



**FACTORS AFFECTING THE MARKETABILITY OF TOURIST
DESTINATIONS IN ETHIOPIA: THE CASE OF TIYA
ARCHAEOLOGICAL SITE**

By; - ADDISALEM LEUL
GSR /3630/09

Advisor; - GETIE ANDUALEM (PhD)

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF THE DEGREE OF MASTERS IN MARKETING
MANAGEMENTSCHOOL OF COMMERCE,
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DECLARATION/CONFIRMATION

I, ADDISALEM LEUL, hereby declare that the thesis work entitled, “FACTORS AFFECTING THE MARKETABILITY OF TOURIST DESTINATION IN ETHIOPIA: THE CASE OF TIYA ARCHAEOLOGICAL SITE” is outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestions of the research advisor. This study submitted by me for the award of the degree of masters of Marketing Management of Addis Ababa University at Addis Ababa Ethiopia, is original work and it hasn't been presented for the award of any other Degree, Diploma, Fellowship or other similar titles of any other university or institution.

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ADDIS ABABA UNIVERSITY
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This is to certify that the thesis prepared by ADDISALEM LEUL, ‘‘FACTORS AFFECTING THE MARKETABILITY OF TOURIST DESTINATION IN ETHIOPIA: IN THE CASE OF TIYA ARCHAEOLOGICAL SITE’’ and submitted in partial fulfillment of the requirement for the Degree of Master of Marketing Management complies with the regulations of the university and meets the accepted standard with respect to originality and quality.

Approved by Board of Examiners:

----- Advisor	----- Signature
----- Internal examiner	----- Signature
----- External examiner	----- Signature

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LIST OF ACRONYMS AND ABBREVIATIONS

- AMA: - American Marketing Association
- ECTT: - European Council on Tourism and Trade
- GDP: - gross domestic product
- TDI: - tourist destination image
- T&T: - travel and tourism
- UN: - united nation
- UNESCO: - united nation for education, science and cultural organization
- UNWTO: - united nation world tourism organization

ABSTRACT

Despite the potential of archaeological sites in Ethiopia and that of Tiya archaeological site in particular there is no research has been conducted to determine the sites marketing potential, for sustainable tourism development. The objectives of the present study were to understand the factors that affect the marketability of tourist destination in Ethiopia; the case of Tya archaeological site. This is a descriptive and explanatory type study with quantitative research. Data has been collected using self-report questionnaire and individual respondents who are local and international tourist arrivals. (n = 383 99.48% response rate). The data has been analyzed using SPSS software employing the descriptive statistics, Pearson's correlation and linear regression statistical techniques. The analyzed data was presented in the form of tables, graphs, histograms and pie charts. The finding reveals that all mentioned variables have positive and significant effect on the marketability of Tiya archaeological site.

Key Words: *tourism marketing, Image, infrastructure, Social media, electronic payment,*

CHAPTER ONE: INTRODUCTION

This chapter contains an introductory discussion of tourism industry and its contribution, along with identification of the research gap which lead to the purpose of this thesis. Finally, scope and limitations, and overview of the thesis outline are elaborated.

1.1 BACKGROUND OF THE STUDY

Tourism, or smokeless industry, is a multi- sector activity that requires inputs of economic, social, cultural and environmental natures and generates employment directly and indirectly with the growth in other related industries. According to UNWTO (2013), for the first time in history, international tourist arrivals reached 1.035 billion in 2012 with 4% growth; that is an additional 39 million tourists.

According to recent research, tourism is now known as a business that developed into one of the biggest income generators worldwide. Managing tourism as vehicle for monetary advancement in any destination relies on up on keeping up destination competitiveness (E. Jones and C. H. Tang, 2005, pp. 15-60) Tourism has become an important industry in Ethiopia and as a result, the government of Ethiopia has a priority status for future tourism development. According the UN report travel & tourism Economic impact 2017 Ethiopia, the direct contribution of Travel & Tourism to GDP in 2016 was ETB30, 476.2mn (2.2% of GDP). This is forecast to rise by 8.9% to ETB 33,181.3mn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (WTTC, 2017. p 3).

Following the country's advancement, Ethiopian tourism has become more essential and offers a wide range of different service packages. The number of domestic and international guests to Ethiopia increases every year. Despite the fact that Ethiopia's tourism is having a promising future, tourism industry in Ethiopia is still youthful, there are numerous troubles and challenges stood up, adding with furious rivalry from different nations in near area.

The pace of growth of tourism arrivals and investment in tourism as well as the potential for further development, the new Growth and Transformation Plan for 2015/16-2019/20 has recognized tourism as one of the top five strategic economic sectors in Ethiopia.

Generally speaking, tourism is becoming one of the important sectors in Ethiopia; contributing a great deal towards all the social, cultural, and economic development aspects of the country. Though its development is still unsatisfactory when considering the diverse tourism resources of the country (MoCT, 2011)

1.2 BACKGROUND OF TIYA ARCHAEOLOGICAL SITE

Tiya is located in the Soddo Region of Ethiopia. It is best known for its archaeological site, a UNESCO World Heritage Site remarkable for its large stone pillars, many of which bear some form of decoration (*UNESCO World Heritage Centre. 2014*). The menhir or stelae, "32 of which are engraved with enigmatic symbols, notably swords," mark a large, prehistoric burial complex. A German ethnographic expedition had visited the site in April 1935 and had found at one hour's journey to the south of the caravan camp the stone monoliths with sword symbol, which had been seen earlier by Neuville and PèreAzais. The archeological site was designated a World Heritage Site in 1980(*UNESCO World Heritage Centre. 2014*).

Ethiopia has a number of UNESCO World Heritage Sites, including Axum (granted World Heritage status in 1980), the rock-hewn churches of Lalibela (1978), the Semien Mountains National Park (1978), the Fasiledes Castle in Gondar (1979); the prehistoric sites of Tiya (1980), the lower Valley of the Awash River (1980), the lower Valley of the Omo (1980), the Muslim Holy city of Harar (2006); and the Konso Landscape (2011). Unfortunately, the archaeology of Ethiopia is understudied in many ways. Little research has been done at Tiya, and there are several difficulties in understanding these types of sites from an archaeological standpoint. First, it is difficult to determine the identity of the megalith builders given just the megaliths themselves. Second, archaeologists have been preoccupied with reconstructing ethnic histories through oral historical accounts, yet these are unavailable or uninformative in many cases (*Clack, Timothy; Brittain, Marcus 2011*).



Figure 1 Stelae of Tiya

Tiya is one of nine megalithic pillar sites in the Gurage Zone. As of 1997, 118 stelae were reported in the area. Along with the stelae in the Hadiya Zone, the structures are identified by local residents as *Yegragn Dingay* or "Gran's stone", in reference to Imam Ahmad ibn Ibrahim al-Ghazi (Ahmad "Gurey" or "Gran"), ruler of the Adal Sultanate (□ Fukui, Katsuyoshi, 1997)

The Gurage stelae are of three types: anthropomorphic stelae with human figures, phallic stelae, and stelae of neither anthropomorphic nor phallic type. The anthropomorphic and non-anthropomorphic/non-phallic stelae types are flat in shape, being the only stelae of this form in the southern region. Most of these stelae, including the 46 ones at Tiya, which are the largest of the bunch, also have distinctive, elaborate decorations. Among these designs are swords, plant-like symbols, and a standing human figure with arms akimbo. The plant and sword emblems can be found on the same stelae (Fukui, Katsuyoshi, 1997).

1.3 STATEMENT OF THE PROBLEM

Tourism is a very competitive industry; the traveler has a wide range of options and gives attention for those which are good value for money. Inadequate quality infrastructure, uncompetitive rates, indifferent or product with poor quality, complexity in getting access to information on travel and tourist destinations, unskilled service providers have really negative effect on the competitiveness of the tourism product (Kotler, Bowen, & Makens 2010).

In Ethiopian case, there are many positive opportunities that exist for tourism development in – besides it's having 9 World Heritage Sites. The majority of current tourism to Ethiopia is primarily cultural and historical, as recognized within the National Biodiversity Strategy and Action Plan

(NBSAP) (2004), archaeological sites has enormous potential to contribute to ongoing tourism growth for Ethiopia Tourism Commission.

Despite the potential of archaeological sites in Ethiopia and that of Tiya archaeological site in particular there is no research has been conducted to determine the sites marketing potential, for sustainable tourism development.

As far as the researcher's knowledge is concerned; literature in the study area is calling for an effort to identify the marketing heritage related benefits of the archaeological site. As it is outlined in the above paragraph, most of the Ethiopian archaeological sites in general and Tiya archaeological site in particular was not studied for marketing potential purposes. Nevertheless, my current state of knowledge led me that the archaeological sites did not serve beyond scientific. Thus, archaeological sites are expected to be tourist attraction sites and could help to elevate the economic benefits of the nation.

Ethiopia has an enormous potential, to benefit from this nascent sector. So far, it is hard to say there was a survey conducted with regard to the share of archaeological resources into tourism development. Tiya archaeological site has a potential to be one of the major tourist destination sites in the country.

Currently, tourism and travel contribute only 2.2% of GDP (WTTC, 2017. p 3). In view of the importance of the tourism sector, the most useful target for research aimed at investigating the reasons why the tourism sector in Ethiopia has not been as productive as it is expected to be. By trying to determine the factors that affect the marketability of the tourist destination in Ethiopia; the case of Tiya archaeological site, it may be possible to identify the key factors and find solutions for them.

1.4 RESEARCH QUESTIONS

This study attempts to study the factors that can affect the marketability of a tourist destination in Ethiopia; the following basic research questions are formulated in order to identify the factors.

- I. How image affect the marketability of a tourist destination in Ethiopia?
- II. What is the effect of infrastructure on the marketability of a tourist destination in Ethiopia?
- III. How electronic payments affect the marketability of a tourist destination in Ethiopia?
- IV. To what extent social media affect the marketability of a tourist destination in Ethiopia?

1.5 OBJECTIVE OF THE STUDY

1.5.1 GENERAL OBJECTIVE

The main objective of the research was to study the factors that affect the marketability of a tourist destination in Ethiopia.

1.5.2 SPECIFIC OBJECTIVES

The specific objective of this study includes:

- ✓ To study how image affect the marketability of a tourist destination in Ethiopia?
- ✓ To examine what is the effect of infrastructure on the marketability of a tourist destination in Ethiopia?
- ✓ To identify how electronic payment affect the marketability of a tourist destination in Ethiopia?
- ✓ To study to what extent social media affect the marketability of a tourist destination in Ethiopia

1.6 SIGNIFICANCE OF THE STUDY

Effective utilization of tourism opportunity in one country benefits the country as a whole and tourism destination, local community and tourism service providers in particular. Among the way of effectively utilizing tourism opportunity is by identifying the factors that affect the marketability of a certain tourist destination play a key role in attracting tourism and promoting tourism product. As a result, the finding of this study will have the following significance to government, tourism service providers, and local people and academic literature in a variety of ways.

- ✓ The research finding will help the Ethiopian Tourism Organization in improving the image of Tiya archaeological site in the world, contributing to a strong and attractive destination brand.
- ✓ For Tiya archaeological site the study will reveal the major factors that affect its marketability.
- ✓ For the local people, the results of this study will help them to know the associated benefits of tourism for them and the role to play in return.
- ✓ Moreover, the study would be contributed to academic understanding by clarifying the factors that can affect the marketability of a tourist destination. By doing so, the study would also be contributed in addressing the shortage of empirical researches in this study area. Therefore, it will help the other researchers as source of reference for study conducted on related areas.

1.7 SCOPE OF THE STUDY

In order to make the study being manageable it was necessary to define the delimitation of the study. Thus, the study was delimited conceptually, methodologically and geographically.

Conceptually, however, marketing is viewed from various angles beside those this study focus only on destination marketing. As a result, the factors that affect the marketability of a tourist destination in this study were limited to the four factors only.

Methodologically, the study was delimited to the descriptive research type and it describes the factors that affect the marketability of a tourist destination. In this context, the study deals with those tourists from foreign and domestic tourists.

Geographically, the study was delimited to Tiya archaeological site. Because of time and resource constraints it doesn't include the entire archaeological site in the country.

1.8 LIMITATION OF THE STUDY

Tourism is a broad activity that touch directly or indirectly many services giving sectors and other activities as a result of these it has its own impacts on the local people so to assess these, the researcher needs a lot but it was obvious that the study was limited by:

The work of the researcher was limited in shortage of time, financial problem, the richness of the tourist destination found in Ethiopia.

In general, shortage of time and money, wideness of the tourist destination the writers study to be focus only on specific destination. No any supportive sources that lead the researcher as a mile stone. No research has been done so far in relation to the topic so these are some of the things that limited the study.

1.9 OPERATIONAL DEFINITION OF TERMS

Tourism is the travel for recreational, leisure, family or business purposes, usually of a limited duration. (UNWTO, 2013).

Destination image is “an attitudinal construct consisting of an individual’s mental representation of knowledge (beliefs), feelings, and global impression about an object or destination” (Crompton, 1979, p18)

Tourism infrastructure regarded as the physical elements that are designed and erected to cater for visitors. (Adebayo, Iweka, 2014).

Social media is generally understood as Internet-based applications that contain consumer-generated content and facilitate a higher level of social interaction among travelers. (Blackshaw, 2006)

Electronic payment is defined as digital payments that made over internet for electronic commerce activities. (Schneider 2011, p 4)

1.10 ORGANIZATION OF THE PAPER

This research paper was presented by 5 chapters. The first chapter is an introduction part. The second chapter is the review of related literature in which reviews the literature on the subject being researched. The third chapter is methodology part in which the research specifies the research method and how it will be conducted i.e. how the data will be collected and the treatment of the data. Fourth chapter is description of the study area and 'the findings' which consists of several research analyses and interpretation. Finally, the summary, conclusion and recommendation of the writer are in chapter five.

CHAPTER TWO: LITERATURE REVIEW

INTRODUCTION

This chapter is a review of related study to the topic of factors affecting the marketability of tourist destination in Ethiopia. Therefore, the core examination of existing literature for the purpose of familiarizing ourselves with the existing views and ideas on the study of the factors affect the marketability of tourist destination is very pertinent in this research in order to create a proper documentation of the research.

1.11 THEORETICAL REVIEW

Marketing has fundamentally touched everything that affects all our lives. Marketing is concerned with the description and prediction of decision outcomes involving all aspects of any organization and relates to its business regulators, customers, consumers, competitors and distributors (Adcock et al, 1993, pp.3-10). Interest in prediction and description, in turn, is associated with the improvement of marketing decision making.

Tourism, service and destination marketing are important to this research as well as to the world economy. Marketing tourism, with its applications, has recently attracted the attention of marketing academies. The nature of services and the ways in which they are supplied are undergoing fundamental changes (Sussman, 1994, pp.240-296).

During the last four decades, many countries have developed rapidly in various economic and social fields. However, the development of the marketing concept has perhaps been the fastest and the most interesting aspect of the general economic development in some countries. Before 1980, the tourist destination body was one of the monitory authorities of the economical field in different countries. Thus, the body had no control over the customers in respect of tourism products, nor did it exercise any destination supervision function (Bring et al, 1999).

This chapter is structured as follows: the next section discusses Historical development of tourism in Ethiopia and defines marketing, while section two discusses the review of related study to the topic of factors affecting the marketability of tourist destination

1.11.1 HISTORICAL DEVELOPMENT OF TOURISM IN ETHIOPIA

According to the ministry of tourism and culture, tourism as one of the economic sector came into being in Ethiopia very recently. It was around 1960, that the potential of tourism drew the attention of the imperial government authorities. The first tourism office was established in 1962. However, a setback in international tourism demand had been seen during the military regime.

From 1974 for two decades the industry was suffering from various adverse effects such as prolonged civil war, recurrent drought and restrictions on entry and free movement of tourists (World Bank,2006). Though the sector is still at its infant stage, it has been keep growing since 2001.The total receipt from the industry in 2008 was around 204.9 million USD. As of 2008, international tourist's arrivals were reached to 383,399. However, the sector's share to GDP is remains very small (0.77% in 2008).

Successive Ethiopian governments have promoted tourism during their tenures. The monarchy that mediated politics, economics, culture, environment and technology for most of the 20th century initiated the promotion, marketing and development of tourism as an integral part of the overall dynamics of national development. Ethiopia's existence as an independent country for thousands of years and the diversity of its ecology and culture were images that captivated foreigners for a long time. The promotional logo of 'Thirteen months of Sunshine' was interjected by an imaginary of a proud and cultured people professing the two major universal religions of the world- Christianity and Islam and an ethnic religion of Felasha Jewry. The magnificent material iconographies of Ethiopian culture were relayed to the visitor through the timeless architectural wonders of Axum's stele, Lalibela's rockhewn churches, Gondar's Castles, Harar's medieval walled city and archeological sites that traced the origin of homo-sapiens to the Rift valley where the skeletal remains of Dinkinesh (Lucy) and Selam were discovered.

Marketing and promoting have been, however, the weakest areas of tourism development. The negative imageries that framed the country following the famines and political strife of the 1970 -1990 period defined tourist perceptions of the country to a considerable extent. Some tour promoters have even gone further by proposing that the tourist gaze in Ethiopia was a moralistic experience. Such perspective was suggested by "Lonely Planet" in the following introduction of the tourist experience in Ethiopia as "testing, inspiring and heartbreaking- a journey you will never forget.

1.11.2 *MARKETING*: DEFINITIONS OF MARKETING

Beckman et al, (1973) define marketing as: “the process in a society by which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion, exchange and physical distribution of such goods and services”.

Levitt (1983) uses customers as the basis for defining selling and marketing. “Selling is finding customers for what you have; marketing is making sure you have what customers want”. The most important feature of the marketing concept in Levitt’s definition can be simply stated as customer-orientation. Therefore, the art of marketing can be described as the application of available marketing tools and techniques to meet consumer needs profitably. This entails the integration of various standards of marketing activity into a significant whole.

The American Marketing Association (1985) defined marketing as “the process of planning and executing the conception, promotion, pricing and distribution of ideas, goods and services to create exchanges that satisfy individual consumer and organizational objectives”.

Nowadays, the American Marketing Association (AMA) updated their marketing definition to put a stronger emphasis on customer relationships. Therefore, the new marketing definition revealed at the AMA’s Summer Educator’s Conference in August 2004 is: “Marketing is an organizational function and a set of processes for creating, communicating and delivering to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”. Also, at the AMA’s Summer Educator’s Conference in August 2004, Cohen’s marketing definition as a marketing consultant and author was that: “Marketing is to find out what your customers want and then give it to them”, whilst a general marketing definition is considered: “the act or process of buying and selling in market”.

1.11.3 *TOURISM*

Tourism as a human activity has expanded and transferred knowledge and made than ever through travelling and wandering. In order to make the cultures closer tourism sector as productive as all other economic activities, it needs a reformation of its foundation, legislation and organization, to support services such as means of transportation by sea, air and land. Stability, safety and security are the most important and central factors required for the tourism sector in any country, because,

without them, the economic activity becomes immobile due to its high compassion to the tourist's feelings of insecurity in an unstable and safe country (www. e-gate.com, 10/2005).

According to Walker (2004), tourism is a dynamic, evolving, consumer-driven force and one of the largest industries in the world if all its components are placed under one umbrella: travel, accommodation, foodservice and recreation. In fact, tourism is expected to grow very rapidly within the coming years which represent both opportunities and challenges for the public and private sectors to exploit.

Tourism is an export industry that comprises businesses from numerous industrial classifications. Tourism is considered to be three Gs “get them in, get their money, get them out” which is an appeal to communities in search of economic development. Tourism has, in fact, become one of the large stands fastest major growth sectors in the global economy, in terms of tourism and development, with nations, states and communities funding tourist boards to attract further investment by promoting their locations (Eadington and Redman, 1991).

The last definition of tourism is given by the World Tourism Organization (WTO, 2004): “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”.

1.11.4 TOURISM MARKETING

Tourism marketing dates back to Pattinson’s (1993) work on place promotion by Tourism Board; “The Beautiful Berkshire”, during which stakeholders in the tourism industry collaborated and hired by the services of marketing officer to market and promote tourism attractions in the region. Another scenario of tourism product marketing was provided by Bierman (2000) in his publication; “Destination Marketing: The Marketing of Israel and Australia and the South-west Pacific” in which case, the Israel Ministry of Tourism developed a number of tactical promotional materials in their bid to penetrate the religious pilgrimage market.

According to Bhaita (2002) proposed structure, tourism product for any country or region is marketed at two different levels. The national or regional tourism organization will first of all be engaged in marketing campaign to persuade potential tourists to visit the country or region for

which it is responsible. In view of the complementarities of tourism services, the predominance of many small and medium-sized enterprises and above all, the benefits of tourism to an economy, the official tourism organizations have important role to play in marketing (Okpoko, 2006). The major objective of these organizations includes: seeking to create knowledge of its country's tourism market and persuade visitors in these markets to visit the country. Also, seek to create an image of its country in tourism attractions in the best possible manner so that potential tourists are attracted. The second level emphasized that, various individual firms providing tourism services can market their own components of the total tourism product after the national tourism organizations have launched marketing campaigns to persuade the potential tourists to visit the country or region for which it is responsible.

Marketing is viewed from various angles beside those this study focuses only on destination marketing. As a result, the factors that affect the marketability of a tourist destination in this study will focused on the four factors only.

1.11.5 DESTINATION IMAGE

While some individuals have appositive image about a destination, others have a negative one. Some decide to spend their holidays at a certain place, others choose another one. What influences these individual differences? Questions like these have been in the focus of research in several disciplines such as social psychology, sociology or marketing, all using the concept of image (Frías,Rodríguez&Castañeda, 2008, p.163). In tourism research, images are more important than any tangible resources because what motivates consumers to act or not to act are perceptions, rather than reality (Gallarza, Gil &Calderón, 2002, p. 57).

The universally acknowledged importance of destination image has led to a substantial body of research on this topic. Not only in the field of tourism, but also in several other disciplines, including geography, environmental planning, psychology and marketing, significant research has been carried out (Echtner& Ritchie, 1991, p. 3). Echtner and Ritchie (1991, p. 4) point out that destination image research can be seen as a subset of the broader field of imagery research, which principally belongs to the field of psychology. However, the research line is characterized by its multidisciplinary, meaning that there are many different approaches to studying destination image (Gallarza, Gil &Calderón, 2002, pp. 56-57).

According to Jenkins (1999, pp.1-2), it is problematic to determine an exact meaning of tourist destination image (TDI). The definition of image and its components varies among researchers and there is still no consensus. In fact, there are almost as many definitions of image and attempts to conceptualize it, as scholars devoted to the topic.

There is definitely a lack of a conceptual framework for studying destination image and despite wide spread interest in a common unified theory; no single approach has been universally accepted so far. The term has been used in a wide variety of contexts including those relating to the destination images projected and delivered by tourism promoters, the “stereotype” image of a destination held by public, as well as the unique destination image held by each individual. The most commonly cited definition of destination image is that by Crompton (1979, p.18) “the sum of beliefs, ideas and impressions that a person has of a destination”. In this context, the term image is used to represent a simplification of a larger number of associations and pieces of information connected with a place (Day,Skid more & Koller, 2002, p.178). This definition is related to the individual, but from a marketing point of view, which is essential for this study, one has to be aware of the fact that images can also be shared by groups of people. This understanding allows the segmentation of markets and subsequently facilitates the formulation of appropriate marketing strategies.

According Beerli and Martín there are primary and secondary image. Primary image is the information acquired through personal experience or visitation of the destination. It may differ from the secondary image, which, in contrast, is basically perceived before experiencing a destination. The secondary image is formed by organic, induce and autonomous information sources, to which the consumer is exposed. Obviously, the effect that external information can have depends considerably on the types and the number of sources. When individuals actually visit a place, the image they form after visitation is much more realistic and complex than the one formed through secondary information (Beerli& Martín, pp. 661-662). In this respect, it is suggested that although many people have an image of destinations they have not yet visited, the most accurate, personal and comprehensive is formed through going there (Molina, Gómez and Martín-Consuegra, 2010, p.724)

A common agreement among researchers in several fields is that the image construct includes both cognitive as well as affective evaluations. That is to say, image is considered as a concept shaped by the consumers' reasoned as well as emotional interpretation. Cognitive evaluation can be referred to the knowledge or beliefs about a certain destination. The affective evaluation refers to feelings towards that place or the attachment to it. Thereby, a cognitive evaluation of objects is said to build the basis, on which later on affective responses are built as a function of the cognitive assessment. As a result of combining these two evaluations, an overall destination image is formed (Baloglu & McCleary, 1999, p.870). This compound image indicates the overall positive or negative evaluation of the destination or product in question (Beerli & Martín, 2004, p. 658).

In terms of image perception change over time, it was found that affective image is more volatile than cognitive image. This shows that the perception of affective image is likely to undergo changes due to emotional conditions. Cognitive images, on the other hand, are mainly based up on prior information and knowledge acquisition and are therefore more stable and likely to last longer (Seongseop, McKercher & Lee 2009, p. 717).

The ultimate goal of any destination is to influence possible tourists' travel-related decision making and choice through marketing activities and consequently attract them to their destination. Therefore, no matter how the subject is approached, researchers and destination managers are in consensus about the importance of image for the touristic success of a destination (Tasciand Gartner, 2007, p.413). It has been demonstrated by research that image is a valuable concept in identifying and comprehending tourists' destination selection process. Hence, there is a clear correlation between destination image and visitation intention.

When it comes to destination choice, secondary information sources, providing the information for image formation before experiencing a destination, basically fulfill three functions. First of all, obviously, they create an image. They also minimize the risk that the destination in question might entail, and finally, they can serve as a mechanism for a later justification of the eventual choice made (Friás, Rodríguez & Castañeda, 2008, p.165). The importance of well-formulated marketing communication is widely recognized, based on the idea that this form of tourist information can generate awareness and interest, stimulate desire and finally results in choice

action Sirakaya, Sonmez and Choi (2001) conducted a study with the aim of determining in how far images can predict the chances of potential travelers to select a certain place as vacation destination. In their research they attempted to gain a deeper understanding of the role images can play in destination choice of a particular market segment. It was found that people can apparently compartmentalize their mental pictures and make an evaluation of each image according to its importance for the decision concerning the eventual choice. This is important for destination managers, who should also be aware of the fact that not all images play equal roles and that some have to be managed more effectively and carefully than others (ibid., p. 138).

However image not only affects pre-visit behavior and destination choice, but also the behavior during and after a visit. Image has the power to influence the process of choosing a certain destination, the following evaluation of the trip there, as well as the tourists' future intentions (Chi & Qu, 2008, p.624). During a stay, the variables of length of stay, enjoyment and satisfaction are said to be related to the initial image. Also the effect of image on post-visit behavior has been identified, however, this is an aspect largely neglected in research. The few studies dealing with it are mainly trying to explain the correlations between destination image and re-visitation intentions or destination loyalty (Tasci and Gartner, 2007, pp.418-421). As destination image can have a positive effect on satisfaction and plays an essential role in achieving tourists' loyalty, it is essential to improve the overall image of a place held by an individual, so he or she can make a ultimate positive assessment of the stay, transmit positive word of mouth to others and may be even intend to revisit the destination (Chi & Qu, 2008, pp. 632-633).

1.11.6 INFRASTRUCTURES

In an effort to point to the importance of competitiveness in the tourism sector, one should primarily recognize the fact that tourism, as a phenomenon, depends on a very wide range of factors, and that it greatly affects the direction of the overall development of the area, and society in general. Tourism is a very complex sector of the economy, whose development affects the progress and prosperity of the national economy. Tourism sector is a component of a large series of development initiatives with in any economic system. It is obvious that tourism is in an interdependent relationship with economic growth and other economic activities (Zhang, 2015, p372). In this regard, it does not strictly mean that tourism cannot be a major source of revenue and jobs in a society, but that its impact and role vary over time.

“Tourism has been a major growth industry globally for over five decades. Factors underpinning this growth include the growth of incomes and wealth, improvements in transport, changing lifestyles and consumer values, increased leisure time, international openness and globalization, immigration, special events, education, information and communication technologies, destination marketing and promotion, improved general and tourism infrastructure and soon“(Matiasetal, 2007, p78).

Tourism generates a great deal over time to the economic, social, and environmental components of society. In fulfilling the social component, tourism is manifested in what is a primary or secondary activity for the majority of the population living in attractive tourist regions of the world, but also those who live in other locations and are employed in these regions (AziriNedelea, 2013, p218). However, expression of these effects requires investment in tourism, where one of the most important aspects is investment in tourism infrastructure. In this regard, each country has a task to encourage maximum utilization of available tourism potentials, whose attractiveness can attract significant numbers of tourists. With the increasing number of tourists, certain destinations become more competitive and more attractive for investment in the development of tourism infrastructure.

It is clear that the tourist destination develops in a particular area at a particular time, and that it directly and indirectly affects the shaping of that area, both physiologically, through various tourism infrastructure facilities, superstructure, and the presence of a large number of tourists, and by function, where the destination, next to the existing functions, gains the tourism function, which can be the dominant or the only function (Jovičić, 1980). Despite the fact that a destination has a number of natural beauties, lack of accommodation facilities and quality of road infrastructure can be an obstacle for successful tourism development. The subject of the work is the assessment of the relationship between infrastructure and tourism development, while having in mind that tourism development depends on the modernization of infrastructure, and points to the need to intensify investment in infrastructure, as an important driver of improving the tourism sector.

Tourism infrastructure can be regarded as the physical elements that are designed and erected to cater for visitors. The strong relationship between tourism development and infrastructure has been theoretically established by a number of authors (Adebayo, Iweka, 2014). Some authors point to the difference between tourism infrastructure and superstructure, claiming that superstructure depends on infrastructure. Tourism infrastructure includes ancillary and complementary facilities, equipment, systems, processes, and resources necessary for the functioning of every tourist destination. This primarily includes roads, railways, airports, and the like, which make a tourist destination accessible for tourists.

In addition, infrastructure includes healthcare systems, services, and public services. Building on infrastructure, superstructure includes building facilities, which exist only because of tourism activities. Their main purpose is accommodation and meeting the needs and desires of tourists, in the form of hotels, camp sites, restaurants, sports facilities, and the like (Popesku,2011).

Tourism infrastructure is the basis of tourism development, as well as a base for utilization of destination resources. The importance of tourism infrastructure is reflected in the fact that it can contribute to increasing the efficiency of production and distribution of tourism services, and, in some cases, such as remote destinations, even increase the supply of tourism services. For tourists to be able to reach some tourist destinations there should be the developed transport infrastructure, which is a precondition for consuming other tourism services of the destination itself. The arrival of tourists enhances the efficiency of human resources at the destination, as tourists require certain services in order to feel better during their stay at the selected tourist destination. In particular, there is an increase in the demand for infrastructure services in terms of water supply, waste disposal, communication and electricity supply, as the necessary elements for comfortable functioning of tourists at the selected destination. Infrastructure is defined as the provision of public safety, transportation services, medical systems, financial systems, education systems, and other services involved in the population's, as well as in tourists' demand (Ritchie,Crouch2005). As a component of the regional tourism product, tourism infrastructure is of special importance for long-term tourism growth and the general progress of tourist destinations in providing the required services to tourists.

Literature provides different views on the number and type of components representing tourism infrastructure. Thus, according to the Tourism & Transport Forum (Tourism & Transport Forum, 2012), tourism infrastructure is the supply chain of transport, social and environmental infrastructure collaborating at a regional level to create an attractive tourism destination. Transport infrastructure in this chain provides destination access to tourists from the international and domestic markets, and includes roads, airports, and railways.

Social infrastructure relates to accommodation facilities in the form of rooms to accommodate tourists and other supporting physical structures for various kinds of activities and services that attract tourists. This infrastructure includes hotels, convention centers, stadiums, galleries, and other necessary facilities.

Environmental infrastructure is a natural value, and refers to national parks, marine parks, and reserves which visitors can tour.

In addition to these three types of infrastructure, tourism infrastructure includes the shared infrastructure, made of a network of regional, state, and national tourism organizations on the market where there is a tourist destination, and is engaged in the distribution of tourism products (Tourism & Transport Forum, 2012).

Today, enhancing the construction of tourism infrastructure concerns a large number of countries, wishing to achieve higher tourism results and its significant impact on economic development. Generating the effects of the overall development is conditioned by the way of managing the relationship between tourism infrastructure, tourism, and the local economy (Swyngedouw, 2000). It follows, then, that both the state and public enterprises, and the private sector are responsible for the quality of infrastructure. Planning the sustainable development of tourism infrastructure in line with this requires overall development of basic infrastructure and facilities, along with all tourism facilities in a balanced way.

Smith(1994) points out that the level of development and functional use of tourism infrastructure and lack thereof in the vicinity of tourist destination and in it are obstacles that can really affect the experience and satisfaction of tourists in respect of a certain tourist destination (Smith,1994). After a visit to a tourism destination, tourism infrastructure has an important role in the tourist's

overall experience and impression regarding a specific destination. General infrastructure of the destination and services provided represent one of the most important factors of overall tourism development.

1.11.7 SOCIAL MEDIA

Though there is a vast amount of information (text, images, audio and video sequences) running fast across the online environment, this information is also easy to access. More than ever before, the social media, characterizing nowadays online communication systems, empowers people to acquire and give information, to promote or to negatively influence other people's opinions regarding brands, products, services, places, environment, political, economic and social events. Manipulating people's opinion through specific messages is very likely to occur in this form of media due to the high exposure to a complex and combined form for transmitting the information (Maioreescu M., 2013). There are also situations where the needed information might not reach its designed purpose due to the fact that the way it is presented does not fit the user's proper profile for receiving it (Pamfilie et al., 2011).

Distribution of the Internet and development of the ICTs contributed to the process that social media started replacing traditional sources of information. Consumers have changed they are becoming more sophisticated so they require more specialized media.

Although social media is very important all over the World there is still no agreed definition in the academic literature and it can be interpreted in many ways as we can find in the article written by Fotis et al., (2012): social media regularly identify as social software, social web sites, consumer-generated media, user-generated media, user generated content websites, or even Web 2.0.

There are currently over 500 million users on Twitter and over 1.11 billion on Face book, and these numbers are growing every second. Not engaging in social media could result in missed opportunities. The communications landscape is evolving, and social media have assumed a prominent place in the marketing and public relations equation, (Mangold & Faulds, 2009).

There are several dozens of social networks and their number keeps growing by the day. The most popular ones are Facebook, Google, LinkedIn, Skype, Yelp, Bing, Twitter and Trip Advisor, but there are scores of others. Managing hotel reviews, both positive and negative is certainly a priority

for managers. A discussion on the positive and negative aspects is imperative to realize the extent of the impact of social media. The reviewing sites can have relatively more impact than the enhanced communications sites such as the Facebook or Twitter sites (Rowe, 2011).

Due to the fact that people generally want to be well informed before choosing a touristic destination, social media is a powerful communication and information platform they appeal to. In today's society people are more and more crowded with activities and information coming from all over. Internet and social media especially make possible a fast connection to the source of information, therefore due to the little time they have, people choose this form of information. The tourism area makes no exception from the rule, as less and less people enter the buildings of specialized tourism agencies in search for the desired destination (Cheung, 2012).

Until recently, on site travel agents have been the most accessed link between consumers and touristic services providers, when planning for a touristic destination. However, changes in the communication and information processes caused by Internet expansion determined touristic services providers and consumers to interact online, directly, diminishing the role of the traditional onsite travel agencies.

Gretzel, Yoo & Purifoy (2007) found that online reviews and rating websites, increase travelers confidence during decision making. Travelers read reviews through various stages of travel planning-pre, during and post trip. Majority of existing studies attempt to describe the role of social media, focusing on either a specific social media or the impact of social media on a particular stage of the travel.

Tourists in order to decrease the uncertainty derive from the travel decisions collect more and more indispensable information in connection with the travel. Altering tourists (consumer behavior) trust even more in other travelers' opinions rather than official marketing advices due to the spread of social media sites and user-generated contents. Many tourists need to obtain confirmation of other users that they have planned the best trip. An opinion or recommendations from an acquaintance or friend have a huge impact on the tourists' travel decision making process (Sigala, 2007). An interesting study by Mandala Research LCC collected the most important surveys from different sources related to the impact of social media on consumers. The study revealed that social connection has a big influence on commerce decision; 83% of the respondents tell their friend

when they get a good deal, 90% of people trust recommendations from their friends, 300% more likely to buy when recommended by friend, 1000% more likely to buy deal after seeing friend purchased it (Mandala Research LCC. 2010). Nowadays social networking sites have a huge impact on how tourists create, organize and share tourism experiences and to support this statement, some statistics were collected from different studies.

According to World Travel Market 2011 Industry Report, social media altered the travel plans of more than half of the respondents who use it and more than a third of people changed their hotels as a result of what they found on social media networks(<http://www.newmediatrendwatch.com/>).

According to an interesting study which revealed that 90% of pleasure travelers take photographs and that 45% of them posted their photographs online (Lo et al. 2011). Király (2011) refers to a study made by Sky scanner which examined that how social network sites impact travelling attitudes. The result was interesting which claims that half of the participants select their next holiday destination by their friends' shared photographs. Furthermore, this study also revealed that 88% of the users always look at their friend's holiday picture

1.11.8 ELECTRONIC PAYMENTS

The widespread adoption of electronic payments has significantly expanded the sales volume of goods and services, reduced barriers to immediate credit and liquidity, and eased geographic restrictions to trade and exchange. And, pertinent to the subject of this paper, electronic payments promote travel & Tourism by providing travelers with a form of exchange that is ubiquitous, secure, reliable, and convenient.

When considering the value of these qualities as a driver of tourism, it is worth taking into consideration the assessment of Deep Kalra, founder of makemytrip.com, who attributes part of the success of his budget travel website in India to the wide use of credit cards in that country. "E-commerce in India has better infrastructure because of wider use of credit cards," he says (Financial Times, 2006, p. 23).

Tony Hickey, general manager of Ethiopian Quadrants PLC, in a summer 2006 speech, described the growing strengths of Ethiopia's tourism industry. But he did not ignore its weaknesses. In particular, he cited the "limited acceptance of credit cards." In his words, "Ethiopia loses money each year because visitors are unable to spend money. I am talking about the limited acceptance of credit cards, in an age where travelers do not carry wads of cash with them... I believe that tourist class hotels should be obliged to accept credit cards." (All-Africa Media, 2006).

During the same speech, Hickey referenced how, on one occasion, he was awakened by a friend with a pressing problem. The hotel his friend was staying at would not allow him to settle his bill with a payment card. As a result, Hickey had to provide a guarantee of payment for his friend's account.

Indeed, Hickey estimates that more extensive acceptance of electronic payment cards in Ethiopia would be worth an additional US\$22 million a year to Ethiopia. This estimate is not surprising. History demonstrates a compelling need to standardize payment forms to enhance their utility. Examples are as ancient as the Qin Dynasty in China (221–207 BC) when the Emperor unified three or four forms of currency into one coin, and as contemporary as the creation of the euro in the 21st century.

The development of money does not depend solely on objective characteristics. Subjective evaluations play a critical role. Ultimately, consumers determine what form of money is most desirable. People simply substitute cheaper and more convenient forms of money for expensive and inconvenient forms. It is through this substitution that new money forms embed themselves in the marketplace.

Over the past 5,000 years of human history, we've seen the currency of commerce evolve: from barter to coins, to payment by paper, to check. This development has been driven by an overwhelming marketplace preference for increased convenience and efficiency, and for decreased risk and cost. The modern payment card is an example of this organic, socially driven growth—the creation of new forms of exchange that continue to make life easier and more efficient. So long as the human condition continues to change, payment systems will continue to evolve, driven by powerful market forces.

The advantages of electronic payment as a boon to travel & Tourism are easy to see. For consumers, electronic payment cards—compared with cash and checks—offer the convenience of global acceptance, enhanced security and reduced liability in the event of loss or theft, immediate access to funds, as well as access to credit. For merchants, electronic payments offer the advantages of speed and security in transaction processing; freedom from the costly labor, materials, and accounting services required in paper-based processing; better management of cash flow, inventory, and financial planning; cost and risk savings due to the elimination of the need to run an in-house credit facility; and, perhaps most importantly, the incremental increase in purchasing power on the part of the consumer. Moreover, electronic systems are able to provide a higher level of choice and customization because the underlying system is capable of producing multiple offerings utilizing the same operational capital.

Among the many forms of electronic payment choices Visa offers, it is worth considering some examples of products that can help stimulate T&T spending.

One of the challenges facing small businesses in tourist destinations has been the traditional lack of credit payment options for small-ticket purchases. Visa has been addressing this problem through the introduction of a small-ticket option for businesses that depend on fast turnover—such as quick-service restaurants, coffee shops, and newsstands. The service applies equally well to low-cost souvenir shops, poolside snack bars, and outdoor food stands.

Small-ticket outlets will be further assisted by contactless cards, which are valuable in outlets where swiping prohibitively slows down speed at the point of sale. Perhaps more importantly, contactless payments have applications beyond cards. The technology can be customized to key fobs and mobile phones, and can improve the transmission of enhanced data.

At a macro level, the effect of electronic credit payment systems is to increase the money supply and reduce constraints on spending. Economies depend upon efficient payments. In Canada, economic analysis revealed that electronic payments contributed \$107 billion (Canadian) toward a total \$437 billion of economic growth in the Canadian economy between 1980 and 2000. (Visa Canada, 2003. Available at: www.visa.ca/en/.)

1.12 EMPIRICAL STUDIES AND CONCEPTUAL FRAMEWORK ON FACTORS AFFECTING THE MARKETABILITY OF TOURIST DESTINATION

Observably in most developed countries, the smokeless industry has the lion's share in the overall economic growth and development of a country. The tourism sector has now become a major source of income for various stakeholders engaged in the sector. In this regard, despite Ethiopia's endowment with various natural and manmade heritages, it had not benefited much from the sector for years due to various factors. Currently, Ethiopia's tourism sector is booming in bike with its fast-economic growth. It is also basking under stable peace and security as compared with other African countries. And that is why in 2015 Ethiopia enjoyed the limelight as Top Destination in the World for Tourists' by the European Council on Tourism and Trade (ECTT) because of excellent preservation of humanity landmarks.

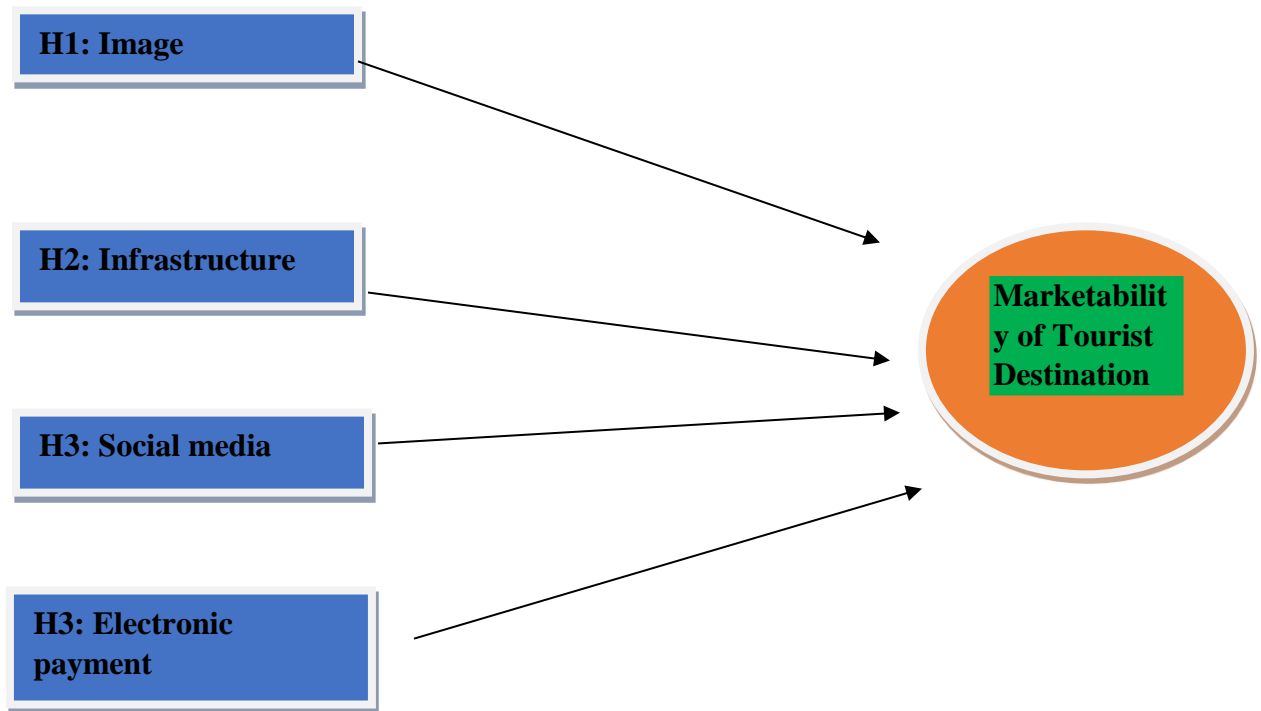


Figure 1: extracted from review of related literature review

IMAGE

Destination image studies are thus considered to be the foundation of successful destination marketing strategies. Marketers' strong interest in the concept of destination image is mainly due to the fact that a positive image of a destination can be positively related to consumers' choice for that destination, resulting in profitable sales. Therefore, national tourist offices and other DMOs often study the images held by potential visitors and use the results for market segmentation, brand development and subsequent promotion campaigns (Buhalis, 2000, p. 110). It was shown that in times of ever-increasing competitiveness, image is one of the few points of possible differentiation from other destinations.

The findings suggest that most tourist destinations spend a considerable amount of time and money creating and boosting a positive image. Carrying out image studies and focusing on the most essential destination attributes and tourists' motivators would certainly result in a higher efficiency in marketing expenditures as well as a higher effectiveness in the ultimate goal of attracting tourists to a destination (Baloglu & McCleary, 1999, pp. 891-892).

H1: image has a positive and significant effect on the marketability of a tourist destination

INFRASTRUCTURE

Alegre and Cladera (2006), Crompton (2003); Bigné et al. (2001), Yoon and Uysal (2005) have pinpointed the relevance of infrastructure as a determinant factor for the tourists' satisfaction. Furthermore, Mistilis (1999) put forward the vital role of public infrastructure and other components of the supply side of tourism such as development of airline and accommodation facilities for the growth of the tourism industry.

H2: infrastructure has a positive and significant effect on the marketability of a tourist destination

SOCIAL MEDIA

According to an interesting study which revealed that 90% of pleasure travelers take photographs and that 45% of them posted their photographs online (Lo et al. 2011). Király (2011) refers to a study made by Sky scanner which examined that how social network sites impact travelling attitudes. The result was interesting which claims that half of the participants select their next holiday destination by their friends' shared photographs. Furthermore, this study also revealed that 88% of the users always look at their friend's holiday pictures. Fun Sherpa

Infographics illustrated social media influence on us travelers, with more than half (52%) of travelers having changed their plans after seeking their trip on different social media sites (www.newmediatrendwatch.com)

H3: social media has a positive and significant effect on the marketability of a tourist destination

ELECTRONIC PAYMENT

Tony Hickey, general manager of Ethiopian Quadrants PLC, in a summer 2006 speech, described the growing strengths of Ethiopia's tourism industry. But he did not ignore its weaknesses. In particular, he cited the "limited acceptance of credit cards." In his words, "Ethiopia loses money each year because visitors are unable to spend money. I am talking about the limited acceptance of credit cards, in an age where travelers do not carry wads of cash with them... I believe that tourist class hotels should be obliged to accept credit cards." (All-Africa Media, 2006).

H4: electronic payment has a positive and significant effect on the marketability of a tourist destination

CHAPTER THREE: RESEARCH METHODOLOGY

INTRODUCTION

This chapter focuses on the theoretical perspective of the research and justifies the selection of the relevant methodology and the methods adopted in achieving the specific aim and objectives of this study. Highlights the methodologies used in the study starting with topics related to research, design, research approach; data type and sources, target population, sampling procedures and sample size, data collection technique, method of data presentation and analysis, issues of reliability and validity and finally the ethical concerns in carrying out this research. The following sections discuss each step-in detail.

1.13 RESEARCH APPROACH

This chapter presents research design, describes the research methods, sampling techniques and the instruments employed in the data gathering. In order to analyze the factors affecting the marketability of a tourist destination in Ethiopia, the study used Quantitative research approach.

1.14 RESEARCH DESIGN

The objective of the research is to determine the factors that affect the marketability of a tourist destination in Ethiopia. In order to answer the problem statement and meet the research objectives, the design of the study is a descriptive and explanatory type.

The research design was employed in obtaining information about the marketability of a tourist destination through a survey conducted at a sample of the general population.

The survey questionnaire was design and distributed to target respondents. Targeted respondents are any available local and international tourist.

In order for the research to produce a realistic outcome, the collection of data were distributed over a large population.

1.15 QUESTIONNAIRE DESIGN

The questionnaires were designed into two parts. The first part of the questionnaire was taking consideration in the demographic factor of the respondents. The questions were designed with multiple choice selections for convenience. The second part of the questionnaire was required the respondent to identify the factors that affect the marketability of the tourist destination with into a five pre-defined Likert scale - “Strongly Disagree”, “Disagree”, “Neutral”, “Agree” and “Strongly Agree”. The answer of the questionnaire was solely based on the respondents` experience and personal opinion, there are no exact answers. All data collected were feed into the Statistical Package for the Social Sciences (SPSS).

1.16 SOURCES OF DATA

The study employs primary sources of data collection. Both primary and secondary sources of data were used for this study. Primary data were collected using semi-structured questionnaire having a mixture of close ended and open-ended questions. The secondary data is collected from different books, journals, articles, previous studies and internet.

1.17 UNITS OF ANALYSIS

The unit of analysis in this study was individual respondents who are local and international tourist arrivals.

1.18 POPULATION AND SAMPLING DESIGN

1.18.1 POPULATION

As per the information collected from Ministry of Culture and Tourism bureau there are 9 World Heritage Site that registered under UNESCO. Due to time and cost limitation the study wereconducted only in Tiya archaeological site.

1.18.2 SAMPLING METHOD

The study used non-probability sampling techniques which are purposive & convenience that are used to select the destination site and the willing tourists who visit the destination respectively. Purposive sampling involves selection of particular units of the universe for constituting a sample which represents the universe Anol (2012). Because of the expected large number of sample unit, time and cost constraint, the samples were drawn from the targeted population by using convenience-sampling technique. Although, non-probability sampling has problems related to selection bias, in small inquiries and researches by individuals, the sampling technique can be adopted Kothari (2004).

1.18.3 SAMPLE SIZE

In the case of non-probability samples, the choice of sample size was determined by the insight, judgment, experience or financial resource of the researcher. Thus, the researcher should consider available fund and time used by similar past studies and own judgment to determine the sample size. The sample were selected tourists who visited Tiya, using the following formula

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

Where n = required sample size

Z = is a measure of degree of confidence level at 95% (i.e. 1.96)

P = is a measure of probability of inclusion positive response (0.5)

q = Probability of negative response (0.5)

e = *Tolerable error (0.05)*

$$\frac{(1.96)^2(0.5*0.5)}{(0.05)^2} = 384.16 \approx 384$$

Given that, the sample size for this study is determined by using the estimation formula developed by Cochran (1963), cited by Israel (2009). The reason for choosing this formula is that; the total number of populations of this enquiry is unknown.

1.19 DATA ANALYSIS

The study utilizes both descriptive and inferential tools in analyzing the data. The data will be edited and coded. In order to facilitate the interpretation, the finding of the study both descriptive and inferential statistic were employed in analyzing this study and then the coded data processed. Tables, percentage, linear regression is specifically used in the study.

1.20 ETHICAL CONSIDERATION

The following ethical considerations are conduct on this study:

The participants who participate in this study were provided with an informed consent form. In other words, participants have their full consent to engage in participating in the research and left if any problem happens.

The participants were informed about the nature of the research project. Participants were aware about the research objectives, its significance and its purpose. By doing so, efforts be exerted to get their maximum cooperation of the participants. But also, participants were informed that there is no direct benefit they can receive from participating in this study.

Risks were avoided. In other words, respondents are going to be informed that their response was kept strictly confidential. For that reason, they don't write their name in the questionnaire.

1.21 RELIABILITY AND VALIDITY TEST

1.21.1 RELIABILITY TEST

When discussing the validity and reliability of a questionnaire, several researchers refer to reliability, content validity and construct validity (Saunders et al., 2007; Kline, 2005). Reliability refers to the degree that an instrument is free from random measurement error (Kline, 2005).

Since there are different sources of random error, there are several estimates of reliability. The most commonly reported estimate of reliability is Cronbach's coefficient alpha (which should be greater than or equal to 0.70); this estimate of reliability assesses the consistency of responses across items within a single subscale or scale (Kline, 2005).

This study applied internal consistency method because multiple items are used for all constructs. A pre-test for reliability is conducted by distributing questionnaires to 40 tourists who visited Tiya archaeological site. The cronbach alpha value for this test is found to be .740 which is well above the cut-off value.

Reliability Statistics

Cronbach's Alpha	N of Items
.740	33

OVERALL RELIABILITY TEST

The data collected on the factors that affect the marketability of Tiya archaeological site for reliability was assessed using Cronbach's Alpha value. Based on Santos (1999) higher Alpha coefficients indicate higher scale reliability. Scales with 0.70 Alpha coefficients and above are considered acceptable according to Nunnally (1978).

Cronbach's coefficients (alpha) were computed as shown in Table 3.10.2 to test the reliability of the factors that affect the marketability of Tiya archaeological site, which helps to review the internal consistency of each scale item.

Table 3.1 Reliability Test

Independent variable	Number of Attributes	Alpha value
Image	11	0.760
Infrastructure	4	0.706
Social media	6	0.729
Electronic payment	4	0.724
Overall	25	0.772

(Source: own Survey data, 2019)

Dependent variable	Number of Attributes	Alpha value
Marketability	4	0.760

(Source: own Survey data, 2019)

1.21.2 VALIDITY

According to Kothari (2004), validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested.

To analyze the validity problem the study addressed construct and discriminator validities, in addition, the researcher more vigorously asked recognized marketing expert's and academicians to give their opinion on the validity of the questionnaire.

CHAPTER FOUR: RESULTS AND DISCUSSIONS

INTRODUCTION

This chapter presents the findings of the study. It also analyses and discusses the findings. This quantitative research attempted to examine and analyze determine the factors that affect the marketability of the tourist destination in Ethiopia; the case of Tiya archaeological site. The data collected were presented, analyzed and interpreted using IBM SPSS Statistics 20 software version. Given that all of the independent and dependent variables of the study have been measured in ordinal scale and given that the aim of investigation to test the relationship between the independent and dependent variables of the study; therefore, the most appropriate statistical testing for testing the hypothesis of the study is spearman correlation testing and linear regression model.

1.22 DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE RESPONDENTS

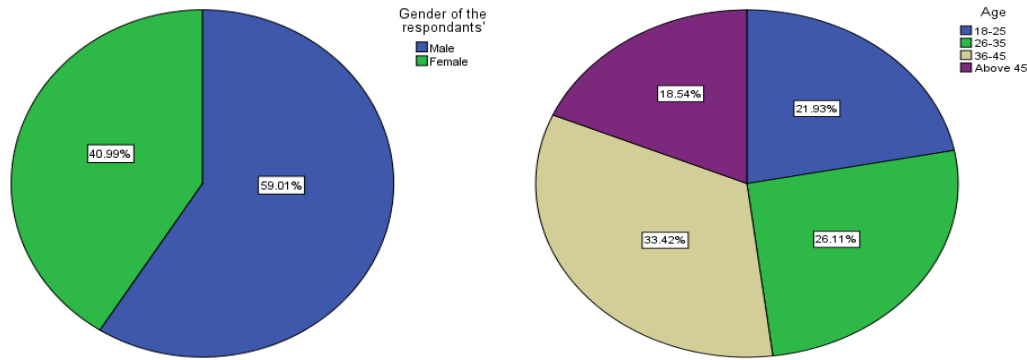
A total of 385 tourists who visited Tiya archaeological site had the opportunity to respond on questionnaires distributed. 383 questionnaires (with 99.48% response rate) were filled completely and returned back to the researcher out of the total 385. And 2 questionnaires (0.52%) are not used for data analysis due to incompleteness.

Gender and Age (n = 383)

Table 4.1.1– Respondents Gender and Age

Variables		Frequency	Percent
Gender	Male	226	59
	Female	157	41
Age	18-25 years old	84	21.9
	26-35 years old	100	26.1
	36-45 years old	128	33.4
	46 years old and above	71	18.5

(Source: Own Survey data, 2019)



Source: Analysis of questioner, 2019

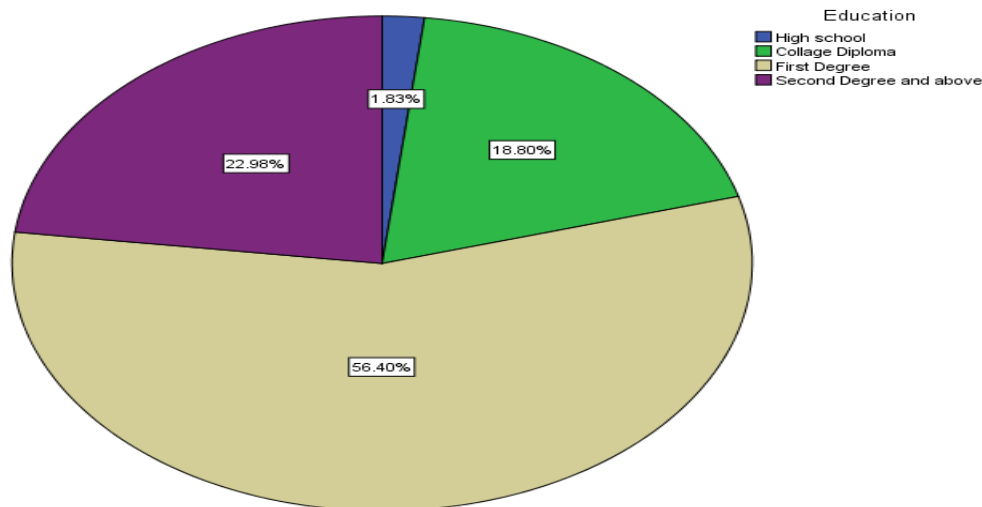
Out of the sample of 383 respondents, 226 (59%) were male and 157 (41%) were females. Most of the respondents in this survey are male as described in Table 4.1.1, The age groups of the sample respondents are also shown Table 4.1 Accordingly, 21.9% of respondents are in the age group of between 18-25 years, 26.1% of 26-35 years old and 33.4% of 36-45 and 18.5% of between 46 and above. The data indicates that most tourists who visited Tiya archaeological site are tourists in the age between 26-35 years old.

Educational Background and Purpose of travel (n = 383)

Table 4.1.2_Educational Background and Purpose of travel

Variables		Frequency	Percent
Educational Background	High school	7	1.8
	College certificate	72	18.8
	First Degree	216	56.4
	Second degree and above	88	23
Purpose of travel	Pleasure	127	39.9
	Business	103	26.9
	Others	153	33.2

(Source: Own Survey data, 2019)



Source: Analysis of questioner, 2019

Educationally, based on the data in table 4.1.2 above, 56.4% of the respondents are first-degree holders, 23% of the respondents are Second Degree and above holders, 18.8% are College Certificate holders and the rest 1.8% are high school students.

The data shows that 39.9% of respondents are pleasure travelers that come to visit cultural and social attractions with the very purpose of entertaining themselves and 26.9% respondents are business travelers that come to the country in order to accomplish some business and the rest 33.2% of respondents are travelers with different purpose.

1.23 DESCRIPTIVE ANALYSIS

1.23.1 THE RESPONSE OF RESPONDENTS ON THE FACTORS THAT AFFECT THE MARKETABILITY OF TIYA

Descriptive statistic was employed for the analysis of data this study by using mean scores and standard deviations for each variable. The need for this measurement was to demonstrate the average responses of respondents for each statement that was included under each dimensions of the predictor variable. Measurement scale intervals or range in the interpretation was made based on Btawee (1987), as cited by Hailu (2013), and Mesay (2015). Accordingly, Mean scores between 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor.

Descriptive statistics were computed per dimension as given below in order to analyze the data obtained from tourists who visited the site on the factors that affect the marketability of the site.

1.23.2 THE RESPONSE OF RESPONDENTS ON THE IMAGE

Image has eleven items each have five Likert scale values. The values of image were obtained by computing the mean of the eleven items. The descriptive statistics were displayed in Table 4.2.

Table4.2.1 – Descriptive Statistics image

Items	Mean	Std. Deviation	Grand Mean
Hospitality	3.99	0.985	3.89
Personal safety	4.09	0.953	
Crowdedness	3.96	1.015	
Cleanliness	3.78	1.084	
Degree of Urbanization	3.54	1.125	
Facilities for Information and Tours	3.81	1.107	
Climate	3.90	0.965	
Reasonable price for sightseeing	3.84	0.936	
Political stability	4.04	0.792	
Fame/Reputation	3.81	0.971	
Opportunity to increase knowledge	4.01	0.929	

(Source: Own Survey data, 2019)

Image is one of the few points of possible differentiation from other destinations. Carrying out image studies and focusing on the most essential destination attributes and tourists' motivators would certainly result in a higher efficiency in marketing expenditures as well as a higher effectiveness in the ultimate goal of attracting tourists to a destination (Baloglu&McCleary, 1999, pp. 891-892).

Based on the data in Table 4.2.1 from the descriptive statistics grand mean value image is 3.89. This According to Btawee (1987) is good. Based on measurement scale intervals or range, mean scores between 3.51-4.50 are taken as good.

Accordingly, respondents are good with the image of Tiya in all image items.

1.23.3 THE RESPONSE OF RESPONDENTS ON THE INFRASTRUCTURE

Infrastructure has four items each have five Likert scale values. The values of Infrastructure were obtained by computing the mean of the four items. The descriptive statistics were displayed in Table

Table 4.2.2– Descriptive statistics of infrastructure

Items	Mean	Std. Deviation	Grand Mean
Road Infrastructure (road quality, road security, public transport)	4.02	.979	3.78
Hotel infrastructure (service quality, shopping malls, restaurants, casinos)	3.74	.879	
Utility Infrastructure (telephone, internet, water and electricity system)	3.67	.961	
Soft Infrastructure (health and banking)	3.71	.922	

(Source: own Survey data, 2019)

Alegre and Cladera (2006), Crompton (2003); Bigné et al. (2001), Yoon and Uysal (2005) have pinpointed the relevance of infrastructure as a determinant factor for the tourists' satisfaction. Furthermore, Mistilis (1999) put forward the vital role of public infrastructure and other

components of the supply side of tourism such as development of airline and accommodation facilities for the growth of the tourism industry.

The data in table 4.2.2 shows the descriptive statistics grand mean value is responsiveness with **3.78**. This According to Btawee (1987) is good. Based on measurement scale intervals or range, mean scores between 3.51-4.50 are taken as good.

Accordingly, respondents are good with the infrastructure of Tiya in all infrastructure items.

1.23.4 THE RESPONSE OF RESPONDENTS ON THE SOCIAL MEDIA

Social media has six items each have five Likert scale values. The values of Social media were obtained by computing the mean of the six items. The descriptive statistics were displayed in Table

Table 4.2.3– Descriptive statistics of social media

Items	Mean	Std. Deviation	Grand Mean
I enjoy watching photos and videos from all around the world shared on social network sites because it can give me an idea to visit a tourist destination	3.88	0.824	3.86
I have already changed my opinion about destination after reading comments on social network sites	3.90	0.958	
Shared photos and videos on social network sites, make me want to visit attractions I have already seen in these photos and videos	3.99	0.882	
Positive comments on social network sites influence on my desire to visit destination I have not thought about before	3.91	0.944	

Shared photos and videos make me want to find out more information about destination in question	3.89	0.918	
I am not interested in photos and videos shared on social network sites	3.58	1.289	

(Source: Survey data, 2019)

According to World Travel Market 2011 Industry Report, social media altered the travel plans of more than half of the respondents who use it and more than a third of people changed their hotels as a result of what they found on social media networks. (<http://www.newmediatrendwatch.com/>).

The data in table4.2.3 shows the descriptive statistics grand mean value is responsiveness with **3.86** This According to Btawee (1987) is good. Based on measurement scale intervals or range, mean scores between 3.51-4.50 are taken as good. Accordingly, respondents are good with the social media of Tiya in all social media items.

1.23.5 THE RESPONSE OF RESPONDENTS ON THE ELECTRONIC PAYMENT

Electronic payment has four items each have five Likert scale values. The values of Electronic payment were obtained by computing the mean of the four items. The descriptive statistics were displayed in Table

Table 4.2.4-Descriptive statistics of electronic payment

Items	Mean	Std. Deviation	Grand Mean
The tourist destination site accelerates a credit card payment system	3.41	1.089	3.54
The site has other electronic payment	3.34	1.076	
The electronic payment is safe and convenient	3.64	0.974	
The availability of electronic payment enables me to spend more money in the site	3.77	0.843	

(Source: Survey data, 2019)

Tony Hickey, general manager of Ethiopian Quadrants PLC, in a summer 2006 speech, described the growing strengths of Ethiopia’s tourism industry. But he did not ignore its weaknesses. In particular, he cited the “limited acceptance of credit cards.” In his words, “Ethiopia loses money each year because visitors are unable to spend money. I am talking about the limited acceptance of credit cards, in an age where travelers do not carry wads of cash with them... I believe that tourist class hotels should be obliged to accept credit cards.” (All-Africa Media, 2006).

The data in table 4.2.4 shows the descriptive statistics grand mean value is responsiveness with **3.54** This According to Btawee (1987) is good. Based on measurement scale intervals or range, mean scores between 3.51-4.50 are taken as good. Accordingly, respondents are good with the Electronic payment of Tiya in all electronic payment items.

The greatest contribution statement for the stated grand mean under the marketability of a tourist destination are all No.1 No.2 No.3 and No.4 which are important for successful tourist destination.

1.23.6 THE RESPONSE OF RESPONDENTS ON THE MARKETABILITY OF TIYA

Table 4.2.5 – Descriptive statistics of Tiya marketability

Items	Mean	Std. Deviation	Grand Mean
The Image of the site affects the marketability of Tiya	4.11	0.804	3.92
The Infrastructure of the site has effect on the marketability of Tiya	3.98	0.688	
Social Media affects the marketability of Tiya	3.80	0.767	
The availability of Electronic payment has effect on the marketability	3.82	0.941	

(Source: Survey data, 2019)

The data in table 4.2.5 shows the descriptive statistics grand mean value is responsiveness with **3.92**. This According to Btawee (1987) is good. Based on measurement scale intervals or range, mean scores between 3.51-4.50 are taken as good. Accordingly, respondents are good with the marketability of Tiya.

1.24 CORRELATION AND REGRESSION ANALYSIS

1.24.1 CORRELATION ANALYSIS

The relationship between the independent variables, which are image, infrastructure, social media and electronic payment with the marketability of tourist destination, was analyzed using Correlation analysis.

In order to explore the relationships between the factors that can affect the marketability of a tourist destination and the marketability of Tiya archaeological site a correlation analysis with Pearson’s correlation coefficient (r) was conducted on all variables in the study. The guidelines suggested by Field (2005) were followed to interpret the strengths of relationships between variables. His classification of the correlation coefficient (r) is: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and = > 0.5 is strong.

Table 4.2.1 Pearson’s Correlation Matrix

	marketability	Image	Infrastructur e	Social media	Electronic payment
marketability	1	0.79**	0.70**	0.71**	0.77**
Image		1	0.51**	0.54**	0.63**
Infrastructure			1	0.80**	0.50**
Social media				1	0.76**
Electronic payment					1

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

(Source: Own Survey data, 2019)

Table 4.2.1 indicates that each variable correlates perfectly with itself, as evidenced by the coefficients of +1.00 at the intersection of a particular variables' row and column.

According to Pearson correlation matrix, as it is shown in table , Image, Infrastructure, Social media and Electronic payment has strongly association with a marketability of tourist destination with the value of 0.79, 0.70, 0.71 and 0.77 respectively..

In general, Pearson correlation matrix shows Image, Infrastructure, Social media and electronic payment has strongly relationship with marketability of Tiya archaeological site.

1.24.2 ANALYSIS OF LINEAR REGRESSION MODEL

Regressions fit a predictive model to data and use that model to predict the values of dependent variable from one or more independent variables according to Andy (2005). Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable

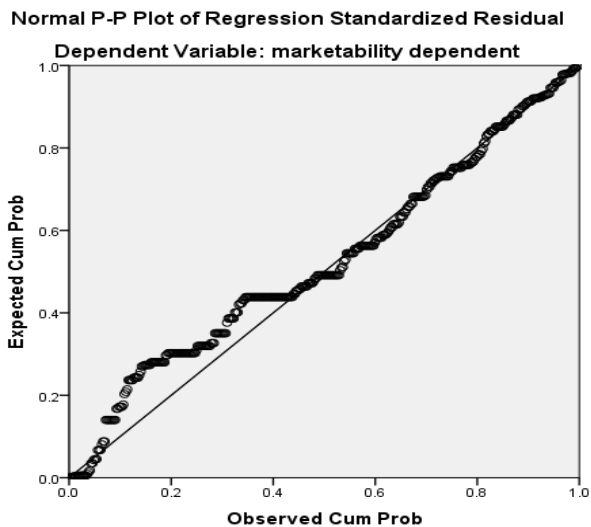
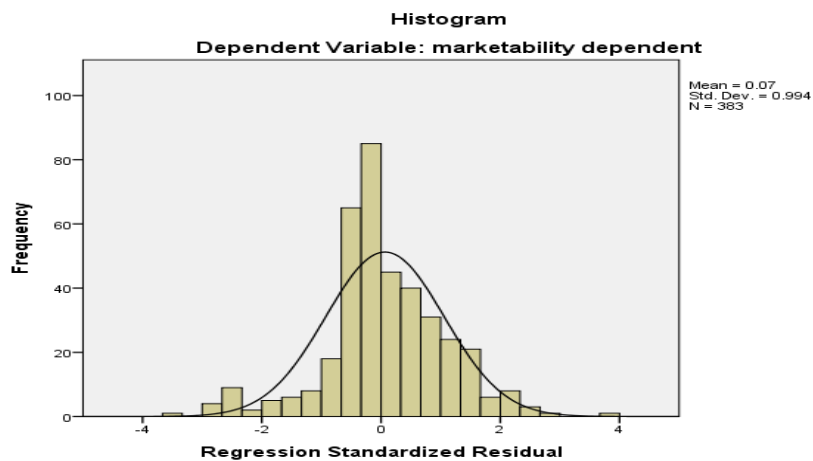
A regression analysis examines the relation of the dependent variable to specified independent variables. In this study, multiple linear regressions were conducted to identify the relationship and to determine the most dominant variables that affects the marketability of Tiya Archaeological site. The significance level of 0.05 was used with 95% confidence interval.

The dependent variable was marketability of Tiya archaeological site and the independent variables include are image, infrastructure, social media and electronic payment.

Multiple linear regression model was applied because the objective of the study to investigate the relationship between the independent variables with the marketability of a tourist destination (Tiya archaeological site). The multiple linear regressions are used to model the value of a dependent scale variable based on its linear relationship to one or more predictors.

1.24.3 NORMALITY TEST

According to the literature on normality, there are three common procedures to assess the normality of the selected sample n from the population. These are; graphical methods (Histogram), numerical method (Kurtosis and Skewness) and formal normality test (such as; Shapiro-wilk (SW test) (Normadiah, 2011). Kurtosis refers to the “peakedness” or “flatness” of the distribution compared with the normal distribution. Whereas, skewness is the balance of the distribution to the left and to the right of the mean (Anderson, 2010). As we can see histogram graph below, the distribution was bell-shaped to the origin and approximately normally distributed.



1.24.4 ANOVA^{a,b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.23	4	13.308	56.336	.000 ^b
	Residual	68.76	379	.696		
	Total	130.99	383			

a. Dependent Variable: marketability dependent

b. Predictors: image, infrastructure, social media , electronic payment,

c. Linear Regression through the Origin

To assess the statistical significance of the result it is necessary to look in the table labelled ANOVA. This tests the null hypothesis that multiple R in the population equals 0. As can be seen from the ANOVA table, the independent variables significantly predict the marketability of tiya archaeological site, $F = 56.336$, $p < .000$. The F statistics shows the overall significance of the model. Since the F value is found to be 60.961, the independent variables significantly predict the marketability of tiya archaeological site at high degree of significance (0.001).

1.24.5 MODEL SUMMARY

Table 4.3.1-Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.790	.623	.610		.842668

Predictors: (Constant), Image, Infrastructure, Social media, and Electronic payment

(Source: Own Survey data, 2019)

In the table 4.3.1, model summary, from the analysis in the above table 13 R (0.790a) indicates correlation of the four independent variables with the dependent variable marketability of Tiya archaeological site and the weighted combination of the predictor variables explained or affect approximately 62%(R square) of the marketability of Tiya archaeological site and the remaining 38% is by extraneous variables. This result also indicates that there may be other variables that could have been neglected by the current study in affecting a marketability of a tourist destination.

1.24.6 COEFFICIENTS^A

Table 4.3.2 COEFFICIENTS^A

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.501	.271		5.530	.000		
Image	.357	.053	.173	6.710	.017	.907	1.109
Infrastructure	.261	.054	.247	4.819	.039	.900	1.102
Social media	.302	.048	.102	6.301	.015	.920	1.111
Electronic payment	.111	.047	.100	2.356	.019	.947	1.087

(Source: Own Survey data, 2019)

*Since the lowest tolerance is .900 (i.e. >.1) and the highest VIF is 1.109 (i.e. <10) there is no problem of multi collinearity.

Here, it can be taken that the value of variance inflation factor (VIF) tells the existence or non-existence of collinearity between independent variables. The results demonstrate that there is no existence of multi-collinearity between independent variables because the VIF values are less than 10.

Since all predictor variables (Image, Infrastructure, Social media, and Electronic payment) were significant in the multivariate analysis in the form of multiple linear regressions to see the predictor variables on the factors that affect the marketability of Tiya archaeological site. According to, multiple linear regressions output, above in table 4.3.2 four of the predictors which were included in the model have found to be significant effect on the dependent variable with the value of .017, .039, .015 and .019 respectively.

The p-value and regression coefficient of Image (B=0.173, p<0.05), infrastructure (B=0.247, p<0.05), Social media (B=0.102, p<0.01), and electronic payment (B= 0.100, p<0.01) revealed that all mentioned variables have positive and significant effect on the marketability of Tiya

archaeological site. It can be also concluded from the values of regression coefficient that the response variable for the marketability of tiya archaeological site will be expected to increase by the explained beta coefficients.

HYPOTHESIS TESTING

Hypothesis testing implies making a decision, on the basis of sample data, whether to reject or accept certain restrictions are satisfied by the basic assumed model. More specifically, the p-value is defined as the lowest significance level at which a null hypothesis can be rejected. The null hypothesis is rejected for any $\geq pvalue$, while the null hypothesis is not rejected when $\alpha < pvalue$.

4.4.1. Summary of research hypotheses based on multi linear regression analysis

Hypothesis	Reason	Result
H1: image has a positive and significant effect on the marketability of a tourist destination	$\beta = 0.173$ $p > 0.05$	H1 : Accepted
H2: infrastructure has a positive and significant effect on the marketability of a tourist destination	$\beta = 0.247$ $p > 0.05$	H1: Accepted
H3: social media has a positive and significant effect on the marketability of a tourist destination	$\beta = 0.102$ $p < 0.05$	H1:Accepted
H4: electronic payment has a positive and significant effect on the marketability of a tourist destination	$\beta = 0.100$ $p < 0.05$	H1:Accepted

1.25 DISCUSSION

Pointing out the factors that affect the marketability of Tiya archaeological site is the main objective of this study. Questionnaires were distributed to 385 customers from which 383 (99.48%) have been collected. The data collected on the factors that affect the marketability of Tiya archaeological site for reliability was assessed using Cronbach's Alpha value. The Cronbach (alpha) value was 0.740. And it was greater than 0.6 for all items.

From the descriptive statistics grand mean values are image with 3.89, infrastructure with 3.78, social media with 3.86, and electronic payment with 3.54. This according to Btawee (1987) is good. Based on measurement scale intervals or range, mean scores between 3.51 - 4.50 are taken as good.

According to Pearson correlation matrix, image, infrastructure, social media and electronic payment have association with the marketability of tourist destination with the value of 0.79, 0.70, 0.71 and 0.77 respectively.

In general, Pearson correlation matrix shows Image, Infrastructure, Social media and electronic payment has strongly relationship with marketability of Tiya archaeological site.

The factors that affect the marketability of tourist destination were measured using linear regression model. Social media is the most predictor of marketability of tourist destination followed by image, electronic payment and infrastructure.

According to the Multiple linear regressions the finding indicate that 62% of marketability of tourist destination affected by Image, Infrastructure, Social media and electronic payment. However, the remaining percentage (38%) is affected by other extraneous variables that are not included in this study. Therefore, in increasing the marketability of the destination, the management should take a care by including the factors.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

INTRODUCTION

This chapter provides a conclusion and recommendation of the study. It also gives recommendations on the various issues handled in the study.

1.26 CONCLUSIONS

Factors that affect the marketability of tourist destination is the primary objective of the study. For this study purpose four factors have been discussed. Those factors are image, infrastructure, social media and electronic payment. The responses of the respondents were measured using five point likert scales.

The study was conducted by distributing questionnaires to 385 sample respondents from which 383 (99.48%) have been collected. In addition, the tourist's gender distribution shows majority 226 (59%) were male and 157 (41%) were females. The respondents who visited Tiya archaeological site are pleasure travelers that come to visit cultural and social attractions with the very purpose of entertaining themselves 39.9% and 26.9% respondents are business travelers that come to the country in order to accomplish some business and the rest 33.2% of respondents are travelers with different purpose.

The descriptive statistics grand mean values for the factors show that the results are good. According to Pearson correlation matrix, Image, Infrastructure, Social media and electronic payment has strongly relationship with marketability of Tiya archaeological site. Therefore, the researcher confirmed that the factors affect Tiya's marketability.

From the result, the researcher noted that with 62% of the variance (R-Square) in affecting the marketability of tourist destination is significant and the model is appropriately measure the latent construct.

The study findings also show that all mentioned variables have positive and significant effect on the marketability of Tiya archaeological site. It can be also concluded from the values of regression coefficient that the response variable for the marketability of Tiya archaeological site will be expected to increase by the explained beta coefficients.

1.27 RECOMMENDATION

Based on the information obtained in the literature study and the results of the following recommendations are indicated. These are discussed below:

IMAGE

Based on the regression analysis image is the second predictor. In spite of the efforts marketers and managers to boost a favorable destination image, with a focus on encouraging tourists to visit, other factors contribute to tourist's decision making process with regard to visit a destination. So in order to create favorable destination image it's essential to improve the attributes of image. Political stability and Personal safety is critical feature to attract worldwide tourists as well as the most important critical factor of success for tourists and stakeholders indicators. Therefore, it is evident that Political stability and Personal are considered the most important critical success factors by worldwide tourists as well as nationwide tourism stakeholders.

INFRASTRUCTURE

- Based on the regression analysis infrastructure is the last predictor. For successful tourism development, the need for more intensive investment in modernization of infrastructure is increasingly appearing as a necessary condition. Higher level of tourism infrastructure development can contribute to increased efficiency of production and distribution of tourism services, and, in some cases, such as remote destinations, increased supply of tourism services. For the existence on the tourism market, which is becoming more dynamic and demanding, the question of improving competitiveness becomes crucial. In this regard, investment in the development of tourism infrastructure is becoming an important component of tourism competitiveness.

SOCIAL MEDIA

- Based on the regression analysis the most predictors is social media. In a society dominated by information, online communication between people, companies and groups comes as an easy, normal, ordinary solution. The spectacular development of social media applications, characterizing nowadays online communication systems, determine more and more people and businesses to use them for acquiring and giving information, for promoting or criticizing products and services.

Despite the fact that the use of social media applications seems very efficient, cheap and easy to use for promoting a tourist destination's product, there is a high risk of failure associated with. The destination has to take into account the messages transmitted might be received differently by the targeted tourist. Hence, a well-documented communication strategy is needed also for social media applications which, based on community particularities, on different possible behaviors of community members, on past information and feedback, can create a successful tourist destination. The purpose is to efficiently and effectively make known destination's product, but also, to react fast and in the most appropriate manner when negative rumors from truly or deceitfully unhappy tourists are expressed through social media channels. So, the researcher recommends the destination to largely focus on social media.

ELECTRONIC PAYMENT

- Again the regression analysis shows that electronic payment is the third predictor. The most important catalysts to global tourism have been the development and growth of electronic payment. No longer is needed to carry large amounts of cash a disincentive to travel. The combination of increased demand in Travel and Tourism, combined with new communications technologies, helps facilitate significant economic growth in developing countries. And electronic payments which can be made over the internet are critical to making it work. Tourism expenditures and the export and import of related goods and services generate income in the host country and can stimulate the investment necessary to finance growth in other economic sectors.

In viewing the importance of electronic payment, the government should develop electronic commerce and electronic payment activities. The development of electronic commerce strategies should involve all tourism stakeholders.

1.28 LIMITATION AND FURTHER AREA OF RESEARCH

This study was conducted on the factors that affect the marketability of tourist destination in Ethiopia; in the case of Tiya archaeological site, this site did not include other archaeological sites found in Ethiopia. The data collection period was short. So, it is difficult to generalize. The results of the study were based on only the four factor variables: additional variables related to the marketability context were not introduced.

Cognizant of the above mentioned limitations future area of research should be to study the factors that affect the marketability of tourist destination in order to obtain a competitive view of the subject area. Further studies can also identify other factors that can affect a marketability of tourist, in order to bring a better insight over the subject area. Further researches on the same area of study at a larger scale would help generalizability of the findings.

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APPENDICES

1.1 Appendix I: Questioner

Dear Respondents,

This questioner is designed to investigate factors that affect the marketability of a tourist destination in Ethiopia; the case of Tiya archaeological site. The researcher hopes that you will provide the necessary information genuinely and in faithful manner, since your information is very important to achieve the objective of the study. This data collection is only for academic purpose and your response will be kept confidential.

The questionnaire has three parts

Part I- Demographic part

Part II- factors that affect the marketability of tourist destination

Part III- over all the marketability of a tourist destination

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Part I. Personal Profile: Please encircle the number that most closely matches you.

1. Gender: 1, Male 2, Female
2. Your age : 1, 18_25 2, 26_35 3, 36_45 4, above 45
3. Education level: 1, High School 2, Diploma 3, 1st Degree
4, Masters and above
4. Country of residence (you are from) _____
5. purpose of visit : 1, pleasure 2, Business 3, other purpose

Part II. For the factors that affect the marketability of Tiya archaeological site please indicate your degree of agreement and disagreement with the following statement by encircling the appropriate number where, 1= strongly disagree; 2= disagree; 3= neutral; 4= agree; 5= strongly agree.

STATEMENT / ITEMS	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. IMAGE					
1.1 Hospitality	1	2	3	4	5
1.2 Personal safety	1	2	3	4	5
1.3 Crowdedness	1	2	3	4	5
1.4 Cleanliness	1	2	3	4	5
1.5 Degree of Urbanization	1	2	3	4	5
1.6 Facilities for Information and Tours	1	2	3	4	5
1.7 Climate	1	2	3	4	5
1.8 Reasonable price for sightseeing	1	2	3	4	5
1.9 Political stability	1	2	3	4	5
1.10 Fame/Reputation	1	2	3	4	5
1.11 Opportunity to increase knowledge	1	2	3	4	5
2. INFRASTRUCTURE					
2.1 Road Infrastructure (road quality, road security, public transport)	1	2	3	4	5
2.2 Hotel infrastructure(service quality, shopping malls, restaurants, casinos)	1	2	3	4	5
2.3 Utility Infrastructure (telephone, internet, water and electricity system)	1	2	3	4	5
2.4 Soft Infrastructure (health and banking)	1	2	3	4	5

Imagine the following situation:

You are online on one of the social network sites (i.e. Facebook, Instagram, LinkedIn, Twitter, etc.).While scrolling down the page, you have noticed beautiful photos or videos of nature, cities, festivals; you have read many positive comments about food, people and history from others who have visited country on these videos/photos. Nevertheless, this is opposite to from what you have known about this country before. Please, indicate your agreement with the following statements considering described situation.

3. SOCIAL MEDIA	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3.1 I enjoy watching photos and videos from all around the world shared on social network sites because it can give me an idea to visit a tourist destination	1	2	3	4	5
3.2 I have already changed my opinion about destination after reading comments on social network sites	1	2	3	4	5
3.3 Shared photos and videos on social network sites, make me want to visit attractions I have already seen in these photos and videos	1	2	3	4	5
3.4 Positive comments on social network sites influence on my desire to visit destination I have not thought about before	1	2	3	4	5
3.5 Shared photos and videos make me want to find out more information about destination in question	1	2	3	4	5
3.6 I am not interested in photos and videos shared on social network sites	1	2	3	4	5
4. Electronic payment					
4.1 The tourist destination site accelerates a credit card payment system	1	2	3	4	5
4.2 The site has other electronic payment	1	2	3	4	5
4.3 The electronic payment is safe and convenient	1	2	3	4	5
4.4 The availability of electronic payment enables me to spend more money in the site	1	2	3	4	5

Part III. Over all the marketability of a tourist destination

The following statements are related the marketability of Tiya archaeological site, please show to what extent the factors described affect the marketability of Tiya archaeological site by encircling the appropriate number where, 1= strongly disagree; 2= disagree; 3= neutral; 4= agree; 5= strongly agree.

QUESTIONNAIRE ITEMS	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1 The Image of the site affects the marketability of Tiya	1	2	3	4	5
2 The Infrastructure of the site has effect on the marketability of Tiya	1	2	3	4	5
3 Social Media affects the marketability of Tiya	1	2	3	4	5
4 The availability of Electronic payment has effect on the marketability	1	2	3	4	5

1.2 APPENDIX B- MAP OF TIYA

