level of education, gender, age, being fluent in the language of the county, the degree of involvement and familiarity with the brand and culture. Stylidis, D., Shani, A., & Belhassen, Y. (2017) [48] Stress that personal experience with a country influences one's perception of a country as well as its products. The authors also distinguish between conative and cognitive dimensions. Conative factors are determined by individuals' psychic closeness of the country while cognitive factors include the intellectual understanding of the characteristics of a country. The notion of "psychic distance" is often used synonymously with "cultural distance" According to the authors, the personal experience of a country.

4.2. Multiple Regression Analysis

The results of this analysis indicate how well a set of variables is able to predict the Dependent Variable. 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 2. Multiple Regressions.

Model	R	R²	Adjusted R Square	Std. Error of Estimate	Sum of Squares	df	Mean Square	F	Sig.
Plan to visit, with Quality of experience and infrastructure	.991ᵃ	.981	.981	1.76826					
Regression					63957.91	2	31978.955	897.201	.000
Residual					1225.68	343	35.643		
Total					65183.6	345			
Touristic attractions *and* enviroment, with Plan to visit,	.785ᵃ	.770	.770	.47681					.000
Regression					855.47	2	427.735	574.141	
Residual					255.53	343	.745		
Total	.689ᵃ	.678	.678	.24991	1111.00	345			
Entertainment and outdoor activities and Cultural traditions with the plan to visit									.000
Regression					753.258	2	376.629	342.39	
Residual	.991ᵃ	.981	.981	1.76826	357.742	343	1.1		
Total					1111.00	345			.000
coginetive, Affective and unique image with plan to visit	.791ᵃ	.783	.782	.35506					
Regression					5421.797	2	2710.89	618.783	.000
Residual					1502.593	343	4.381		
Total					6924.390	345			

Sources: own survey 2018

The model's multiple coefficients of determination or R square (R^2 =0.981) obtained indicates that 67.9% of the variance in the measurement (plan to visit) function can be explained by Quality of experience and infrastructure, while the remaining are explained by other variables out of this model. Adjusted R^2 =0.981 with estimated standard deviation. 1.76826. The regression model is statistically significant since the probability level is 0.000

Compared to the coefficient of determination or R^2, Adjusted R^2 is more reliable in measuring a regression model's goodness of fit. The main disadvantage of using the coefficient of determination or R^2 is more to do with the bias of a number of independent variables included in the model, which implies that the more independent variable added into the model, the more R^2 increasing. Worst of all, this condition does not take into consideration whether the independent variable included is significant or insignificant influencing the dependent variable. Meanwhile, that situation will not apply in the case of using Adjusted R^2.

As shown the second model in Table 2 the multiple regression analysis focuses on how much of the variance in the dependent plan to visit *is* explained by the model. Based on this the model's multiple coefficients of determination or R square (R^2 0.770) obtained indicates that 52.9% of the variance in the measurement (plan to visit) function can be explained by tourist attractions and environmental factors while the remaining 27% is explained by other variables out of this model. Adjusted R^2 =0.770 with estimated standard deviation. 47681. The regression model is statistically significant since the probability level is 0.000

The R Square value of this model is 0.678 thus 67.8% of the variance in the variable (plan to visit) function can be explained by the entertainment and outdoor activities and Cultural traditions, while the remaining 32.2% is explained by other variables out of this model. Adjusted R^2 =0.678 with estimated standard deviation 0.24991. The regression model is statistically significant since Sig. Value equals to 0.000.

The final model in table 2 of the multiple regression analysis focuses on how much of the variance in the dependent variable plan to visit is explained by the model predictor that is cognitive, affective and unique image, The R

Square value of this model is 0.783 thus 22.7% of variance in the variable (A plan to visit) function can be explained by other external variables. Adjusted R^2 =0.782 with estimated standard deviation 0.35506. The regression model is statistically significant since Sig. Value equals to 0.000.

4.3. Hypotheses Test

Proposed hypothesis were 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. The value is equal to or larger than 0.05. Beta coefficients were used to evaluate the direction of each linear relationship (i.e. Negative or positive). Therefore, interpretation of the t-statistics and beta estimates proceeded for each hypothesis.

Table 3. Hypothesis test.

Model			Unstandardized Coefficients			Standardized Coefficients			Status
Hypothesis	Independent Var.	Dependent Var.	β	Std. Error		Beta	t	Sig.	
H1	Quality of experience	Plan to visit	.349	.045		.402	7.739	.000	Accepted
	Infrastructure	Plan to visit	.161	.038		.179	4.178	.000	Accepted
H2	Touristic attraction	Plan to visit	.206	.034		.222	6.124	.000	Accepted
	Environment	Plan to visit	.335	.052		-.210	6.412	.000	Accepted
H3	Entertainment	Plan to visit	.310	.046		.351	6.803	.000	Accepted
	Outdoor activities	Plan to visit	.533	.039		.585	13.726	.000	Accepted
H4	Cognitive	Plan to visit	.236	.037		.315	6.308	.000	Accepted
H5	Affective	Plan to visit	.348	.036		.481	9.588	.000	Accepted
H6	Unique image	Plan to visit	.148	.034		.161	4.362	.000	Accepted

Sources: own survey 2018

Among the four constructs, multiple linear regression analysis revealed that Quality of experience, infrastructure tourists attraction, environment, Entertainment, Outdoor activities, cognitive, affective and, unique images were significant predictors of the plan to visit (p<0.05). Hence, entertainments had a beta value of 0.533 followed by quality experience with a beta value of 0.349, environment (beta=0.335) and the feeling of relation, arousing and pleasant respectively affects the tourist plan to visit a given destination. The rest element had also affected a destination plan and choice of the decision of tourists accordingly. Hence, the hypotheses presented in the study are all accepted.

5. Implications and Conclusions

This study appraises factor affecting destination choice. It particularly addresses the questions of cognitive, affective and unique image dimension elements effect on tourist plan in case of Ethiopia. Also, it addresses how touristic attraction, environmental element, infrastructure, entertainment affects the plan to visit a given destination. The finding shows there is a relationship between destination image and willingness to visit a given destination. It also portrays there is a gap in how tourists see Ethiopia before they come and actual experience. The responses positively rate the nation's tourist assets after visiting the destination. This shows experience matters for image building effort done by the government.

The finding reveals that the quality of experience significantly affects tourist plan to visit a certain destination also, infrastructure, touristic attraction (human and natural model), the existence of varieties of entertainments and outdoor activities. Significantly affects the plan to visit a given destination which ultimately affects the national image of the destination.

Also by summarizing all the items into the general dimension, the finding reveals that the nation, cognitive, affective and unique image affects tourist plan to visit or revisit a given destination.

Study finds out that all respondents who come from the different corner of the world expressed a strong inclination to link nations natural and human-made with positive images of the destination Ethiopia and affect their perception to visit or experience after visiting the place. However, more research is needed to validate this analytical model and, particularly, to explain the effect of the nations natural and human-made on branding the image of the country by taking diverse nations experience.

Nations natural and human-made assets have infographic benefits to the country and affect the perception of different stakeholder. Meanwhile, the finding also reveals positive evaluations on the country's destination are highly linked to nations natural and human-made and affect an individual's emotional attachment to the country. Hence, based on the above findings, the following recommendations are provided,

1. The government of Ethiopia shall invest more on authentic infrastructure that potentially affects tourist experience and revisit intention.
2. Investment shall be prompted for better improvement of the tourism sector and to use the untapped potential of the area that increases the intention to visit the destination.
3. Besides, policies shall be reviewed and developed that considered branding as a key strategic dimension for the promotion of each unique destination in the country
4. The environmental management shall be developed as more tourist rate the dimension as a basic factor in plan decision for a given destination in addition to infrastructure and other elements.

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