



Addis Ababa University School of Commerce

**Department of Marketing Management
Post Graduated Program**

**Factors Affecting Destination Preference of Tourists: An Empirical
Study on selected destinations in Addis Ababa city**

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Factors Affecting Destination Preference of Tourists: An Empirical Study on selected destinations in Addis Ababa city

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STATEMENT OF DECLARATIONS

I, Yodit Yared hereby declare that this study entitled “**Factors Affecting Destination Preference of Tourists: An Empirical Study on selected destinations in Addis Ababa city**” is my original work. I have carried out the present study independently with guidance and support of my research advisor, Getie Andualem (PhD). The study has not been submitted for award of any degree or Diploma program in this or any other university and that all sources of materials used for the study have been appropriately acknowledged.

Yodit Yared

Signature-----

Date-----

STATEMENT OF CERTIFICATION

This is to certify that Mrs Yodit Yared has carried out her research work on the topic entitled ““Factors Affecting Destination Preference of Tourists: An Empirical Study on selected destinations in Addis Ababa city”. The work is original in nature and is suitable for submission for the Award of a Master’s Degree in Marketing Management.

Advisor: - Getie Andualem (PhD).

Signature-----

Date-----

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LIST OF ABBREVIATIONS

CSA	Central Statistics Agency
DV	Dependent Variables
EC	Ethiopian calendar
ETB	Ethiopian Birr
GC	Gregorian calendar
GP	Gross Product
IA	Infrastructural Accessibility
IV	Independent Variables
MP	Marketing Promotions
TFS	Tourism Facilities and Services
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and Tourism Council

Abstract

The objective of this study is to investigate factors affecting destination preference of tourists an empirical study on selected destinations. Specifically, on Entoto and sheger parks, to indicate how destination preference evaluated by domestic tourists in terms of destination image and promotion, attractiveness, Peace & security, Infrastructure and cultural heritage. In order to achieve its objectives and Hence, to make the study strong, descriptive and explanatory design are used. These study gathered data based on the number of domestic tourists 370 local tourists that are selected randomly in Addis Ababa city newly opened Entoto and Sheger Parks. Data sources survey questionnaire, interview, and observation, data collection instruments were also used. Therefore the researcher found out that Out of the six factors Peace & Security, destination Image and promotion and infrastructure have positive and significant effects on destination preference. On the other hand, cultural heritage relatively has a weak and low significant influence on destination preference tourists. The findings of this study also indicated that price and peace and security is the most important factor to have positive and significant effect on destination preference tourists. Based on the findings, improvement on the city infrastructure, ensuring peace and security, price reduction of service for low income community is among the recommendations given.

Keywords:- tourism preference, tourism destination, Entoto and Sheger Parks,

CHAPTER ONE

1. INTRODUCTION

1.1. Background of Study

Scientifically tourism is defined as the sum of the phenomena and relationships that comes from interaction between tourist, host governments, business supplier's origin government, host communities, non-governmental organizations, community colleges, universities in the process of attracting, transporting, hosting, managing the tourists and others Visitors (Mckercher, 1995). It is one of the largest income generating Business sectors which contributes multidirectional benefits for a country's economic development. Tourism has both direct and indirect impacts through enhancing the total economic growth of the country. Now a day, Tourism sector now a days have a big attention by developing countries since it is becoming a backup for their economy stability with the fact that their economic background mainly depends on exporting Agricultural products which has little contribution to earn hard currency (Usman A. Raheem, 2008).

Tourism is a growing industry not only in developed countries, but also in developing as well as in underdeveloped countries (Tasci, et al., 2004). The tourism industry generates significant economic benefits to both host countries and tourist's home countries. According to the World Tourism Organization, 698 million people traveled to a foreign country in 2000, spending more than US\$478 billion. In terms of receipts, tourism earned US\$ 129.7 billion for developing countries in 1996 (excluding fares), which is 29.9% of the global total (WTO, 1998). International tourism receipts combined with passenger transport currently total more than US\$ 575 billion – making tourism as the world's most export earner (WTTC, 2005).

International tourism receipts in destinations around the world grew by 3.6% in 2015, in line with the 4.4% increase in international arrivals. For the fourth consecutive year, international tourism grew faster than world merchandise trade, raising tourism's share in world's exports to 7% in 2016. The total export value from international tourism amounted to US\$ 1.4 trillion. International tourism represents 7% of total world exports and 30% of services exports. The share of tourism in overall exports of goods and services increased from 6% to 7% in 2015 as for the fourth consecutive year international tourism outgrew world merchandise trade, which grew 2.8% in 2015 according to recent data reported by the World Trade Organization. In 2014, Asia and the Pacific (30% share) saw an increase of US\$ 16 billion, reaching US\$ 377 billion (Nategianet al, 2017).

Tourism is a powerful tool for economic growth and job creation over the world. The tourism sector contributes 8.8 percent of the world's jobs (258million); 9.1 percent of the world's GDP (US\$6 trillion)

5.8 percent of the world's exports (US\$1.1 trillion); and 4.5 percent of the world's investment (US\$652 billion). The World Travel & Tourism Council estimates that 3.8 million jobs (including 2.4 million indirect jobs) can be created by the tourism industry in Sub-Saharan Africa (SSA) over the next 10 years. This more than any other time is the moment for pursuing tourism as a dynamic development option in SSA (Nategianet al, 2017). Eastern Africa a leading tourist in sub-Saharan Africa of the tourism industry in the region can be attributed to its endowment of natural resources, which contributed significantly to the economic growth and development of countries such as Kenya, Uganda, Tanzania, Ethiopia, Rwanda, Seychelles and more recently Rwanda (Atsbeha,2015)

Tourism has an impact on global economy largely, which relies on visitors' decision to travel and consume tourism resources. Visitors usually decide a holiday trip to destinations with their expectations and prior destination image framed from various sources (Yousefi and Marzuki, 2015). The actual travel enables tourists to experience these pre-framed expectations depending on what a chosen destination offers (Pike, 2002; Frías et al., 2008). Subsequently, the ultimate visitor satisfaction is directly linked and determined by prior expectations and actual perception (Frías et al., 2008; Yousefi and Marzuki, 2015).

In this regard, the quality and standard of products offered, and services delivered at destinations play a profound impact in determining tourists' overall satisfaction, influencing their intentions to revisit and to recommend for prospective visitors (Dires and Anteneh, 2016). Nature and culture are the two most principal tourism resources in Arbaminch and its vicinity (SNNPRS Culture and Tourism Bureau, 2018; Wondirad, 2018, 2017; Italemahu, 2015). As one of the fastest-growing types of tourism, nature-based tourism constitutes a significant component of the tourism sector, especially in the developing world (United Nations Environment Programme, 2013). To properly manage and sustain the rapid growth of nature-based tourism, destinations must properly develop, maintain, manage and improve the conditions of attractions and thereby ensure visitor satisfaction (Frias et al., 2008; Perunjodi, 2011). In view of that, it is extremely important for tourist destinations to constantly assess the standard of products and services, which in turn, enables to better manage visitor expectations and perceptions which lay the foundation for further improvement and competitiveness. Literature underlines that emphasizing only on some factors such as pricing and volume of attractions is no longer an effective strategy to stand out among various destinations and be competitive (Buhalis, 2000; Dwyer and Kim, 2003; Minguzzi, 2006; Pearce, 2017). This is because present-day visitors demand the provision of high-quality service and standardized product offers to satisfy their expectations regardless of destination typology (Moreira and Burns, 2017; Lee and Thapa, 2017). Subsequently, a meticulous

identification of the core product and service elements from visitors' perspectives should be given due attention by hospitality managers, destination management organizations, researchers and other service providers alike to adequately understand the antecedents of customer satisfaction and then, craft and implement effective marketing strategies (Minguzzi, 2006; Bhat, 2012; Tsegaw, 2017; Lee and Thapa, 2017).

Especially, in major tourist attraction sites such as protected areas, management authorities should always remain vigilant and conduct periodical assessments to update the conditions in which attractions are found. That, in turn, helps to take proper and timely actions in case of non-conformity on top of the need for a continuous upgrading of recreational amenities and facilities (Wade and Eagles, 2003; McCool, 2006; Lee and Thapa, 2017). Therefore, park management authorities need to design visitors' satisfaction monitoring plan to improve their satisfaction in national parks (del Bosque and San Martín, 2008; Lee, 2015). The importance of such an indicator is justified by its ability to evaluate the impact of potential improvement measures and track changes in customer satisfaction level, given that, modifications on visitors' behavior may affect their perceptions. Moreover, it is understandable that visitors' satisfaction is a dynamic phenomenon, which does not remain static through time implying the need for constant improvement that corresponds to such changes (Longjit and Pearce, 2013; Zhou et al., 2014). Ethiopia is a land of rugged mountains (some 25 are over 4000 meters high) broad savannah, lakes and rivers. The unique Rift valley is a remarkable region of volcanic Lakes, with their famous collections of birdlife, great escarpments and stunning vistas. With 14 major wild life reserves, Ethiopia provides a microcosm of the entire sub-Saharan ecosystem. Bird life abounds, and indigenous animals from the rare walia ibex to the shy wild ass, roam free just as nature intended. Ethiopia, after the rains, is a land decked with flowers and with many more native plants than most countries in Africa (Yimer, 2016).

Over 1.6 million people of Ethiopian are employed in tourism. This constitutes 6.9% of the population. The country has some of the highest and most stunning places on the African continent. In fact, 80% of the high lands of the whole of the sub-Sahara Africa are found in Ethiopia. Even though the country is endowed of many sources of tourism, the sector is not well developed (MoCT, 2015). In order to develop the tourism sector potentials should be supported with basic tourism infrastructure facilities and services accommodation establishments and road should be constructed and other institutional facilities and should be improved in the potential areas, (Akele, Aynalem, Alemayehua & Molla, 2015). Ethiopia's tourism development will follow a path that is strongly linked to the industrial development strategy of the country. Academic research on the tourism industry in Ethiopia is limited. While tourism

in Ethiopia has the potential to facilitate development through generating income and creating employment (Ajala, 2008).

For the discerning customer who enjoys peace, quietness, space and breath-taking air in Addis Ababa Entoto Natural Park is for you. This state run park is set in a tranquil on the top of Mt. Entoto. It's ideal for relaxing, mountain climbing, hillwalking, etc. The area is a painters and photographers' paradise. This stunning natural park is the most recent park to Addis Ababa. It offers excellent standards of cleanliness. Entoto Natural Park has all essential facilities to ensure that visitors will enjoy their stay. Some of the onsite facilities include aquarium, horse riding, children's playground, hotels, restaurants, campsites and many more. Entoto Natural Park is a unique place to discover history, nature and adventure in Addis Ababa.

Unity Park of Ethiopia is one of the most recently established parks in the country, and this park comprises animal enclosures, landscaped open areas, antique and vintage cars, and generational legacy of Ethiopia and Ethiopians. It was officially opened for public and begun operation on Thursday, October 10, 2019. That was the first time the palace was fully renovated. It incorporates modern restrooms, cafeterias, ticket counter, and information technology infrastructures. The construction of the park took seven months to complete. The park is built making children, elders and people with disabilities into consideration. There is a guiding map that locates several destinations in the compound of the park. Unity Park is estimated to cost roughly 5 billion Ethiopian birr. This is done as part of the ongoing campaign to boost tourism in Ethiopia. The park includes: Kids' playground. This place is reserved for children who come with their parents. When parents take a visit, children wait them here enjoying themselves with facilities in the playground. Green area. This green ground has entrances and exits suitable for people with disabilities and elders. In this park there are a number of beautiful handicrafts. The statues of well-known Ethiopian athletes are also erected in this park. Historical archives. Menelik II's Palace Complex. -The Throne House. It's 140 years old home. This is the grand home where thrones of emperors were placed. The emperors used to receive their special guests here in this throne house. They also used to hold discussions with their noblemen here. Leaders of several countries met Emperor Haile Selassie I here in this throne house. There is a wine cellar in the palace basement. Since the basement was constructed with stones it also served as a cooling room. This building has invaluable historical significance because it has hosted several national circumstances. As a result, this makes it the major destination of the Unity Park. Banquet Hall. This hall had been using to serve as a place where people who were invited to the state banquet during the monarchial regimes spent their lunch and dinner times. The construction of this banquet hall took the builders 18months

from 1899 to 1900. The design was made by foreign experts, the internal roofing work were done by local experts by using wood, animal skin and hide and other materials. In this hall, there are also ancient household utensils such as drinking vessels which were used to drink a local drink called Tej, honey wine. Ethiopian Regional States Pavilion. This place is dedicated to special parlors for regional states. All the parlors manifest historical and cultural heritages and traditional housing styles of their respective regions. They are not cultural centers of the regions. Rather they tell visitors something about the area they represent. The parlors are decorated with bright colors. This has its own reasons. It represents the bright future of Ethiopia. Diverse religious displays- Black Lion Zoo. The zoo we have in this park hosts one of the country's treasures, black-maned lions once kept as palace pets by Emperor Haile Selassie I. The lions have a cave. The cave has 175 meters length. People can see the lions from outside through transparent glass fences. Traditional Garden. The most important herbs and spices one can find in this traditional garden include *Ruta chalepensis* which is locally known as Tena Adam, *Afrocarpus gracilior* locally known as Zigba, *Lepidium sativum* locally known as Feto, *Lippia abyssinica* locally known as Koseret and many more. There are 45 kinds of indigenous trees here used for the preparation of spices and medicines. Historical sites- It took 6,000 trucks of soil to fix the landscape. The palace was first constructed in 1887. It was partially renovated for public during the 10th year anniversary of the Derg regime; but not opened. However, the palace lost its glory by the heavy military presence after the 1979 attempted coup. The park can comfortably accommodate from 1,000 – 1,500 visitors per day.

Sheger Park: This iconic space in Addis Ababa is far more than just a means to an end. It's excellent for outdoor fun. Over the months since its inauguration as a public space Sheger Park has been seen by many as the beating heart of Addis Ababa; a place of public gatherings celebratory. Piazza, Addis Ababa is filled with interesting shops, restaurants and ancient buildings. You can easily find a map of Addis Ababa perhaps at your hotel or certainly online. We have also excellent day trips from Addis Ababa which are our important escapes from the city.

Generally, above Park factors affecting destination preferences of tourists in Addis Ababa selected place and The paper thus looks at different preferences of the tourist and examines the tour intention in terms of selection of different tour destination. Thus, the present study focused on the assessment and identification of tourism resources and supportive tourism factors affecting.

1.2 Statement of the Problem

The destination image is a total impression of cognitive and affective evaluations. It is suggested that brand associations should include cognitive and affective image components. These two components are widely accepted as influential indicators of destination image. Also, Destination branding defined as a way to communicate a destination's unique identity by differentiating a destination from its competitors (Pike S, Ryan C,2004).

Ethiopia is gifted with number of sites considered ad tourist attractions ranging from physical to cultural environments which are potentially significant to the country's tourism sector development. Ethiopia has a unique feature of land in terms of cultural, natural, historical and religious tourism assets. And also the country is known for its unique biodiversity with a big potential for tourism. However, even if the country is endowed with such tourism attraction, due to various reasons. the sector is still undeveloped. (Nurhssen, 2016).

The success of tourism destinations in world markets is influenced by their relative competitiveness (Armenski, et al. 2011). Due to the international nature of tourism, competition is not just between two or more destinations within a country nor is it a struggle between two or more countries. Each geographical part of a country can be in competition individually with other similar foreign regions on the basis of facilities, cultural heritage assets and natural history (Metin, 2000). A destination endowed with a wealth of resources may not be as competitive as a destination lacking resources; because the latter might be utilizing the little it has much more efficiently (Crouch and Ritchie in Doris, 2006).

Ethiopia is considered as one of those countries whose economy can depend on the tourism sector, because it is characterized by its great diversity of tourism products. The Amhara National Regional State undoubtedly has significant tourism potential. However, the industry remains in its infancy; unable to realize its potential due to a range of constraints including understanding difference on the concept marketing (Ashenafi, Haimanot &Yechale, 2017).

Different researchers conducted in assessing tourism potentials and challenges of tourism in some parts of Ethiopia as well as Ahmra region. For example, (Atsbha, 2015) assess the potential resources of Dejen wordeda, (Akele et.al, 2017) assess and identify the tourism resources of Bale zone, (Sintayehu, 2015) Assess the Potentials Tourism Resources of Choke Mountain, (Tekabe, 2016) assess challenges and prospects of Ethiopian tourism industry. In Addis Ababa city selected destination places, insufficient infrastructural development at various tourist spots, lack of proper facilities for the tourists, scarcity of skilled and professional tour service providers and poor promotional programs are responsible for the lower response from the foreign tourists. Therefore, the target customers are not

being properly addressed and thus the tourism sector in Addis Ababa city is not flourishing in that pace as expected. The paper thus looks at different preferences of the tourist and examines the tour intention in terms of selection of different tour destination. Thus, the present study focused on the assessment and identification of factors affecting the destination choice of tourists and provide significant recommendation so as to support, promote the tourism sector internationally, nationally and regionally as a known tourist destination.

1.3. Research Questions

1.3.1 Main research question

The research study would try to answer the following main research question:

- What are the factors affecting destination preferences of tourists?

1.3.2 Sub research questions

- What are the factors affecting of destination attractiveness on the tourists' preference of destination?
- What are the factors affecting of destination Image on the tourists' preference of destination?
- How to the factors affecting of price (price of tour package) on tourists' preference of destination?
- What are the factors affecting of Infrastructure on tourists' preference of destination?
- What are the factors affecting of peace and security on tourists' preference of destination?
- What are the factors affecting of culture heritage of on destination preference of destination?

1.4. Objective of the study

1.4.1. General Objective

The general Objective of this study was to assess factors affecting destination preference of tourists: an empirical study on Entoto Park and Sheger Park in Addis Ababa city.

1.4.2. Specific objectives

The specific objectives of the study: -

- To analyze the effect of destination attractiveness on the tourists' preference of destination.
- To assess the factors affecting of destination Image and promotion on the tourists' preference of destination.
- To assess the factors affecting of price (price of tour package) on tourists' preference of destination.
- To assess the factors affecting of Infrastructure on tourists' preference of destination.
- To assess the factors affecting of peace and security on tourists' preference of destination.
- To assess the factors affecting of culture heritage of on destination preference of destination.

1.5. Research Hypothesis

Based on the research questions, hypotheses are proposed the following research hypotheses are presented. The study takes into account comparative and competitive advantages aspects. The overall objective of this study were to asses factors affecting destination preference of tourists an empirical study in Addis Ababa city selected destination places. For this purpose, six variables are identified.

H1: Attractiveness on the tourists' is a significant and positive relationship between destination preference of tourists.

H2: Destination Image and promotion on the tourists' is a significant and positive relationship between destination preference of tourists.

H3: Price (price of tour package) on the tourists' is a significant and positive relationship between destination preference of tourists.

H4: Infrastructure on the tourists' is a significant and positive relationship between destination preference of tourists.

H5: Peace and Security on the tourists' is a significant and positive relationship between destination preference of tourists.

H6: Culture Heritage on the tourists' is a significant and positive relationship between destination preference of tourists.

1.6. Definition of terms

Tourism has no universally accepted single definition. Hunziker and Krampf (1942), defined tourism as the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided that the stay does not imply the establishment of a permanent residence and is not connected with a remunerative activity. is travel for recreation, leisure, cultural, religious, family or business purposes, usually for a limited duration.

Tourist: people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes

Destination Attraction: Primary appeal of the destination that makes the place attractiveness to visit. Included in this category are Natural and Cultural attractions.

General infrastructure: The basic need for every destination including transportation networks, modes of accessibility, ground transportation, financial services, health services, telecommunication services, and electricity supply.

Destination image: A special factor for destination competitiveness because the actual visitation largely depends on the tourist attitudes towards destination. Cost and value, ensure of safety and security, crowd of tourist and the local hospitality are involved (Driml, 2010).

Promotion is the process designed to inform potential visitors about the tourism product offered, sharing with them it 's most attractive and innovative attributes (Arionesei & Ivan, 2012).

Promotion means in tourism careful planning of happenings used to interconnect goods and services with leaflets, posters, and newsprint advertisements (Baldemoro, 2013).

Destinations are a combination of tourism products, offering an integrated experience to consumers. Traditionally, destinations are viewed as well-defined geographical areas, such as a country, an island or a town (Laesser & Beritelli, 2013).

Tourist destination promotion means trying to inspire the real and potential tourists to travel destination activities through the propagation of information by using different promotional instruments (Baldemoro, 2013)

1.7. Significance of the Study

The results of this research would help different actors in the industry like, tour operators, travel agents, hospitality industries, Ethiopian tourism minister and others who are actively involving on the tourism sector to improve the gap that would be identified on this paper and adjust their services so as to increase number of tourists and become a competitive tourism destination as a nation, thus the improvement of the sector would intern contribute to the nations sustainable long term development by its contribution in the economy .

This study also helps development planners and policy makers in designing appropriate policies for improvement of tourist destinations and attraction of significant number of tourists which enable all participants benefit according to their participation and contribution so that they can stay in the business. It is expected that findings of the study would serve as a framework for informed public policies that can aid in the rejuvenation and sustainability of the tourism Industry for economic benefits in Ethiopia

This research is thus intending to fill the literature gap related to destination image on factors affecting it More specifically this study served as preliminary work or a steppingstone for further study on the issue. Depending up on the research also produced the following significant. It would also help any business students who are interested to study similar and related topics. The study would also help other tourism companies to identify and know gaps in new destination image and related factors. Lastly it would be helpful the researcher to implement and analyze theoretical application in real world.

1.8. Scope/Delimitation of the Study

Here the researcher aim was to conduct a research that focuses on factors affecting tourist destination preferences in case of Addis Ababa, thus, since Addis Ababa is the transitional location to every corner of the country the study focus was on collecting the data from local tourists who stay in selected international hotels of Addis Ababa, and also interviews would be conducted with some local tour operators in Addis Ababa. And also based on geographical coverage the study was delimited on factors affecting destination image in the case of Addis Ababa city specifically Entoto Park and Sheger Park located in the capital city.

1.9. Organization of the Thesis

This study would be organized into five chapters. Accordingly, the first chapter contains introduction part of the study that includes background of the study, statement of the problem, research question and objective of the study, significant and scope of the study, definition of terms, and. The second chapter has addressed literature reviews and conceptual framework while the third chapter has covered research methodology, the research design of the study, sampling techniques and data collection instruments. The fourth chapter describes the interpretation and discussion of the findings. Finally, in the last chapter, conclusion and recommendation are included.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Introduction

Tourists' destination choice is a complex process which is incorporated with different factors to be evaluated. Tourism destinations can be considered as complex networks that involve large number of co-producing actors delivering a variety of products and services, which seeks to provide visitors with a range of satisfying to memorable visitation experiences. Coice of tourism destination is one of the important topics frequently investigated by scholars (Xudong Guo^{1,2} and Zilai Sun², 2016).

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

This chapter will contain three sections. First, theoretical review on factors affecting tourist' destination choice. Second, empirical literature review which contains previous works about the factors affecting the preference of tourists. Finally, conceptual framework of the study will be presented.

2.2. Theoretical Framework

2.2.1. The concept of Tourism

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business professional purposes (UNWTO, 2008). Tourism is not a single activity, but is a collection of very similar activities and includes: transportation, accommodation, food, service, drinks, cultural entertainment, conventions and trade fairs, sport and recreation (Aleks & Engjellushe, 2013). Tourism comprises the activities of persons 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 (WTO 20112012). Tourism continues to become more competitive, governments having to adopt a more entrepreneurial role in attracting not only tourists but also investors to their region. The questions raised surrounding tourism as a regional development tool deal with whether or not there can be real regional economic dispersion of the benefits of tourism (Yimer, 2016).

2.2.2. Theoretical Development of Tourism Theory and Models, Indices and Factors of Destination

2.2.2.1. Consumer Demand Theory

The study of tourism demand determinants is the earliest stage of research in the tourism literature. Based on the survey papers by Crouch (1994a) and Lim (1997), most of the empirical research hypothesized that the following factors (or determinants) can influence international tourism demand: income, relative prices between prices of origin and destination, exchange rates, relative prices between a destination and its competing destinations, cost of transportation, marketing expenditures, consumers' preferences, the effects of special events and other factors such as the effects of word of mouth.

Maurer et al. (2006) analyzed the causal relationships amongst economic variables and Australian domestic tourism variables and found that the main drivers of domestic tourism demand are discretionary income, consumer confidence indices and prices. They conclude that tourism stakeholders should assess the domestic tourism market by examining the consumers financial constraints, Australia's economic outlook and the costs of domestic travel. Regarding domestic tourism prices, the costs of living at the region concerned, such as the prices of tourist accommodation, recreation and restaurants, are the most crucial factors for Australian domestic tourism demand. This is because consumers decide to travel based on their financial capability to afford to stay at the destination. Hence, if the prices of these items increase and *ceteris paribus*, it is most likely that domestic tourism demand will decline. Furthermore, as overseas travel is a popular substitute product for domestic tourism, the prices of overseas holidays could influence the demand for domestic tourism. Furthermore, the costs of fuel and domestic airfares are the main transportation costs for domestic travel. For instance, if unexpected increases in fuel prices occur in Australia, the domestic tourism industry could be largely affected because 86% of domestic tourists used self-drive transport to visit at least one region (Prideaux and Carson, 2003). Changes in domestic airfares could also influence the demand for domestic overnight travel. In general, it is imperative to acknowledge that income and price are the main factors determining international and domestic tourism demand.

2.2.2.2. Maslow's Hierarchy Model and Tourist Motivation

Maslow's hierarchy model is based on the principle of ranking of individual needs, based on the Premise that self-actualization is a level to which people should aspire (Page Stephen, 2007). If the lower needs in the hierarchy are not fulfilled, then this will dominate human behavior. Once these needs are satisfied, an individual is motivated by the needs of the next level of the hierarchy. Cooper et al

(1993), notes that Maslow identified "deficiency or tension reducing motives" and "inductive or arousal- seeking motives", thus making the model applicable to both work and non-work contexts, such as tourism and leisure.

In reality human needs are not hierarchical since some may occur simultaneously and therefore the model is not necessarily ideal. However, it emphasizes on the development needs of the people with individuals striving towards personal growth and this is understandable in a tourism context. Maslow's work has been developed since 1950s when work on specific motivations beyond the concept of needing "to get away from it all". For example "push" factors that motivate individuals to seek a holiday have been researched and compared with "pull" factors e.g. promotion by tourists' resorts which act as attractors (Page Stephen, 2007).

2.2.2.3. Revisit intention

The inclinations and needs for buyers shift and alter with diverse viewpoints always. In arrange to support competitiveness, planning a vital involvement to draw in visitors to return to their goal year after year ought to be a key mission for supervisors. Hence, how to completely get it the acquiring behaviors of visitors with extra forecast of their future acquiring eagerly would ended up the major issue for tourism proprietors. In current tourism literature, exploring tourists' visit intentions in engaging diverse types of tourism is one of the main foci (Lam & Hsu, 2006). As Fishbein and Ajzen (1975) pointed out, intention is the individual's subjective probability that he or she will perform a specific behavior. Tourists visit intentions can be viewed as an individual's anticipated future travel behavior. The concept of visit intention has been considered a main factor highly correlated with actual behavior. As Fishbein and Ajzen (1975) suggested, behavioral intention is considered to be the best predictor of human behavior.

Tourist revisit intention has been considered as an extension of satisfaction (Um, Chon, & Ro, 2006). In current literature, the concept of tourist's revisit intentions has received growing attention from several researchers. Since the 2000s, a number of studies (Kozak, 2001; Li, et al., 2010; Kashyap&Bojanic, 2000; Petrick&Backman, 2002; Petrick, et al., 2001; Fan, 2008; Um, 2006; So & Morrison, 2003; Cole & Scott, 2004; Han, et al., 2009; Ha & Jang, 2009; Jang &Feng, 2007; Kim, et al., 2009; Hui, et al., 2007; Kim &Littrell, 2001) have explored tourist's revisit intentions to predict and explain tourists' intentions to engage in diverse types of tourism or visit different destinations. An overview of above research demonstrates that tourist revisit intention is considered a valuable concept in predicting future revisit behavior. In the current literature, most works focused on exploring the tourists visit intention or revisit intention are based on the theory of planned behavior (Li, et al., 2010).

The theory of planned behavior is one of most influential and popular conceptual frameworks to study people's intentions to do a specific behavior (Ajzen, 2002).

In the past, several studies have applied the theory of planned behavior to predict and explain tourists' intentions to engage in diverse types of tourism or visit different destinations. Most of them found it supported that the theory of planned behavior can advance our understanding of tourists' intention and travel behavior.

2.2.2.4. The Ritchie & Crouch's Conceptual Model of Destination

As explained above, Crouch and Ritchie developed a destination competitiveness framework (Figure 2.1) which has been widely cited in the competitiveness literature. This model of destination competitiveness was originally developed by Crouch and Ritchie (1999), was additionally refined in Ritchie & Crouch (2000) and was adequately detailed in Ritchie & Crouch (2003) (Gianluca, 2013). The foundations for the construction of the framework are the concepts of comparative and competitive advantage.

Comparative advantages are those with which a destination has been blessed by God and/or nature as well as those which the country and its society have developed and accumulated over time. Comparative advantage seems to relate to things like climate, beautiful scenery, attractive beaches, wildlife etc. Comparative factors are close to primary tourism supply (natural, cultural and social attractiveness). We can never reproduce them with the same attractiveness.

On the other hand, competitive advantage relates to tourism infrastructure, the quality of management, the skills of the workforce, government policy etc. (Ritchie and Crouch in Doris 2006). Competitive factors refer to secondary tourism supply. They can be produced and improved by the tourist firms or governmental policy. Both kinds of factors are co-dependent. Without secondary tourism supply the tourism destination is not able to sell attractions, e. g. primary tourism supply on a tourist market, and without primary supply the tourism infrastructure is not useful.

2.2.2.5. The Dwyer & Kim's Integrated Model of Destination Competitiveness

Dwyer & Kim are other researchers who also contributed to the development of a general model of destination competitiveness. Their model (Figure 2.2) – The Dwyer & Kim's Integrated Model of Destination Competitiveness (Dwyer & Kim, 2003) – considers national and firm competitiveness theory as well as 'the main elements of destination competitiveness as proposed by tourism researchers ... and many of the variables and category headings identified by Crouch and Ritchie' (Dwyer et al. in Crouch, 2007). The primary elements of the model include resources comprising endowed resources,

both ‘natural’ (e.g., mountains, coasts, lakes, and general scenic features) and ‘heritage’ (e.g., handicrafts, language, cuisine, customs, etc.)

resources; created resources (such as tourism infrastructure, special events, shopping, etc.); and supporting resources (such as general infrastructure, accessibility, service quality, etc.).

Destination management is the second core component of their model comprising government and industry. Their model then shows resources and destination management interacting with tourism demand and situational conditions to influence destination competitiveness and socio economic prosperity. Though the integrative model proposed by Dwyer & Kim (2003) contains many of the variables and category headings identified by Crouch and Ritchie, it differs with some important respects.

To begin with, the researchers (Dwyer & Kim) themselves claim that the distinction between inherited (endowed) and created resources, explicitly drawn in the integrated model, but not in the Crouch-Ritchie model, seems to be a useful one, which has policy significance. In the integrated model, market ties are included among the Supporting Factors and Resources, rather than under Core Resources and Attractors as in the Crouch-Ritchie model.

2.2.2.5. Heath’s Model of Destination Competitiveness

Heath (2002) also proposed a model of destination competitiveness (figure 2.3) that intends to provide an integrated approach of the different issues concerning competitiveness. His model is presented as structural elements of a house: the foundations, the cement, the building blocks and the roof. The foundation, as the name suggests, concerns the main base of competitiveness. It includes Providing and Managing the Key Attractors (such as culture, events, climate, etc);

Optimizing the Comparative and Competitive advantage; Addressing the Fundamental Non negotiables (e.g., personal safety and health issues); Providing the Enablers (e.g., airports, roads); Capitalizing on the ‘Value Adders’ (e.g., location, value); Ensuring Appropriate Facilitators (such as accommodation, distribution channels); Focusing on the Experience Enhancers (e.g., service excellence, hospitality and authentic experiences).

2.2.3. Destinations (Tourism/Tourist)

Destinations are regarded as well-defined geographical areas, such as a country, an island or a town, with an amalgam of tourism products, offering an integrated experience to tourists (Buhalis, 2000; Gabriela, 2012). Destinations are not a single product, but composite products consisting of a bundle of different components including: accommodation and food establishments, tourist attractions, arts establishments and cultural venues, and the natural environment (Pop et al. in Gabriela, 2012). It is a

combination of tangible physical attributes (such as product, facilities, location and accessibility) and less tangible attributes (such as service, experience and community attitude) (ibid). A demand-supply side perspective of destination definition is also given by Mirosław (2012): “From a supply-side perspective, a tourist destination is an area with concentrated tourist-type offers. From a demand-side perspective, it is an area selected by tourists as a place to visit”. In addition, tourist destinations have been defined as areas with different natural and/or man-made features, that will attract nonlocal visitors or tourists (Georgoulas in Jonker, 2004). Jonker (2004) also suggests that “Mathiesin and Wall’s (1992) definition of destination is in line with that of Georgoulas: ‘a destination area is a place having characteristics that are known to a sufficient number of visitors to justify its consideration as an identity, attracting travel to itself, independent of the attractions of other locations.’”. Another definition supporting the above states that “destinations are specific areas that travelers choose to visit and where they spend a significant amount of time.” (Gee et al in Jonker, 2004). These definitions reveal that a tourism destination is a “geographic area containing a critical mass of development” (Gunn in Jonker, 2004) and a unique cluster of attractions that satisfy and attract a sufficient number of non-local visitors (Jonker, 2004).

Tourism, considered one of the fastest growing industries, is characterized, by its nature, as having a high level of competitiveness (Megan, 2008). Especially in recent years, tourism has become a highly competitive market for tourism destinations all over the world (Jonker, 2004). Globalization as well as the increased number and buying power of travelers have intensified the competition between the destinations (Inger, 2010). Competitive advantage is no longer natural, but increasingly man-made, driven by science, information technology and innovation (Jonker, 2004). As such it is not simply the stock of natural resources a particular destination has which determines its market share, but rather how these resources are managed and integrated with other competences to create a competitive advantage (Jonker, 2004).

2.2.4. Factors Affecting of Destination Preference of Tourists

According to Mrkša and Gajić (2014), the concept of sustainable development is regarded as the guiding principle to develop policies from local to national levels. Tourism industry is said to be responsible for its all impacts on the now and then economics, society and environment, addressing visitors’ needs, industries, natural environment and local communities (UNWTO, 2011). In addition, the scale and supremacy of tourism development is said to depend closely on many important factors, which contributed to increase the complexity of the tourism system by evolution of tourism at destinations over time (Mai, 2010).

Mrkša and Gajić (2014) proved that consensus of human, social, economic, technological, cultural development and conservation, rehabilitation and improvement of the environment and protection of the natural heritage and the initial native ecosystems conducted a conceptual model of sustainable development so that it can be said that the issues of sustainable development for Tourism in Vietnam should pay attention to three issues such as the environment, the economics, and the society.

Phan and Vo (2017) also suggested that the development of the tourism industry had to be ensured by the three following factors such as Economic Sustainability: Creating the prosperity to all levels of the society and achieving the performance value for all economic activities; Social Sustainability: Respecting human's rights and equality for all people; Environmental Sustainability: Protecting and managing the resources, especially the non-renewable resources, and valuable ones for human's life.

Rad and Aghajani (2010) suggested that it is the vital goal to preserve the world's inherent assets, not only for travel and tourism but also for all other industries using the earth's natural resources as well as saving the natural resources for the future generations. Moreover, the sustainable development for tourism industry on the economic aspect is presented basically on the stability and increasing constantly the nation's manufacturing capacity. The sustainability stands for the society having the income division and social welfare, which is presented by the equality in distributing the classes among the rich and the poor in the society. It also presents the environment when using the natural resources properly and condition of social environment, serving the present generation's needs but still saving the resources and the necessary environment conditions for the future generation to develop. These issue shave to handle fairly while exploiting the tourism industry. Therefore, the next analysis will be three factors related to problems of environment, economics, and society towards the sustainable tourism development to Vietnam's tourism in the new era.

2.2.4.1. Product /destination/ Attractiveness

Destination attractiveness plays an important role in catching tourist attention and made a destination choice. Increased competition to attract tourists among international destinations has underlined notions of quality and branding value as significant factors that can make visiting a place more attractive. For example, recently, Northern Ireland documented several government initiatives to increase its industry performance and the number of people who visit, by developing a sense of `quality in their visitor experiences (Peter Murphy, Mark P. Pritchard, Brock Smith, 1999).

Number of tourism researchers have tried to clarify the nature of the tourism product. Some of these approaches have incorporated a supply and a demand side that describe how multiple components of the destination interact with travelers during their trip. Factors attracting tourists to certain location

could be a mix of different elements, in which that attracts and they are a Rison contribute as a motivation force for tourists to decide to go on a travel or trip. Attraction factors might be different in their nature, like, natural location within the destination, nan made objects constructed by human hand, of live events such as carnivals. Thus, communicating the complexity and uniqueness of the product or tourist destination will play an essential role in satisfaction of the tourist due to synergetic awareness of destination quality (Daliborka Blazeska,Ace Milenkovski,Sashko Gramatnikovski, 2015).

2.2. 4.2. Destination Image and Promotion

Determining an exact meaning of ‘destination image’ is problematic. The term has been used in a variety of contexts, including those by tourism promoter, the publicly held or ‘stereotype’ image of destinations and the destination images held by individuals. The most frequently cited definition for destination image is: ‘the sum of beliefs, ideas and impressions that a person has of a destination’ (Crompton, 1979).

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

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

2.2.4.3. Tourism Price

According to Philip Kotler price is defined as “**the amount of money charged for a product or service.**” Broadly, price is the total amount that being exchange by the customer to obtain a benefit of the product or service owning

Price is an important aspect of the destination’s competitiveness. It is related with the cost of accommodations and transportation to destination and within the destination, cost of tour packages and charge for attraction. The tourist perception and expectation on price is related with the travel motivation of tourists. Similarly, the increasing price of transportation cost determines the international tourists. The price difference between the tourist origin and destination can determine the tourist flow. Likewise, Jannit and Aeka suggest that the price of the tourism service and the affordability of hospitality service affect the travel decision of the international tourist to destination.

Exchange rate also highly determines the international tourist demand and decision to travel. Therefore, transportation, accommodation and other tourism services price is the decisive factor for destination

selection of tourists. When the price increase, the tourist's length of stay will decrease, the spending powers of tourist become restricted; and even the travel decision change to other destination.

In the literature of international tourism demand, it is widely acknowledged that tourism prices can be categorized into three types, namely relative prices, exchange rates and transportation costs (Crouch, 1994 and Lim, 2006). Middleton V, et al (2009). Price represents cost to customers in terms of money, time and effort, is relative to their spending power and reflects the economic determinants for tourism demand. There is convincing evidence in tourism that in the short run, the price of a firm's products, or the perceived price of a destination compared with those of competitors is the most important determinant governing the volume of demand. Crouch (1994) argued that many prospective tourists would first consider the price of transportation costs before they determine any travel decisions. Therefore, transportation costs have become one of the important demand determinants for tourist's travel. Crouch (1994) reviewed the empirical papers from 1960 to 1992 and discovered that long-haul tourism is less sensitive to changes in tourism prices than short-haul tourism.

Page and Connell (2009), the relationship between price and demand is an inverse one, where higher prices result in lower demand and vice versa, therefore tourism suppliers such as in the accommodation and transport sector may price their products independently. The demand for tourism is also influenced by other forms of expenditure associated with the holiday. While tourists are sensitive to the cost of a holiday and changes in price, a reduction may result in the perception of a lower quality product. In the domestic tourism literature, the rise of tourism prices in a destination can significantly reduce the number of domestic visitors to the destination. In Australia, if the price of domestic travel increases by one percent, the number of domestic holiday visitors will decline between 1.4% and 4.1% (Athanasopoulos and Hyndman, 2008 and Hamal, 1996). Similarly, Seddighi and Shearing (1997) also found that the number of domestic tourists in England, will decrease 9% when domestic travel prices in England increase by one percent.

Based on classic economic demand theory higher prices of goods and services brings lower demand for those products, tourism price has been commonly used in demand models as a primary determinant (Hui T-k, Yuen e.c.c, 1998)(A.c, 2009).According to Jewookim and choong –ki lee, tourism price consists of living cost plus transport cost. Living cost, in turn, has two components: prices of tourism goods and services in the destination country and exchange rates (Jewoo Kima and Choong-Ki Leeb, 2016).

Different studies show that Price effect on tourist's preference of destination could be different from destination to destination. Thus, empherical studies shows that, depending on tourist's response, from

country to country and therefore, the variables, price elasticity varies by destination. (Jewoo Kima, Choong-KiLeeb, 2017)

2.2.4.4. Infrastructure

Tourism infrastructure is a component of an area of tourist's product. Infrastructure is the basic tool which is the service and building institutions in which their availability is essential for proper management to meet the economic and community needs. (Hafnidar A. Rani, Moch. Afifuddin and Herry Akbar, 2017).

EPAC (1994) notes that public infrastructure, for the purposes of the study, is defined as fixed transport and communication facilities, production and transmission facilities like public transport services, internet and phone services. The development of infrastructural resources like an efficient transport systems and network connections are keys for the management of modern tourism. In tourism, accessibility is a function of distance from centers of population, which constitute transport and communication means, which enables a destination to be reached (Medlik, 2003). Gearing et al (1974) study the case of Turkey as a tourist destination and find that infrastructure (comprising roads, water, and electricity, communications and public transportation) is a key determinant explaining tourist arrivals. More recently, Kim et al (2000) in discussing the case of Sun Lost City, South Africa, and McElroy (2003) in discussing small islands highlight the importance of infrastructure, particularly government financed infrastructure, in the success of a destination.

Lack of infrastructure: Successful tourism destination development is dependent on all parts of the supply chain, e.g. attractions, accommodation, transport, provided by public and private sector investment (Driml, 2010). Lack of basic infrastructure development in the development areas of tourism destinations attractions, such as roads, airports and widespread electricity can change not only the number and type of tourists but also the flows of money from tourism (Ambelu, 2011). Physical infrastructure is an important factor in the tourism industry in order to develop and promote potential attractions. But if there are poor road conditions around attraction sites, it will harm the competitive position of these attractions in relation to other attractions which are more developed (Tamir, 2015).

2.2.4.5. Peace and Security on the tourists'

Due to internal and widespread political conflicts the tourism industry in Kenya broke down. Widespread political tensions rising above the surface of the Ethiopian society could happen as well. Political tensions are already common in the east and west of Ethiopia, resulting into armed conflicts. Physical security measures are not respected regularly let alone being controlled. Already tourists died as a result of little or lack of preventive measures taken (Bramwell and Lane, 2002). The heritage of

Ethiopia has been affected through civil war and foreign intervention for instance the legendary Yodit (gudit) destroyed the priceless treasure of the EOTC around 10th century (Zemedkun, 1992). During the war of Ahimed Grag (left handed) in 16th century tremendous amount of churches was burned and changed to ash not only that many invaluable heritages were looted by his soldiers. Muslim troops burnt and looted for a period of about fifteen years, destroyed the mediaeval heritage of Christian Ethiopia (Sergew, 1970).

2.2.4.6 Cultural Heritage

Cultural heritage comprises all existing cultural phenomena from material goods to immaterial goods. This includes immobile historical monuments such as historical buildings, gardens, parks, industrial facilities, traffic related monuments etc. movable historical monuments like paintings and sculptures, religious artwork, historical handicrafts, crafts equipment, agricultural and industrial tools and machines; historical documents and objects, verbal and customs culture such as festivals, rites, costumes, legends, behavior and habits, music, dances and culinary culture. (UNESCO, 2009). Cultural heritage is important because it strongly influences our sense of identity, our loyalties, and our behavior. Attention to cultural heritage leads to wider awareness of the complexity and cultural bases of archives, libraries, and museums (Michael, 2013). Worldwide many agencies, institutions and individuals involved in economic development programs have recognized the need to help developing countries in preserving cultural resources, referring to cultural values. Restoration of historic centers provide means for social revitalization of communities and neighborhoods, physical access to historic buildings as an important indicator of life quality and a key factor in improving the social inclusion. (Alexandru, Rodica & Corina, 2015). Cultural resources – include works of monumental, graphic, arts and crafts and other art forms, and also the events connected with cultural development and life of the people, with life of outstanding people of the state. They include works of artists, architects, musicians, writers, scientists, masters of national creativity – set of the values giving sense to existence of a person (Ismagilova, Gafurov & Safiullina, 2015).

2.3 Ethiopia's Historical and natural tourism potentials

Ethiopia is a land of unique culture and heritage with a history of thousands of years. It is one of the oldest nations in the world. It has huge heritage tourism potential owing to its natural attractions that include some of the highest and lowest places in Africa along with enormous wildlife including some endemic ones; a very old and well preserved historical tradition with fascinating stele, churches and monasteries (Zelalem, 2016). Ethiopia has its own long centuries of history and rich culture. For instance, Ahmara national regional state has been endowed with rare and endemic cultural and natural heritages (Gizachw, 2014). Ethiopia is a land of rugged mountains (some 25 are over 4000 meters high)

broad savanna, lakes and rivers. The unique Rift valleys, remarkable region of volcanic lakes with their famous collections of birdlife, great escarpments and stunning vistas. With 14 major wild life reserves, Ethiopia provides a microcosm of the entire Sub-Saharan ecosystem. Bird life abounds, and indigenous animals from the rare Walia ibex to the shy wildass, roam free just as intended. Ethiopia, after the rains, is a land decked with flowers and with many more native plants than most countries in Africa (MoCT, 2015).

The natural site of Ethiopia is an invaluable asset or its tourism industry, and inextricable from its cultural and historic features. Sustainable tourism, while preserving Ethiopia's natural environment, also serves to preserve nation's rich cultural and environmental heritage. Ethiopia is endowed with a wide range of tourist attractions. Ecotourism potentials include paleoanthropological sites the famous finding of a hominid, Lucy, historic architectures such as the stealae and temple in Axum and Yeha ,the monolithic rock hewn church of Lalibela, the Castel of Fasilades in Gondar , the island monastery of lake Tana, the city of Harar, the holiest mosques of Ahmed Negash In Tigray, the Sof Omare cave in the lowland Bale, the scenic beauty of the mountains of the Semien ,Wag and Lasta,and Bale the left valley lake, the Omo valley and the fauna and flora that flourish in the natural terrains in the country Africa (MoCT, 2015).Ahmara national regional state is a historic root which is the home of numerous cultural and natural attractions sites in the north circuit. The region consists 33.3% the total Ethiopian world heritage. The Lalibela rock hewn church, the castle of Fasilades and the Siemin mountain National (MoCT, 2015). As compared to other places of Ethiopia, Amhara region is by far the richest region in natural, wild life and historical attractions. The region is situated at the heart of the historic route of Ethiopia. In Ethiopia there are two historic routes. The northern rout compares both Tigray and Amhara region and most of the tourism sites to this rout are situated in Amhara region. Park world heritage list sites (Dagnachew, 2013).

East Gojjam zone where the study area is found has cultural and natural tourism sources. Some of the cultural tourism resources include Mertule le Miriam Monastery, Dema St George Monastery, Debrework Mariam Monastery, the broken bridge /sebarew Deledy/, and the natural tourism resources include choke mountain; which has tourism potentials of Aba jime Forest, the Four stepped mountains chains, Arat Mekerakir, Wildlife species, Molalite cave, LakeBahireGeorgies (the MiracclleLake), Abay Gorge and Abay Rufael, (Sintayehu, 2015, 2007). Bassoliben was the historical center of commercial activities during the 19th century long distance trade in Ethiopia. From Gondar the trade route runs through Debre Tabor and Debre Markos to Basso which also the adjacent Sudan Muslim traders. From the south west brought ivory, musk, skins, coffee, agricultural products and slaves which

they exchanged from cotton, textiles, jewelry, glass wool, cooper and various metal implements firearms and ammunition. From Basso Christian traders took these products to Gondar and thence to Massawa or northern Sudan. The Basso market in Gojjam was Ethiopian's most important distribution center particularly between southwest and the north (BWCATO).

2.3. Evaluating Tourist Preference toward Tourism Destinations

Tourist preference is usually evaluated by the number of visitors, satisfaction degree, and awareness of visitors toward a destination. The reason for measuring tourist preference is that it is very significant for producing visitor satisfaction to match destination tourism products and tourist preference (Gomezelj, D.O.; Mihalic, T., 2008). Nowadays, the majority of current research evaluates tourist preference by adopting small group opinion-based methods such as the analytic hierarchy process (AHP), importance performance analysis (IPA), expert scoring, and questionnaire surveys. The basic data used to seek the scores of every model attribute are usually collected by filed surveys and interviews with partial tourists and relevant stakeholders. For instance, Hearne and Salinas evaluated tourist preference toward two tourist destinations located in Costa Rica based on the data collected by a survey of 171 domestic tourists and 271 foreign tourists (Hearne, R.R.; Salinas, Z.M., 2002). Wang et al. Measured tourist preference toward different smart tourist attractions through applying the AHP and IPA approach (Xia, W.; Xiang, L.; Feng, Z.; Zhang, J.H., 2016). Hsu et al. evaluated the tourist preference toward eight destinations in Taiwan via a four-level AHP model depending on the data collected from tourists (Tzukuang, H.; Yifan, T.; Wu, H.H., 2009). To conclude, we cannot deny that the above methods provide a solution to describing tourist preference and achieve meaningful research results. However, these methods are not objective enough to cover all the influential factors, because the scale of the database is limited. With the increasing use of social network platforms on the Internet, it is possible to use a large volume of social media data for the purpose of monitoring the trend of the tourist market. Social media data analysis has greatly improved the accuracy and precision of the evaluation results in the era of e-tourism.

2.4. Empirical Literature

A study was done by Hasan et al. (2015) in Bangladesh, on the topic Promotional tools used in the tourism industry; demonstrated promotion is one of the important marketing mixes that play a vital role in marketing any product or service. As they argued based on the objective product promotion, if the potential and target customer is not aware of the product or services it is not possible to ensure the expected outcomes.

Additionally, there is also another argument on the importance of tourism promotion, Tourism is a service and it is treated as one of the world 's fastest-growing industries so the significance of promotional activities is no exception in this fast-growing service industry. Moreover, Hassan et al. (2015) described their findings on the appropriate use of promotional tools based on tour operators; all tour operators use all the tools of promotion mix in order to promote the tourism industry of the area. They make the advertisements in local newspapers, magazines, and televisions. In addition to that, they also use the printed materials like leaflets, photographs, souvenirs, brochure, guides and pictures, in addressing information among the potential tourists in order to charm their attention and raise interest among the potential travelers. But they don 't practices any international standard to advertise its products or services. Tour operators also use the methods of sales promotion which include children discount, and off-season price repayment, a quantity discount, improved service packages for its package tours. The study examined the country 's promotional activities and tools only applicable to the tour operators 'aspect which is not enough to measure the implementation of tourism promotion strategies, activities, and tools in the country so it is better to include other operational stakeholders which were found in the area.

A study was done by Hassan (2015) in Finland, on the topic, promotional activities in the strategic tourism development of Lapland, and argued based on the objective which is the tourism development and promotion of tourism products. Tourism development has not been achieved in a short time and still, it is developing and it is facing struggle all over the world among the tourist destinations and try to attract more tourists through marketing system, policy, and strategy.

However, promotion is one of the best significant components which includes some action plans to inform the current or prospective clients about the improvement of a good product, its price, and availability. The finding of the study demonstrates the tourism sector of Finland is growing but not any big changes have been seen. In this situation, the responsible body can take effective promotional measures to develop the tourism sector. Lapland tourism is looking for progress in the international tourism market and is trying to develop its product quality. The product supply of Lapland is seasonal, focused on the winter season and the accessibility is not adequate particularly in the winter and Christmas season.

Moreover, Finland is not well known globally so it needs to announce more tourism publicity. In this study from the analyzed social media channels, Facebook is the most accepted one; Twitter is in second place in terms of the number of profiles and amount of information shared. From the social media, promotion YouTube is not that popular, other social media channels Instagram which need to be more

updated and the minimum accepted channel is Google. The researcher describes the findings properly and accordingly from the tourism development stage to the appropriate promotional tools only based on the internet but the researcher did not include other promotional strategies and their significance for the country 's tourism destination promotion.

A study was done by Dube (2012) in Ethiopia, the challenges and prospects of international tourist promotion in case of Bahir Dar, according to his finding internet is the prime source of information for the tourists who visit Bahir Dar and Lake Tana is the main attraction followed by the War Memorial, Blue Nile Water Fall, Haile Palace. More tourists go into the lake deeply, more they like it yet only a few cross the Lake because of lack of information, non-availability of small boats for smaller groups or singles and if so they are quite expensive.

There is also no scope of break journey at any of the island. Blue Nile waterfall, highly projected by tourist authorities and visited by a huge percentage of tourists has lost its charm due to the divergent of river water for a hydropower station. Similarly, it's not the palace of the Haile Sales but the panoramic view of the river Nile and Hippopotamus in the river which give them satisfaction. Due to lack of awareness, only a few tourists visited Orthodox Church School but tourists had stated their high affection for it. The researchers found is centered mainly tourist destinations suitability and respective issues but he did not examine the challenges of tourism promotion and their prospects of the area clearly. Additionally, the researcher did not suggest the appropriate tourism promotion strategy or methods for the attractions included in his study.

A study was done by Tola & Bayih (2017) in Bale, on the topic Practices and challenges of promoting major tourism destinations of Bale Zone for Sustainable tourism development in Ethiopia, Researchers had described the appropriate tourism destination promotional activities, tools, and their respective challenges. Promotional activities such as advertising, SP, PS, PR, and DM and respective major challenges, are destination management and overall administration problems, lack of budget, lack of qualified manpower, and bad image of the destination area in the eyes of the visitors. Moreover, the researchers describe in detail the promotional challenges of the area and suggest appropriate promotional strategies and tools for future promotional and marketing activities of the area. Hence, little clarification problem is seen on their findings mean the challenges are not described in a clear way it lacks clarification about each challenge listed in the study and did not also clearly describe the appropriate promotional activities based on tourism destination in the study area. It is very short and limited as compared to the potential tourist attraction destination in the study area.

The study was done by Sheferahu (2016) in Ethiopia, on the issue of promotion the researcher, said that Ethiopian government followed the backward system to promote Ethiopian tourism industry and expecting a lot from the government and still Ethiopia is poor in promoting tourism destinations when it compares the other African countries (South Africa, Kenya, Egypt). The researcher had described on his finding only the government's backward destination promotional system the finding did not comprise the private sectors and stakeholder involvement and the strategy which is used by these sectors in line with the government standard. Additionally, the researcher did not indicate the appropriate promotional activities and tools which are significant for the concerned body to promote tourism potentials at national and international level for the future.

2.5. Conceptual Framework

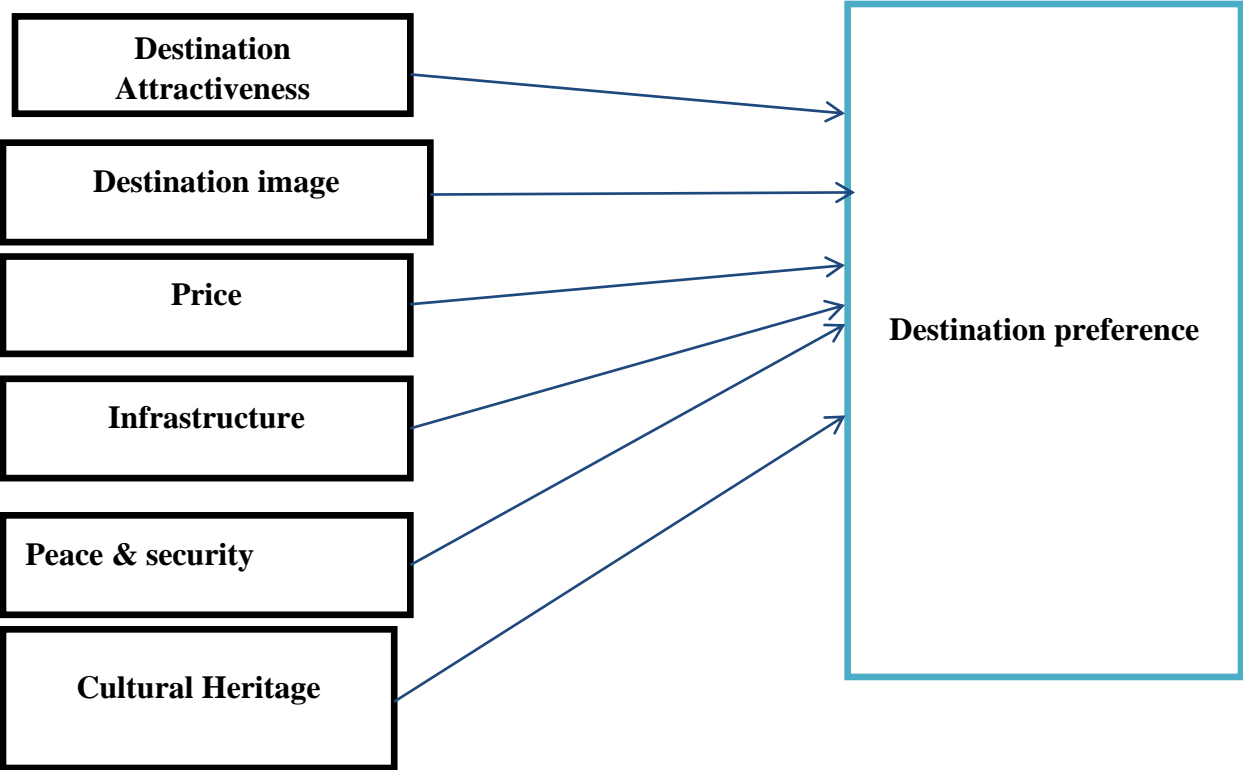
Travel destination choice is a complex set of evaluating factors by tourists from different location kind of journey is worth investing one's hard-earned money and relatively little time into? The key to success for tourist destination is to create an attractive product tourist destination that is accompanied by different other services and products.

The tourist destination needs to offer something exceptional; otherwise, the potential tourists will not be attracted Howie (2003,). Therefore, a positive image development as well as a tourist destination's branding is inevitable to classify and differentiate one destination from another. As a result, the tourist should be attracted by a motivating communication strategy in order to select a specific tourist destination (Hauteserre,2001).

Images of destinations are in the 'mind's eye' whether these places have been visited or not." (Howie,2003). To develop an assertive and coherent image, a country and therewith its marketing strategies need to be well positioned in the world's competing marketplace (HarrisonWalker,2011). In general, people have specific perceptions of tourism destinations all over the world, so-called country images. These images occur independently and often without influence of the countries' conscious development of a brand image. This is the outcome of different characteristics like the countries' culture, natural environment, traditions, artworks, music or celebrities, having their origin in this specific country. Consequently, country images affect the process of choosing a travelling destination Morganet al. (2004, p. 42). The study claims that there is a direct relationship between destination image and marketing & branding tourist destinations. Marketing and branding are the dependent factors, which has a direct effect on destination image, which are independent factor and vice versa. In this study, the impact of on marketing and brand activities on destination image will be assessed by using the dimensions, which are Peace & security, Infrastructure and cultural heritage. Hence, in this

study the impact of on marketing and brand activities on destination image and promotion, attractiveness, Peace & security, Infrastructure and cultural heritage.

Figure 2.1. Conceptual framework (Source: Own drawing)



CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

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

3.2. Research Paradigm

Methodologically, there is no consensus among researchers to use the same evaluation method of tourist's preference of destination. It can be evaluated either quantitatively or qualitatively. For instance, significant factors which affect which affect the destination choice of tourists. However, due to strength of mixed method of research to overcome limitation of one method through strength of another method and to get better conclusion, researcher of this study used mixed (qualitative and quantitative) method with descriptive and explanatory design. According to (Crano W, 2015). In this study descriptive and explanatory research design were employed to assess the investigate factors affecting destination performance around Addis Ababa city. A descriptive study design, that are concerned with narration of facts and characteristics concerning individuals, group or situation, is most often employed in social science research. An explanatory research tries to establish relationship that exists between variables. It aims at identifying how one variable affects the other; it seeks to provide an empirical explanation to the causality and causes and effects relationship between one or more variables (Saunders et al., 2000, & Malhotra 2006). descriptive research design is used to describe existing phenomenon under study. On the other hand, explanatory design is typically used to explain and interpret quantitative results by collecting and analyzing qualitative data. Explanatory design is also useful to examine results in detail when unexpected results arise from a quantitative study. Hence, to make the study strong, descriptive and explanatory design were employed. Survey questionnaire, interview as a data collection instruments were used since they are appropriate for descriptive and explanatory research design to achieve the intended objectives.

3.3 Research Approach

The study preferred to use mixed method of approach which allow both qualitative and quantitative data analysis and casual research type in order to investigate the impact of marketing and branding on destination performance. A cross-sectional mixed research method approach has become popular since the use of both quantitative and qualitative methods provide better understanding of the research

problem and discussing the findings, even though the procedures are time consuming, requiring extensive data collection and analysis in new research development methods (Creswell, 2012). Besides, due to the nature of this study on which some data can be numerical while others are demanding phenomenological explanations cannot be addressed using either a qualitative or a quantitative method alone may not address all the specific aims and research questions mentioned in Chapter one of this study. In this study, therefore qualitative data would be gathered through direct interviews, focus group discussion and observation, whereas quantitative data were gathered by using a survey questionnaire.

3.4. Target Population

The target population the study focused on were domestic tourists that visited Addis Ababa tourist destinations specifically Entoto Park & Sheger Park, based in Addis Ababa from March 01- May 31, 2022.

3.5. Sampling Technique and Sample Size

In conducting this study, both probability and non-probability sampling methods were employed. In the first stage, two largest tourist destinations were purposively selected in consultation with district Entoto Park & Sheger Park, based in Addis Ababa. In the second stage, 385 tourist destinations place were selected using systematic random sampling technique. However, in calculating the sample size, the following assumption is used regarding the value of p.

When calculating the sample size for proportion, there are two situations to consider. First, if some approximation of P is known (example, from a previous study), that value can be used in the formula. Second, if no approximation of P is known, one should use $p = 0.5$. This value would give a sample size sufficiently large to guarantee an accurate prediction (Ott and Longnecker 2010). Hence, the required sample size is determined by (Cochran 1977).

$$n = \frac{Z^2 pq}{e^2}$$

where n = sample size; Z = confidence level ($\alpha = 0.05$); $p = 0.5$; $q = 1 - p$; and $e = 0.05$ (allowable error). $Z = 1.96$; hence, $n = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 385$. Moreover, the sample tourists that visited

are selected randomly based on the number of domestic tourists that visited Addis Ababa tourist destinations participating. In order to collect the important data from experts from Addis Ababa city culture, tourism and culture department office, purposive sampling method were employed. Whereas,

simple random sampling is used to gathering relevant data from destination tourists, travel agents, tour operation companies and souvenir shops in Addis Ababa city.

Table 3.1. Sample size determination proportionality

tourist destinations place	Tourists visitor Household Size	Sample Size based on Proportionality Sampling
Entoto Park	4583	174
Sheger Park	5557	211
Total	10140	385

$n_i = \frac{N_i \# n}{N}$: The above table depends on this formula.

Source: Own competition, 2022

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

3.6. Source of Data

There are two types of data sources, Primary data sources and secondary data source. The study used both data sources.

3.6.1. Primary Data

The study used primary data. Primary data types are gathered in order to make the study complete and achieve its predetermined goal. The primary data that was gathered through questionnaires, interview and observation by distributing to customers of Entoto park and Sheger Park located in Addis Ababa city 2022.

3.6.2 Secondary Data

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

3.7. Data collection Methodology

For the purpose of this study, a quantitative methodology involving a close-ended questionnaire were employed as the measuring instrument. The close-ended questionnaires are administered to groups of people simultaneously, since they are less costly and less time consuming than other measuring

instruments. The Likert-type scale method is used a range of responses: ‘strongly disagree’, ‘disagree’, ‘neutral’, ‘agree’, and ‘strongly agree’, with a numeric value of 1-5, respectively. The usage of this particular scaling method ensures that the research study illustrated the ability to assess the responses and measure the responses quantifiably so that a pattern or trend may be produced in order to assess. In particular, the Semi-structured interviewees that have attracted interest and are widely used. This interest is link to the expectation that the interviewed subjects' viewpoints are more likely to be expressed in an openly designed interview situation than in a standardized interview or a questionnaire (Flick, 2006). This tool is conducted with the key office personnel’s in the ministry of tourism, these people are choosing purposefully for the reason that of their wide knowledge, experience, expertise, and involvement with the tourism sector in the study area.

3.8. Data Collection instrument

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

3.9. Methods of Data Analysis

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

3.10. Validity and Reliability

3.10.1. Validity

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

3.10.2. Reliability

As multiple items in all constructs are used the internal consistency (reliability of destination performance practices and destination performance are assessed with Cronbach's alpha and the reliability of value for all constructs are all greater than 0.60 which are considered acceptable summery of reliability of destination performance practice and destination performance.

3.11. Ethical Consideration

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

CHAPTER FOUR

4. RESULT AND DISCUSSION

4.1. Introduction

This chapter entirely provides detail information about findings of the study using various analysis techniques. It presents the data analysis and discussion of the research findings obtained from data collected from the survey questionnaire. Responses for the measures on the questionnaire are summarized and presented using tables, histogram and pi-charts to facilitate easy understanding.

Demographic profiles of sample respondents have been described using descriptive statistics and also different inferential statistics are visitors in order to analyze data obtained from the survey. Linear regression was used to identify a destination preference and demographic factor with higher contribution to the dependent variable. Furthermore, Pearson correlation coefficient and Cronbach's Alpha coefficient were used to test and measure the internal goodness Entoto park and Sheger Park.

4.2. Response Rate

The study targeted a total of 385 destination preference of tourist's visitors of Entoto park and Sheger Park. However, only 370 (Entoto Park 170, Sheger Park 210) participant's visitors and filled correctly and returned the questionnaires and the remaining 15 participants of visitors did not fill the questionnaires correctly & these questionnaires were not used for analysis. This Result shows that response rate is 96.10% which was sufficient for analysis and reporting.

4.3. Descriptive Statistics Social and Demographic Analysis of Respondents

4.3.1 Background Information

This section deals with the background information of the respondents which give some basic insight about the respondents. The background information consisted in this study were; sex, age group, working experience, level of education and staff type of the respondents.

The background information of the respondents was summarized on the tables below.

Table 4. 1: Sex of the respondents

Sex	Entoto park		Sheger Park		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Male	110	64.71	95	47.5	205	55.41
Female	60	35.29	105	52.5	165	44.59
Total	170	100.0	200	100.0	370	100

As shown above in table 4.1, in Entoto park the majority of respondents 110 (64.71%) involved in the study were males and the remaining 60(35.29%) were females. The result indicates that the sector has more male visitors than females. While in Sheger Park the majority of respondents 95 (47.5%) involved in the study were males and the remaining 105(52.5%) were females. The result indicates that the sector has more female visitors than males. So generally two Park the majority of respondents 205 (55.41%) involved in the study were males and the remaining 165(44.59%) were females. The result indicates that the sector has more male visitors than females in two parks.

Table 4. 2: Age group of the respondents

Age group	Entoto park		Sheger Park		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Under 25	70	41.2	70	35	140	37.8
26 – 40 years	50	29.4	80	40	130	35.1
41 - 60 years	45	26.5	30	15	75	20.3
Over 60 years	5	2.94	20	10	25	6.76
Total	170	100.0	200	100	370	100

Source: own survey, 2022

Table 4.2. shows the respondents age group of Entoto park and Sheger Park participated visitors in the study. From the two park total 370(100%) respondents age group between Under 25 years were 140(37.8%), age group between 26 -40 years were 130(35.1%), age group between 41 – 60 years were 75(20.3%) and the respondents above 60 years were 25(6.76%). This shows the Entoto park and Sheger Park majority of the respondents were age group Under 25 is 140(37.8%) and age group 26 -40 years 130(35.1%) respectively. This implies that respondents from different age group participated visitors in the study.

Table 4. 3: Tourist’s visitors experience of the respondents

visitors experience	Entoto park		Sheger Park		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
1-5 years	95	55.9	110	29.7	205	55.41
5-10 years	40	23.5	60	16.2	100	25.03
11-15 years	20	11.8	15	4.05	35	9.46
16-20 years	10	5.88	10	2.7	20	5.41
Above 20 years	5	2.94	5	1.35	10	2.70
Total	170	100.0	200	100.00	370	100.00

Source: own survey, 2022

As indicated above in table 4.3, out of the total 370 respondents 205(55.41%) were visitors served between 1 and 5 years, 100(25.03%) visitors were served between 5 and 10 years, 35(9.46%) visitors were served between 11 and 15 years, 20(5.41%) visitors were served between 16 and 20 years, and 10(2.70%) visitors were served above 20 years. This implies that the respondents had adequate experience between 1 and 5 years to provide accurate information.

Table 4. 4: Education level of the respondents

Level of education	Entoto park		Sheger Park		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Masters	20	11.76	25	14.71	45	12.16
First degree	80	47.06	110	64.71	190	51.35
Diploma	40	23.53	35	20.59	75	20.27
Certificate	15	8.824	15	8.824	30	8.108
10 or 12 grade	10	5.882	9	5.294	19	5.135
Below grade 10	5	2.941	6	3.529	11	2.973
Total	170	100.0	200	100.00	370	100.00

Source: own survey, 2022

Table 4.4 above shows the education level of EP and SP involved in the study. Entoto park out of 170 (100%) visitors of tourism ,20(11.76%) had master’s degree, 80(47.06%) had first degree, 40(23.53%) had diploma, 15(8.82%) had certificate, 10(5.882%) were 10 or 12 grade complete and 5(2.941%) were below grade 10. This shows the majority of the respondents 80(47.06%) had first degree holder.

Sheger Park out of 200 (100%) visitors of tourism ,25(14.71%) had master’s degree, 110(64.71%) had first degree, 35(20.59%) had diploma, 15(8.82%) had certificate, 9(5.294%) were 10 or 12 grade complete and 6(3.529%) were below grade 10. This shows the majority of the respondents 110(64.71%) had first degree holder. So generally, two parts of level of education out of 370 (100%) visitors of tourism ,45(12.16%) had master’s degree, 190(51.35%) had first degree, 75(20.27%) had diploma, 30(8.108%) had certificate, 19(5.135%) were 10 or 12 grade complete and 11(2.971%) were below grade 10. This shows the majority of the respondents 190(51.35%) had first degree holder.

Table 4.4 above shows the education level of respondents involved in the study. Out of 190 (100%) visitors,20(10.53%) had master’s degree, 100(52.63%) had first degree, 40(21.05%) had diploma, 15(7.89%) had certificate, 10(5.26%) were 10 or 12 grade complete and 5(2.64%) were below grade 10. This shows the majority of the respondents 100(52.63%) had first degree holder.

4.4. Descriptive Analysis on Selected Factors Affecting Destination Preference of Tourists

In order to see the general perception of the respondents regarding the factors affecting destination preference of tourist's characteristics, the researcher summarized destination preference traits with the respective means and standard deviations. Thus, the mean indicates to what extent the sample group averagely agrees or does not agree with the different statements. The lower the mean, the more the respondents disagree with the statements. The higher the mean, the more the respondents agree with the statement. On the other hand, standard deviation shows the variability of an observed response from a single sample Marczyk, Dematteo and Festinger (2005). The mean values are presented in table 4.5, together with standard deviation and one sample mean t-test values for each variable.). Usually in questions that are developed using five alternative likert scale models the expected mean (expected mean for five-point likert scale = $(1+2+3+4+5)/5=3$).

Responses of sample visitors towards major organizational culture determining variables including destination attractiveness, destination Image, price (price of tour package), Infrastructure, peace and security on tourists' and culture heritage is summarized under table (4.5) using mean responses and its statistical significance compared to the expected mean using one sample mean test. The researcher subdivided major variables to sub-variables and target focused statements were constructed to capture agreement level of visitors on each destination preferences of tourists Entoto Park and Sheger Park in Addis Ababa selected indicator variables.

Table 4. 5: One-sample mean response test on destination preferences of tourists

factors affecting destination preferences of tourists	Mean	Exp. Mean	Std. Err	Std. Deviation	t- value	Pr(T > t)
destination attractiveness	3.32***	3	.052	.578	6.18	0.0000
Infrastructure	3.29***	3	.068	.749	4.22	0.000
price (price of tour package),	3.34***	3	.06	.65	5.71	0.000
destination Image	3.46***	3	.065	.716	7.10	0.0000
peace and security on tourists'	3.35***	3	.055	.61	6.65	0.0000
culture heritage	3.30***	3	.0567	.68	6.81	0.0000

, ** & * indicates significant at 10%, 5% and 1% respectively,*

Source: own survey, 2022

The above table (4.5) shows involvement of visitors within the factors affecting destination of tourists measured via sub-divided variables mainly comfortable climate for tourism, natural landscape, wonderful scenery, cultural and historical attractions, artistic and architectural design, traditional art and crafts, exotic and unique local custom addressing statements. Mean response of destination attractiveness addressing statements is 3.32 and it is greater than the expected mean and the mean difference is statistically significant at 1%. Similarly, mean response for cultural and historical attractions and artistic and architectural design is greater than the expected mean and it is statistically significant using one-sample mean test.

mean response of sample respondents for destination image, price (price of tour package), infrastructure, peace and security on tourists and culture heritage related questions is greater than the expected mean and it is also statistically significant at 1% using one-sample mean test. Accordingly, the study revealed that, tourism visitors have greater agreement on factors affecting destination of tourist’s indicator variables which reflects that they have more agreement on the presence of good destination preferences of tourists in Entoto park and Sheger Park.

4.5. Factors that determine tourist preferences in Addis Ababa city Measures

Three major destination preference indicators were included in the survey to assess visitors level of agreement on preference of tourists measuring questions. As depicted on the below table (4.6), mean score of number of visitors is 3.71 implies that the responses are mostly incline to agree on destination attractiveness measures and the difference from the expected mean is significant at 1% significant level.

Table 4. 6. One-sample mean test of destination preference of tourists measures.

Destination Preference of Tourists measures	Mean	Exp. Mean	Std. Error	Std. Deviation	t-value	Pr(T > t)
number of visitors	3.71***	3	.069	.754	10.	0.00
awareness of visitors toward a destination	3.49***	3	.069	.758	7.0862	0.0000
satisfaction degree	3.44***	3	.080	.882	5.47	0.0000

, ** & * indicates significant at 10%, 5% and 1% respectively,*

Source: own survey, 2022

Specifically, mean score of 3.49 is awareness of visitors toward a destination related statement which inquires the level of visitor’s awareness of visitors toward a destination for their position, in order to help the Tourists to be aware. The mean response of tourists on overall level of satisfaction degree is more or less neutral where the difference of mean response with the expected mean is significant. Though

the level of city tourism resource promotion is not enough; tourists got information on the subject of city tourism through word of mouth, lonely planet, guide books, mass media and website. As the respondents of this research responded specially the website has given them tips as the city has only cultural tourism resources. However, information which is transferred through word of mouth tells as both culture and nature based tourism resources are available in a city. On the other hand, we know that the role of tour guides in a city is important to determine tourist preference in Addis Ababa city. The tour guides take tourists and explain to them only about cultural tourism resources in a city. Even though the city has beautiful land escape and different bird species which can be visited, there are no tour guides who tell to tourists about nature based tourism resources in the city.

4.6. Correlation Analysis

Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo &Festinger, 2005).

As per Marczyk, Dematteo and Festinger,(2005) correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

4.6.1. Correlation of Factors Affecting Destination Preference of Tourist Study on selected Destinations

Accordingly, the below Pearson correlation coefficients shows that the six factors affecting measuring Tourist were all positively related with destination attractiveness tourist within the range of 0.45 to 0.6.8, all are significant at $p < 0.01$ level. Accordingly, tourist study on selected destinations including; destination image, price (price of tour package), infrastructure, peace and security on tourists and culture heritage have shown moderate level of positive correlation with the dependent variable, destination preference and destination attractiveness.

Table 4.7. Correlation of organizational culture traits and performance of employees

	Destination Attractiveness	Destination Image	Price	Infrastructure	Peace and Security	Culture Heritage	Destination Preference
Destination Attractiveness	1	0.6487 ***	0.5409 ***	0.4547 ***	0.4694 ***	0.4341***	0.4694***
Destination Image		1	0.5821***	0.5592***	0.5753 ***	0.6487 ***	0.5753 ***
Price			1	0.6041 ***	0.6861 ***	0.5409 ***	0.6861***
Infrastructure				1	0.5928***	0.4547 ***	0.5928***
Peace and Security					1	0.4694***	0.4132***
Culture Heritage						1	0.5621***
Destination Preference							1

*** Correlation is significant at 0.01 levels,

Source: own survey result, 2022

Table (4.7) indicates that price has shown higher positive correlation with destination preference of tourists followed by destination image, infrastructure, peace and security on tourists and culture heritage in respective order. Besides, this strength of correlation is also manifested on the regression analysis (table 4.7).

Relationship among destination preference of tourists factors affecting shows positive and moderate correlation where destination image has shown (0.55) positive correlation with infrastructure which is significant at 1 percent significant level. Similarly, price as factor affecting of destination tourism element has significant positive correlation with destination image with a coefficient (0.58).

4.7. Regression Analysis and Hypothesis Testing

This section mainly focused on regression analysis to identify the factors affecting destination preference of tourists an empirical study on selected destinations in Addis Ababa city. Mainly linear regression analysis was used to determine the effect of independent variables. Model diagnosis tools

including reliability, normality, Multi-collinearity, Heteroscedasticity and omitted variable tests were conducted and analyzed in detail in order to ensure that the study was done based on scientific method that full fill basic assumptions of the regression analysis. Moreover, triangulation discussions in line or contrast with other empirical studies are included to strengthen key findings of the study.

4.7.1. Regression Model Diagnosis

The study engaged Ordinary Least Square (OLS) regression to examine the factors affecting destination preference of tourists: an empirical study on selected destinations in Entoto Park and Sheger Park. In this case, the dependent variable is destination preference, while independent variable includes: factors affecting destination tourist's visitor's measurements (destination attractiveness, destination image, price (price of tour package), infrastructure, peace and security on tourists and culture heritage). Before proceeding to the analysis of regression results, it is vital and recommended to check whether regression analysis assumptions are fulfilled or not.

4.7.2. Test for Multi-collinearity

Multi-collinearity problem refers the existence of relationship among explanatory variables that can affect our result. When there is a multi-collinearity problem, a small change in the data produces wide range change in parameters; coefficients may have high standard error and wrong sign and unrealistic magnitude. The bigger R^2 that means the more highly correlated a certain variable with the other independent variables in the model, the bigger the standard error will be. If a given variable is perfectly correlated with the other independent variables, the standard error will equal infinity, which referred as the problem of multi-collinearity.

In addition, $1 - R^2$ is referred to as the tolerance of a given independent variable x . A tolerance close to 1 means there is little multi-collinearity, whereas a value close to 0 suggests that multi-collinearity may be a threat.

The reciprocal of the tolerance is known as the Variance Inflation Factor (VIF). The VIF shows us how much the variance of the coefficient estimate is being inflated by multi-collinearity. Using VIF as an indicator of multi-collinearity, some authors stated that the larger the value of VIF the more collinear the variable. As a rule of thumb, if the VIF of a variable exceeds 10, which will happen if R^2 exceeds 0.90, that variable is said be highly collinear.

Table 4. 8:Multicollinearity Test

Variable	VIF	1/VIF
Destination Preference	1.49	0.824576
Destination Image	1.16	0.568895
Price	1.67	0.600138
Destination Attractiveness	1.19	0.840069
Infrastructure	1.38	0.658685
Peace and Security	1.18	0.670664
Mean VIF	1.35	

Source: SPSS result, 2022

From the multicollinearity test of the model, the mean VIF = 1.35 which indicates that independent variables have less relationship with each other. Hence, it is possible to conclude that the multicollinearity is not a threat for the model.

4.7.3. Test for Heteroscedasticity

Heteroskedasticity is a condition where the assumption of constant variance of error terms across the data (*homoscedasticity*) is violated. In other words, the variance of error terms is not constant.

Though there are various tests to detect heteroskedasticity, the researcher utilized Breusch-Pagan / Cook-Weisberg test and found that $\chi^2(1) = 0.02$ and $\text{Prob} > \chi^2 = 0.8850$ which indicate that the null hypothesis (H_0 : Constant variance) is accepted by rejecting the alternative one. Hence, the model is free from heteroskedasticity problem which explained that variance of error is constant.

4.7.4. Test for omitted variables

Ramsey RESET test using the powers of the fitted values of dependent variable is used to detect whether there is an omitted variable in the regression model. The result shows that $F(6, 380) = 0.61$ and $\text{Prob} > F = 0.6104$ which means that, the model has no omitted variables which accept the null hypothesis (H_0 : model has no omitted variables) by rejecting the alternative one.

4.7.5. Reliability Test

Reliability measures the internal destination image of measurement scales. The study used Cronbach's alpha reliability test, where coefficients normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient; the closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. George and Mallery (2003) provide the following rules of thumb: $\alpha > 0.9$ – Excellent, $\alpha > 0.8$ – Good, $\alpha > 0.7$ Acceptable, $\alpha > 0.6$ Questionable, $\alpha > 0.5$ Poor, and $\alpha > 0.5$ – Unacceptable.

Table 4. 9: Summarized reliability test

Test scale = mean (standardized items)	
Average inter item correlation:	.0257
Number of items in the scale:	5
Scale reliability coefficient:	0.6804

Source: own survey, 2022

While increasing the value of alpha is partially dependent upon the number of items in the scale, it should be noted that this has diminishing returns. It should also be noted that an alpha of 0.8 is probably a reasonable goal. The reliability test table (4.10) shows that the average scale reliability coefficient of the study is 0.6804 and the scale reliability coefficient of all items (5 variables) shows >0.6. This refers that the model acceptable scales reliability and internal destination image to predict the outcome variable.

Table 4. 10: Detail reliability test analysis for each item (Cronbach's alpha reliability test)

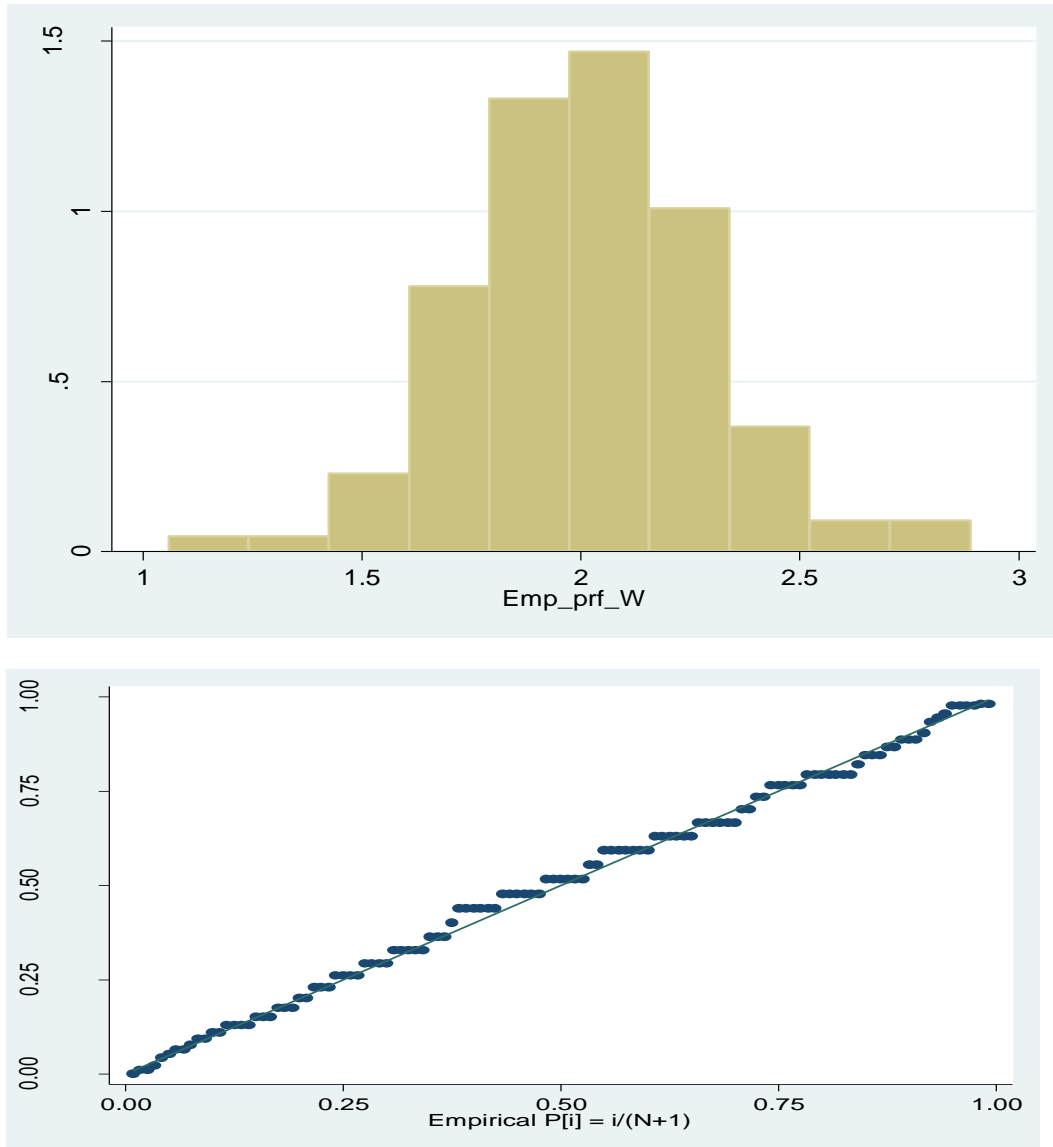
Item	Obs	Sign	item-test	Item-rest correlation	Average inte item correlation	Alpha
Destination Preference	370	+	0.6632	0.4373	.0183937	0.5097
Destination Image	370	+	0.7030	0.4484	.0163635	0.4960
Price	370	+	0.7093	0.4847	.0162267	0.4166
Destination Attractiveness	370	+	0.0680	-0.1517	.0382314	0.4796
Infrastructure	370	+	0.7988	0.5556	.0113622	0.7202
Peace and Security	370	+	0.6632	0.4373	.0183937	0.5097
Culture Heritage	370	+	0.7012	0.4532	.0162267	0.4012
Test scale					.021013	0.6120

Source: own survey, 2022

4.7.5.1. Normality test

Normal distribution of error terms is among the assumption of ordinary least square regression model. The assumptions guarantee that the error term has zero mean and a constant variance σ^2 . This assumption is necessary in order to perform statistical tests concerning the estimated parameters using the normal distribution. However, the normal distribution has impact on hypothesis testing for inference; it doesn't affect the estimation of parameters.

Figure 4.1. Normal distribution graph



Source: computed from own survey, 2022

The above histogram indicates that the distribution of error terms is more or less near to the normal distribution bell shaped graph.

4.8. Hypothesis Testing

Model summary of the regression analysis revealed that, 32.1% of the predicted variable, tourism visitors is explained by explanatory variables and significant at less than 0.01. This indicates that the model properly fits and enables the study to extend further analysis about the effect of each explanatory variable.

Table 4.11 :Model Summary

Source	SS	Df	MS	Number of obs = F (6, 370) = 45.23
Model	2.84	6	0.71	R-squared = 0.3225 Prob> F=0.0000
Residual	5.96	370	0.052	Adj R-squared = 0.2988
Total	8.810	380	0.074	Root MSE = 0.22882

Source: Own survey, 2022

The above model summary indicates that a total of 370 valid responses are included with in the regression analysis and F-statistic with model degree of freedom 6 and error term degree of freedom 370 is 45.23. Prob> F is the probability of getting an F statistic test statistic as extreme as, or more so, than the observed statistic under the null hypothesis; the null hypothesis is that all of the regression coefficients are simultaneously equal to zero. This p-value is compared to a specified alpha level, our willingness to accept a type I error, which is typically set at 0.05 or 0.01. The small p-value, <0.0001, would lead us to conclude that at least one of the regression coefficients in the model is not equal to zero.

Table 4.12: Effects of factors affecting destination preference of Tourists (OLS) regression

destination preference of Tourists	Coef.	Std. Err.	t	P>t	[95% Conf. Interval]
Destination Preference	0.0334***	0.086	0.39	0.698	-0.136 0.203
Destination Image	0.3447***	0.0789	4.37	0.000	0.188 0.319
Price	-0.330***	0.1122	-2.94	0.004	-0.55 0.501
Destination Attractiveness	0.178***	0.070	2.52	0.013	0.038 -0.108
Infrastructure	0.0304***	0.0812	0.325	0.661	-0.120 0.210
Peace and Security	-0.312***	0.1001	-2.94	0.0102	0.523 0.491
_cons	1.61***	.273	5.91	0.000	1.07 2.157

***, **, * Significant at $p < 0.01$, $p < 0.05$ & $P < 0.1$ respectively,

Source: Own survey, 2022

4.9. Discussion

H1: Attractiveness on the tourists' is a significant and positive relationship between destination preference of tourists.

Findings of the study revealed that, attractiveness has positive but relatively have low significant effect on preference of tourists. In precise terms, a single unitrifer change on the level of agreement

with regard to consistency indicator questions contribute to positively affect destination preference by 0.178(17.8%) units, (table 4.12). Therefore, alternative hypothesis of the research which suggested that attractiveness has significant effect on destination preference is accepted by rejecting the null hypothesis.



Entoto Park

H2: Destination Image and promotion on the tourists' is a significant and positive relationship between destination preference of tourists.

Destination Image and promotion is another organizational trait which emphasizes on maintenance of the status quo by being well coordinated and well integrated also the tourism devises clear agreement about the right way and the wrong way to do things. Referring back to regression table (4.12) indicates that a unit change on the level of agreement that ensure presence of high destination image and promotion indices with the organization has significant positive effect on destination image and promotion by a coefficient of 0.3477(34.7%) units. Thus, the null hypothesis is rejected and the researcher hypothesis is fully accepted since destination image and promotion has a significant positive effect on destination preference of tourists. Besides, destination image and promotion deals with defining the values and systems that are the basis of a strong destination preference of tourists.



H3: Price (price of tour package) on the tourists' is a significant and positive relationship between destination preference of tourists.

Furthermore, because of the increasing growth of backpackers and low budget travelers, the issue of price becomes sensitive (Bayer et al., 2017). Perceived price value is defined as the customers'

assessment of services and products to the monetary value they allot to obtain. Various researchers underlined perceived price as a determinant factor that affects visitor satisfaction in a tourist destination along with other factors (Haileab, 2015; Yu et al., 2006; Suthathip, 2014; Aschalew and Alemu, 2017; Ida, 2013; Athula, 2015; Roger, 2002).

- **Infrastructure** have a significant and positive relationship with destination preference of tourists. Infrastructure comprises four basic elements: transport facilities, financial facilities, accompanying facilities and communication facilities. The tourism infrastructure can be powerful in anchoring, even changing a destination image (Kim and Ok 2010). Major steps in the development of tourism have been linked with advancements in transport, the system that creates the structural linkage between origins and destinations. The result of table 4.10. briefly illustrates that the relationship between infrastructure accessibility and domestic visit was further analyzed through a binary logistic regression model which was used to observe the effect of infrastructure in predicting the variations in domestic visit. Table (4.12) indicates that a unit change on the level of agreement that affirm the presence of clear and shared vision, communicated strategy, owned goals and objectives has strong negatives effect on the infrastructure by a coefficient of 0.330 units (33%). But, in the perspective of developing potential attractions road construction is needed, because, most of the attractions are off road and inaccessible during raining season. Inaccessibility could be compensated by developing the name and fame of attractions (Ashenafi, 2016).



- **Peace and Security** on the tourists' is a significant and positive relationship between destination preference of tourists. Security emerged as the strongest factor in terms of degree and magnitude

affecting the tour intention of Entoto park and Sheger Park tourists. The security issue is significant as people go for tour for pleasure and amusement. The amusement or entertainment is not possible if the place is not secured. It is thus an important aspect to be considered by the administration of Entoto park and Sheger Park to ensure the security in various tourist spots in order to gain the tourist attention and acceptance. Tourist whether they are local or international are concerned about their safety. Political violence leads tourists to opt for places where there is peace and sometimes may decide not to go at all (Baker, 2012). Travelers (tourists) are generally very sensitive to their security and safety of the country they go for holidaying Nyaruwata et al. (2013). The worst events that affect tourism sector are those caused by humankind such as wars, violence and political turmoil. These events succeed in frightening travelers Cavlek, (2002); Heng, (2006). In this regard, the study tried to assess peace and security of the city with respect to security information, safety of tourists, emergency condition and security policies.

The other decisive destination attribute that determines not only the satisfaction of visitors but also the very existence of the tourism sector itself is the safety and security of a destination. Safety and security issues might also stem from outside the tourism domain making the problem even more complicated (Lee, 2015; Lai and Hitchcock, 2015; Lee and Thapa, 2017). To most visitors, personal safety weighs more than anything else when travelling (Athula, 2015; Lee and Thapa, 2017). A study by Moreira and Burns (2017) in Tapajós National Forest, Brazil, empirically verified that destination safety and security receives the highest rating by visitors compared to other destination attributes such as environmental quality, the standard of facilities and accessibility. It is only when they believe that a destination is safe that tourists decide to travel implying the unappreciated significance of safety and security for a successful destination development (Mohammad, 2014; Valentina, 2015; Athula, 2015; John, 2002).

- **Culture Heritage** on the tourists' is a significant and positive relationship between destination preference of tourists. Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future. Based on the above concept the study provided a related

question to assess heritage (Cultural places and environment) and the result of the respondents presented above in the table 4.12.



Sheger Park

In general, the findings result of multiple regression analysis, indicate that, not all of the factors affecting destination preference have positive destination preference of tourists. Out of the six destination image dimensions three dimensions (destination image and promotion, attractiveness, Peace & security, Infrastructure and price) have strong positive and significant effects on destination preference of tourists. On the other hand, in relative terms heritage has low influence on destination image.

4.10. Findings of Interview Questions Respondent to Response

4.10.1. Entoto Parks

- We have already developed 10 fun things for Entoto parks. But now we're back with the most updates about Entoto parks in 2022. The park offers a wide range of indoor and outdoor activities. The majority of the Entoto park's infrastructure is constructed using local resources and professional labor. As a consequence, many guests experience genuine and profound happiness, and they may benefit from stress relief, improved health, and stimulation. So, we will present some essential updates about entoto park.
- Entoto Park offers a variety of recreational options for families, friends, fiancés, children, and visitors. Entoro Park features sports facilities, libraries, entertainment, restaurants, and coffee shops, as well as a man-made lake and fountains, walking paths, and bike, scooter, and cart routes.

Entoto Park also features a big Outdoor Amphitheatre that will host concerts, theatrical performances, and live music.

- There are five entrances to Entoto Park. Which entrance is the most convenient, and why? Before choosing on the entoto park entry sites, read descriptions of each entrance.
 - ✓ **VIP Entrance** – This gate is only available to VIP visitors to Entoto Park. This gate is only available to higher-ranking government officials, diplomats, and other VIPs, as indicated by Entoto Park administration.
 - ✓ **Sululta Entrance** is located on Sululta Road. Visitors should use the Piazza – Addisu Gebia – Dilber route to reach the Entoto Customs area. Then turn right and proceed about 2 kilometers to the Sululita Entrance on the right side. You will walk around 1 kilometer after you enter the park. If you come by car, it is impossible to return to the Sululta entrance since it is too far away and uphill. Sululta gate provides easier access to Kalis Coffee and Bilo’s Pastry than any other entrance.
 - ✓ **Addisu Gebiya Entrance** is the shortest entrance in Entoto Park when compared to the other gates. This gate is close to Kategna and Mama’s Kitchen. Entoto Park’s Kuriftu Entertainment centers are conveniently located near the Addiu Gebya entrance.
 - ✓ **May Ber Entrance** – Green Gold Coffee and Fresh Corner are just a short walk from the May Ber Entrance. This gate also has the May Telescope View. However, to go to other entertainment places and eateries, you must walk a significant distance.
 - ✓ **Shiro Meda Entrance** – Entoto Park’s Shiro Meda Entrance is the park’s final entrance. You will have two options after passing through this gate: May Entrance or Addisu Gebya Entrance. A long walk route leads to this entryway.
- Entoto Park is free to enter, although the government may charge an admission fee in the future. As a result, tourists should constantly obtain up-to-date information before visiting Entoto Park. When visiting Entoto Park, however, you must be aware of the necessary charges, which include transportation and entertainment. Though Entoto Park is free to enter, there are fees for lodging and entertainment services.
- Entoto Park features a wide variety of well-known restaurants and cafeterias that provide similar services at Addis Ababa pricing. What is your budget for these restaurants and cafeterias? Lunch, soft drinks, snacks, hot beverages, ice creams, and other stuff are available. As a result, the price is determined by how much you use the service.

- Our country's tourism flow is international but due to these parks the domestic flow has changed drastically. All two parks have everything on a package level, such as a banking service, internet, restaurants and emergency facilities.
- Prices vary depending on the user. Some can and may not, for example, Entoto Park has no entrance fee, so it is convenient to visit at least what is available, but in general, the prices are not inclusive.
- Entoto Park is a natural landscape and has many services such as restaurant cafe games such as horse riding, archery and magnifying glass in Addis Ababa. "There is no service. Of course, in order to avoid air pollution due to health issues, they are working to import environmentally friendly internal transport that does not pollute air," he said Tour operators work mainly in Unity Park, but not much in Sheger and Entoto Park.

4.10.2. Sheger Park

- Sheger Park Friendship Square is a gift from the Chinese People to the Ethiopian People to celebrate the 50th anniversary of the establishment of the diplomatic relation between China and Ethiopia. If so, never miss to visit the newly opened Sheger Park. Sheger park has now officially laid its welcome mat for local and international visitors, effective. You find Sheger Park in the heart of Addis Ababa, just in front of the Prime Minister's office, in the center of the capital.
- Sheger Park Friendship Square includes Ceremonial Square with musical fountain, Sheger Lake, Art garden, Major three different International and Traditional Restaurants, different Structural Shades, Children Playing ground, river waterfall belt, five amphitheatres, an artificial pond and other additional features are included. The Park is designed for everybody to enjoy in a natural, safe and friendly environment.
- Once you find yourself at the Park, you will surely enjoy the multitudes of recreation facilities that comprise cultural centers, art gallery, places of science & technology, tennis court, and water fall café. If reading is your favorite past time, never think twice to do it! The Park is reliably peaceful, lovely, and ideal place to read. You can also wander down the hill on the stone path. All in all, one can witness that Sheger is a good showcase of the diverse Ethiopian cultures where it provides all sorts of entertainment to all visitors in different age categories.
- The visit at Sheger Park is really the best value of money. You are requested to pay reasonable amount of money as entrance fee. For instance, an adult pay only 100 ETB while children under 12 years old pay only 50 ETB. Likewise, children under 5 years old are entertained for free. Two adult visitors coming with children under 12 pay 270 ETB, whereas family that comprises 2 adults with

3 children under 12 years old pay 320 ETB. In the same way, if 2 adults appear with 4 children who are under 12 settle the same amount of entrance that is 370 ETB.

- For non-Ethiopian visitors, an adult pay only 10 USD, while children under 12 years old settle only 5 USD to their entrance fee. Children under 5 can enter the Park for free. When 2 adult visitors appear with 2 children who are under 12 years of age are charged 35 USD. If adults come with 3 who are under 12 are expected to pay 45 USD. In addition, 2 adults with 4 children under 12 are requested to pay 55 USD for entrance.
- Sheger Park or Friendship Square is designed to be like City Park and has information tapes in each area. Brides are photographed, and various events take place. The problem is that the park is difficult to visit in the winter, so it must be considered.
- Sheger Park was initiated by Dr. Abiy Ahmed, the Prime Minister of Ethiopia. The Park is one of Addis Ababa's Riverside projects, which is part of the 58 kilometers long Entoto-Akaki Riverside Beautification Project. It was developed in a bid to make Addis Ababa the new flower as its name stands for. The facilities have come up with clean waters, flower belts, amphitheaters, water dance light fountains, open spaces and stops.

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

This thesis has investigated factors affecting destination preference of tourists in case of Addis Ababa selected tourist destinations, Entoto Park and Sheger Park. To conduct the research 370 local tourists were randomly selected. Based on the presented data the following conclusions and recommendations are summarized.

- The correlation result show that there is a positive and significant relationship between independent variable and dependent variable from which destination image and Peace & security has the highest correlation value followed by, infrastructure and price.
- Factors that determine tourist preferences in Addis Ababa city Measures at Entoto Park and Sheger Park mean score of 3.49 is awareness of visitors toward a destination related statement which inquires the level of visitor's awareness of visitors toward a destination for their position.
- The results of the descriptive statistical analysis also indicated that, tourists do not have higher image in all the six destination image dimensions from the six infrastructure have the least mean value.
- Furthermore, the multiple regression results showed that except heritage the five factors of destination preference (destination image and promotion, attractiveness, Peace & security, Infrastructure and price) have positive and significant effect on destination preference of tourists, thus, in relative view heritage have positive but low significant level.
- the result indicated that infrastructure has a significant effect on destination preference of tourists. And a better destination Image materials and service have a better impact in determining destination preference of tourists. The result also indicated that tourist destination image is high in the image of local tourist.
- The result of the study indicated that peace and security have also significant and positive effect on destination preference of tourists of Addis Ababa selected tourist destination places even if the result indicated that the city has poor peace and security and culture heritage condition based on majority of the respondents.
- The finding of the study indicated that of infrastructure has strong and positive effect on destination image as major steps in the development of tourism have been linked with advancements in transport, the system that creates the structural linkage between origins and destinations. Besides the study indicated that the case city tourist destination has a gap and needs improvement.
- Based on the finding of the study even if the case city tourist destination places had got a better group mean and have moderate value, Heritage has relatively weak and less significant effect on destination preference tourists.
- Moreover, from the findings of this study, researcher found out that all factors affecting destination preference of tourists have positive effects. Out of the six factors three factors Peace & Security, destination Image and promotion and infrastructure have positive and significant effects on destination preference. On the other hand, cultural heritage relatively has a weak and low significant influence on destination preference tourists. The findings of this study also indicated that price and peace and security is the most important factor to have positive and significant effect on destination preference tourists, followed by infrastructure and destination Image

5.2. Recommendation

Based on the findings and conclusions this study, the researcher tried to give the following recommendations.

- Entoto park is such a wide area to visit so it may take about a day to visit all activities of the park. So, my recommendation is first to enter by May Ber Entrance and go to Sululta Gate and back to Addisu Gebiya Entrance. Moreover, environmentally friendly internal transportation service should be considered .
- The results of this research can be important evidence for government and tourism organizations who are working in this area.
- Addis Ababa should focus on stabilizing the peace and security of the city so as to improve the safety of the visitors which in turn will encourage to increase the number of city tourism visitors.
- Offerings low services price should be considered for the domestic tourists who can't afford to visit or who are low income level communities and also the tourism business can catch the attention of tourists by offering them a free incentive to explore the town.
- You are kindly recommending to include the aforementioned parks in addition to Sheger in your travel plan.
- At the end of their visit, visitors should be encouraged to leave feedback about their opinion on their previous expectation and what actually they found during their visit to know and improve the service that give them low satisfaction.
- The administration of the two parks should focus on bringing more visitors by focusing on promotion and image building works.
- Addis Ababa should have to work on how to reduce the traffic jams and the problem of access to transport that the tourists are complaining.
- Further infrastructural development is a plus for the attraction of the tourists, such as building road that simplifies transportation to create a structural linkage between origins and destinations.

5.3. Directions for Future Research

The researcher has found out that this research has been conducted in a few parks in Addis Ababa city even though factors affecting destination preference of tourists matters for the growth of the country. It would be appreciated if other researchers could be able to study tourism, especially having higher

number of visitors, taking more emphasis on tourism understanding about the factors affecting destination preference of tourists of their Unit Park as it was the gap investigated in this research.

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Appendix

Addis Ababa University School of Commerce Department of Marketing Management Post Graduated Program

Dear Respondents: -

This questionnaire is designed to gather data on assess Factors Affecting Destination Preference of Tourists: An Empirical Study on selected destinations in Addis Ababa city. The purpose of the study is to fulfill a requirement for the Master's Degree in Marketing Management at Addis Ababa University School of Commerce. Your highly esteemed responses for the questions are extremely important for successful completion of this research. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. Finally, I will like to thank you very much for your cooperation and sparing your valuable time for my request.

Instruction

No need of writing your name

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

Part one:

1. Gender: Male Female

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

3. Educational level Secondary Diploma Bachelor's degree Master's degree and above

Part two: Factors Affecting Destination Preference of Tourists: An Empirical Study on selected destinations in Addis Ababa city

Instruction:

Indicate your answer by ticking the number of your choice corresponding to the choices provided below. 5= Strongly Agree 4= Agree 3= Neutral 2= Disagree 1= Strongly Disagree

No	Factors Affecting Destination Preference of Tourists	1	2	3	4	5
	destination attractiveness					
	Comfortable climate for tourism					
	Natural landscape					
	Wonderful scenery					
	Cultural and historical attractions					
	Artistic and architectural design					
	Traditional art and crafts					
	Exotic and unique local custom					
	price (price of tour package)					
	Overall price in destination					
	The price of entrance fee, tour guides and recreation to the tourist destinations is fair					
	The price of food and beverage at the tourist destination is fair					
	The cost of transport to the tourist destination is fair					
	The journey to this tourist destination has taken short time					
	Destination Image and Promotion					
	I will visit again the place you visit now					
	Friendliness of local people					
	I am satisfied by the destination that the city has					
	I will recommend others to visit Addis Ababa's destination place					
	Ensured safety and security					
	I believe that the city has good tourism places					
	Before I visited I have good awareness and enough information about this tourist destination					

	I am familiar with this destination through advertising (radio, Television, Billboard, exhibition)					
	Government and tour operators always promote tourist destination to be visited by local tourists					
	Infrastructure					
	good accompanying facilities					
	good shopping facilities					
	Smooth transportation within destination					
	good IT infrastructure in the country					
	Banking and financial services					
	good electric & water services					
	Telecommunication services					
	Peace and security					
	Addis Ababa provides enough information regarding the peace and security of each destination					
	Addis Ababa offers personal safety for local tourists					
	I feel safe while visiting the city any destination					
	Addis Ababa provides enough information to use in case of emergency					
	Addis Ababa has good security polices					
	Cultural heritage					
	interesting historical attractions					
	beautiful scenery and natural attractions					
	offers interesting cultural attractions.					
	good climate					
	Addis Ababa has unpolluted environment					

Unstructured Interview Questions

1. What is your opinion about the status of domestic tourism flow destination in Unit parks, Enoto Park and Sheger Park?
2. What is your opinion about the challenges that influence the development of domestic tourists in destination in Unit parks, Enoto Park and Sheger Park??
3. Do you believe that your services to local tourists and your relationship with other tourism stakeholders are better?
4. Please enumerate the services provided?
5. What are new updates about Entoto park Addis Ababa in 2022?
6. What does entoto natural park have?
7. How can I enter Entoto natural Park?
8. How much does entoto natural park cost to visit?
9. Please enumerate the services provided?
10. What is your effort to have a good relationship with other tourism stakeholders (government tourism offices, hotels and hospitality, tour guides, security offices, tourism organizations, religious institutions, and transport service deliverers)?
11. In order to enhance this sector, what measures should be taken?
12. If you have additional suggestions about domestic tourism, please enumerate it?

አባሪ

በአዲስ አበባ ዩኒቨርሲቲ ንግድ ትምህርት ቤት

በማርኬቲንግ ማኔጅመንት የማስተርስ ድግሪ

ይህ መጠይቅ የተዘጋጀው የቱሪስቶችን መዳረሻ ምርጫ የሚነኩ ሁኔታዎችን ለመገምገም ነው። በአዲስ አበባ ከተማ በተመረጡ መዳረሻዎች ላይ የተደረገ ተጨባጭ ጥናት። የጥናቱ አላማ በአዲስ አበባ ዩኒቨርሲቲ ንግድ ትምህርት ቤት በማርኬቲንግ ማኔጅመንት የማስተርስ ድግሪ መስፈርት ማሟላት ነው። ለጥያቄዎቹ በጣም የተከበሩ ምላሾች ለዚህ ጥናት በተሳካ ሁኔታ እንዲጠናቀቁ በጣም አስፈላጊ ናቸው። ያቀረቡት መረጃ ለጥናቱ ዓላማ ብቻ የሚያገለግል ሲሆን በጥብቅ በሚስጥር ይጠበቃል። በመጨረሻም ለትብብራችሁ እና ለጥያቄዬ ጠቃሚ ጊዜያችሁን ስላሳለፍኩኝ በጣም አመሰግናለሁ።

መመሪያ

ስምዎን መጻፍ አያስፈልግም

N.B: እባክዎ ምላሽዎን በቀረበው ሳጥን ውስጥ ምልክት (✓) በማድረግ አመልክት።

ክፍል አንድ:

1. ያታ: ሀ. ወንድ ለ. ሴት
2. ዕድሜ: ሀ. ከ25 በታች ለ. 26 - 40 ሐ. 41 - 60 መ. ከ60 በላይ
3. የትምህርት ደረጃ ሁለተኛ ደረጃ ዲፕሎማ የባችለር ዲግሪ ማስተርስ ዲግሪ እና ከዚያ በላይ

ክፍል ሁለት: የቱሪስት መዳረሻ ምርጫን የሚነኩ ሁኔታዎች: በአዲስ አበባ ከተማ በተመረጡ መዳረሻዎች ላይ ተምኔታዊ ጥናት

መመሪያ:-

ከዚህ በታች ከተዘረዘሩት ምርጫዎች ጋር የሚዛመደውን የመረጡት ቁጥር ላይ ምልክት በማድረግ መልስዎን ያመልክቱ። 5 = በጣም እስማማለሁ 4= እስማማለሁ 3= ገለልተኛ 2= አልስማማም 1= በጣም አልስማማም

የቱሪስቶች መድረሻ ምርጫን የሚነኩ ምክንያቶች?

ተ.ቁ	የመድረሻ ማራኪነት	1	2	3	4	5
	ለቱሪዝም ምቹ የአየር ሁኔታ					
	የተፈጥሮ የመሬት ገጽታ					
	አስደናቂ ገጽታ					
	ባህላዊ እና ታሪካዊ መስህቦች					
	አርቲስቲክ እና ስነ-ህንፃ ንድፍ					
	ባህላዊ ጥበብ እና እድ-ጥበብ					
	ልዩ እና ልዩ የአካባቢ ልማድ					
	ዋጋ (የጉብኝት ዋጋ)					
	በመድረሻ ውስጥ አጠቃላይ ዋጋ ወደ ቱሪስት መዳረሻዎች የመግቢያ ክፍያ፣ አስጎብኚዎች እና መዝናኛዎች ዋጋ ፍትሃዊ ነው።					
	በቱሪስት መዳረሻዎች የምግብ እና የመጠጥ ዋጋ.					
	በቱሪስት መዳረሻው የምግብ እና የመጠጥ ዋጋ ፍትሃዊ ነው።					
	ወደ ቱሪስት መዳረሻ የሚደረገው የትራንስፖርት ዋጋ ፍትሃዊ ነው።					
	ወደዚህ የቱሪስት መዳረሻ የሚደረገው ጉዞ አጭር ጊዜ ፈጅቷል።					
የመድረሻ ምስል እና ማስተዋወቅ						
	አሁን የጎበኛቸውን ቦታ እንደገና ይጎበኛለሁ።					
	የአካባቢው ሰዎች የቱሪስት መዳረሻ ወዳጃዊነት አለው					
	ከተማዋ ባላት የቱሪስት መዳረሻ ረክክተዋል					
	ሌሎች የአዲስ አበባን መድረሻ ቦታ እንዲጎበኙ ይመክራለሁ።					
	የተረጋገጠ ምቹ እና ደህንነት አለው					
	ከተማዋ ጥሩ የቱሪዝም ቦታዎች እንዳላት ያምናለሁ።					
	ከመጎበኘቴ በፊት ስለዚህ የቱሪስት መዳረሻ በቂ ግንዛቤ እና በቂ መረጃ አለኝ።					
	ይህንን መድረሻ በማስታወቂያ (ሬዲዮ፣ ቴሌቪዥን፣ ቢልቦርድ፣ ኤግዚቢሽን) አውቀዋለሁ።					
	መንግስት እና አስጎብኝ ኦፕሬተሮች ሁል ጊዜ የቱሪስት መዳረሻን በአካባቢው ቱሪስቶች እንዲጎበኙ ያስተዋውቃሉ					

መሠረተ ልማት					
ጥሩ ተጓዳኝ መገልገያዎች አለ					
ጥሩ የገበያ ተቋማት አለ					
በመድረሻ ውስጥ ለስላሳ መጓጓዣ አለ					
በሀገሪቱ ውስጥ ጥሩ የአይቲ መሠረተ ልማት አለ					
የባንክ እና የፋይናንስ አገልግሎቶች አለ					
ጥሩ ኤሌክትሪክ እናውሃ አገልግሎቶች አለ					
ኮምፒዩተር አገልግሎቶች አለ					
ሰላም እና ደህንነት					
አዲስ አበባ የእያንዳንዱን መዳረሻ ሰላምና ደህንነት በተመለከተ በቂ መረጃ ትሰጣለች።					
አዲስ አበባ ለሀገር ውስጥ ቱሪስቶች የግል ደህንነትን ይሰጣል					
ወደ ማንኛውም መድረሻ ከተማዋን ስጎብኝ ደህንነት ይሰጣል።					
አዲስ አበባ ለአደጋ ጊዜ በቂ መረጃ ትሰጣለች።					
አዲስ አበባ ጥሩ የደህንነት ፖሊሶች አሏት።					
የባህል ቅርስ					
አስደሳች ታሪካዊ መስህቦች					
ውብ ገጽታ እና የተፈጥሮ መስህቦች					
አስደሳች ባህላዊ መስህቦችን ያቀርባል.					
ጥሩ የአየር ንብረት					
አዲስ አበባ ያልተበከለ አካባቢ አላት።					

ቃለ መጠይቅ

1. በእ□□ ፓርክ እና በሸገር ፓርክ ያለው የሀገር ውስጥ የቱሪዝም ፍሰት መዳረሻ ሁኔታ ምን ይመስላል?
2. በመዳረሻ እ□□ ፓርክ እና ሸገር ፓርክ የሀገር ውስጥ ቱሪስቶች እድገት ላይ ተፅእኖ ያላቸውን ተግዳሮቶች በተመለከተ የእርስዎ አስተያየት ምንድነው?
3. ለሀገር ውስጥ ቱሪስቶች የሚሰጡት አገልግሎት እና ከሌሎች የቱሪዝም ባለድርሻ አካላት ጋር ያለዎት ግንኙነት የተሻለ ነው ብለው ያምናሉ?
4. እባክዎን የተሰጡትን አገልግሎቶች ይዘርዝሩ?
5. ከሌሎች የቱሪዝም ባለድርሻ አካላት (የመንግስት ቱሪዝም መሥሪያ ቤቶች፣ ሆቴሎችና መስተንግዶ፣ አስጎብኚዎች፣ የጸጥታ ቢሮዎች፣ የቱሪዝም ድርጅቶች፣ የሃይማኖት ተቋማት እና የትራንስፖርት አገልግሎት ሰጪዎች) ጥሩ ግንኙነት ለመፍጠር የምታደርገው ጥረት ምንድን ነው?
6. በእ□□ ፓርክ እና በሸገር ፓርክ የቱሪዝም ፍሰት መዳረሻ ዘርፍ ለማሳደግ ምን እርምጃዎች መወሰድ አለባቸው?
7. በእ□□ ፓርክ እና በሸገር ፓርክ ውስጥ ቱሪዝም ተጨማሪ አስተያየቶች ካሉዎት እባክዎን ይግለጹ?