



**ANALYZING THE EFFECT OF TOURISM MARKETING MIX ELEMENTS ON
STOPOVER TOURISM MARKETING:
THE CASE OF ETHIOPIAN AIRLINES TRANSIT TRAVELERS**

BY: YODAHE AMANUEL THOMAS

ID: GSE/0083/11

ADVISOR: TEWODROS MESFIN (PhD)

JUNE, 2021

ADDIS ABABA, ETHIOPIA

**ANALYZING THE EFFECT OF TOURISM MARKETING MIX ELEMENTS ON
STOPOVER TOURISM MARKETING:**

THE CASE OF ETHIOPIAN AIRLINES TRANSIT TRAVELERS

**A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY,
COLLEGE OF BUSINESS AND ECONOMICS, SCHOOL OF COMMERCE
FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTERS OF ARTS IN MARKETING MANAGEMENT.**

BY: YODAHE AMANUEL THOMAS

ID: GSE/0083/11

ADVISOR: TEWODROS MESFIN (PhD)

JUNE 2021

ADDIS ABABA, ETHIOPIA

STATEMENT OF DECLARATION

I, Yodahe Amanuel Thomas, declare that the thesis “Analyzing the Effect of Tourism Marketing Mix Elements on Stopover Tourism Marketing: The Case of Ethiopian Airlines Transit Travelers” is my original work and all sources I have used, are indicated and acknowledged as a reference. I also confirm that the research project has not been submitted to any other higher education institutions.

Signature

Date

ABSTRACT

Developing the Travel & Tourism sector provides growth opportunities for all countries, regardless of their wealth, and offers job opportunities at all skill levels. If we agree that tourism has a positive impact on a countries economic development, and Air transport plays a big role in the tourism sector, Stopover tourism is the ideal type of tourism that integrates the economic development of a country through tourism by using airlines. The main objective of this study is, to analyze the effect of the tourism marketing mix elements on stopover tourism marketing, and the specific objectives are to examine the relationship between the tourism marketing mix elements and stopover tourism marketing, and to assess the interest, determine the ability and willingness of transit travelers on the stopover city tour service. To achieve the above objectives a quantitative research method and both explanatory and descriptive research approach have been employed in this study. The descriptive result revealed the transit travelers are interested in all offered tourism attractions, transit travelers are also willing and have the ability to purchases the city tour package. Whereas, the correlation results indicate that there is a moderate positive and significant relationship between the independent variables and the dependent variable. Based on the regression analysis the dependent variable was affected by all the independent variables. Finally, as the potential tourists are interested, have the willingness and ability to purchase the provided city tour service, only a small effort is expected from ET Holidays and involved stakeholders to make Addis Ababa one of the top-visited cities in the continent. Furthermore, as a single study alone cannot fill the existing empirical research gap in this research context, the researcher recommends other researchers to carry out further studies in this research area (stopover tourism marketing).

Key Words: Tourism, Stopover Tourism, Tourism Marketing, Stopover Tourism Marketing, Ethiopian Airlines, Ethiopian Holidays, Transit Travelers, Addis Ababa, Ethiopia.

ACKNOWLEDGEMENT

I would like to express my deepest appreciation to all those who have contributed to this research project.

Above all, I would like to thank God, the Almighty for giving me the strength to complete this project. I'm so grateful.

Moreover, special gratitude I give to my advisor Dr Tewodros Mesfin whose recommendations are priceless. I would like to appreciate all the guidance, suggestion and advice I have received from the title selection stage until the end of this research project.

I would also like to thank Mr. Abiy Asrat, Director, Group Business Development and Innovation Hub at Ethiopian Airlines. I first approached him for advice, and he was so helpful. I recommend any Ethiopian Airlines Employee to contact Mr. Abiy at the initial stage of their research project.

I would also like to acknowledge Ethiopian Airlines, Group HR Development & Performance Management team, who permitted me to collect the primary data from the sample respondents of this research.

Last but not least, I would like to thank my family and friends who have been there whenever I needed them.

STATEMENT OF CERTIFICATION

This is to certify that Yodahe Amanuel Thomas has carried out his research project titled “Analyzing the Effect of Tourism Marketing Mix Elements on Stopover Tourism Marketing: The Case of Ethiopian Airlines Transit Travelers” The research is his original work and is commendable for the award of Masters of Arts Degree in Marketing Management.

Tewodros Mesfin (PhD)

Signature

Addis Ababa University

June 2021

ADDIS ABABA UNIVERSITY SCHOOL OF GRADUATE STUDIES

ANALYZING THE EFFECT OF TOURISM MARKETING MIX ELEMENTS ON
STOPOVER TOURISM MARKETING:

THE CASE OF ETHIOPIAN AIRLINES TRANSIT TRAVELERS

BY: YODAHE AMANUEL THOMAS

MASTERS OF ARTS IN MARKETING MANAGEMENT

APPROVED BY BOARD OF EXAMINERS

TEWODROS MESFIN (PhD)

ADVISOR

SIGNATURE

TEMESGEN BELAYNEH (PhD)

INTERNAL EXAMINER

SIGNATURE

ASRES ABITIE (PhD)

EXTERNAL EXAMINER

SIGNATURE

TABLE OF CONTENTS

CONTENTS	
ABSTRACT.....	iii
TABLE OF CONTENTS.....	i
LIST OF TABLES.....	iv
LIST OF FIGURES.....	v
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1 BACKGROUND OF THE STUDY.....	1
1.2 STATEMENT OF THE PROBLEM.....	5
1.3 RESEARCH QUESTIONS.....	7
1.4 RESEARCH OBJECTIVES.....	7
1.4.1 GENERAL RESEARCH OBJECTIVE.....	7
1.4.2 SPECIFIC RESEARCH OBJECTIVES.....	7
1.5 SIGNIFICANCE OF THE STUDY.....	7
1.6 SCOPE OF THE STUDY.....	8
1.7 LIMITATION OF THE STUDY.....	8
1.8 ORGANIZATION OF THE STUDY.....	8
CHAPTER TWO.....	9
2. REVIEW OF RELATED LITERATURE.....	9
INTRODUCTION.....	9
2.1 THEORETICAL REVIEW.....	9
2.1.1 TOURISM MARKETING.....	9
2.1.2 TOURISM MARKETING MIX MODEL.....	10
2.1.3 IMPORTANCE AND SIGNIFICANCE OF TOURISM.....	14
2.1.4 STOPOVER/TRANSIT TOURISM.....	15
2.2 EMPIRICAL LITERATURE REVIEW.....	18
RESEARCH GAP/ UNCOVERED AREAS.....	22
CONCEPTUAL FRAMEWORK.....	23
CHAPTER THREE.....	24
3. RESEARCH DESIGN AND METHODOLOGY.....	24

INTRODUCTION.....	24
3.1 RESEARCH METHOD.....	24
3.2 RESEARCH APPROACH/ DESIGN.....	24
3.3 SAMPLING DESIGN.....	25
3.3.1 TARGET POPULATION	25
3.3.2 SAMPLING FRAME.....	25
3.3.3 SAMPLING SIZE	26
3.3.4 SAMPLING TECHNIQUE.....	26
3.4 DATA COLLECTION METHODOLOGY.....	27
3.4.1 SOURCES OF DATA	27
3.4.1.1 PRIMARY SOURCE	27
3.4.1.2 SECONDARY SOURCE.....	27
3.4.2 DATA COLLECTION INSTRUMENT	27
3.5 RELIABILITY AND VALIDITY TEST.....	28
3.6 DATA ANALYSIS	28
3.7 ETHICAL CONSIDERATIONS	29
CHAPTER FOUR.....	30
4. DATA PRESENTATION, ANALYSIS AND DISCUSSION.....	30
INTRODUCTION.....	30
4.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS.....	30
4.1.1 GENDER.....	30
4.1.2 AGE.....	31
4.1.3 ANNUAL INCOME.....	31
4.2 DESCRIPTIVE STATISTICS	32
4.2.1 TOURISM PRODUCT (ATTRACTION)	32
4.2.2 TOURISM PRICE (COST TO THE CONSUMER).....	34
4.2.3 TOURISM PROMOTION (COMMUNICATION).....	36
4.2.4 TOURISM PLACE (CONVENIENCE, ACCESS OR AMENITIES)	37
4.2.5 TOURISM MARKETING	39
4.3 CORRELATION ANALYSIS.....	41
4.3.1 RELATIONSHIP BETWEEN TOURISM PRODUCT (ATTRACTION) AND STOPOVER TOURISM MARKETING.....	42

4.3.2 RELATIONSHIP BETWEEN TOURISM PRICE (COST TO THE CONSUMER) AND STOPOVER TOURISM MARKETING	42
4.3.3 RELATIONSHIP BETWEEN TOURISM PROMOTION (COMMUNICATION) AND STOPOVER TOURISM MARKETING	42
4.3.4 RELATIONSHIP BETWEEN TOURISM PLACE (CONVENIENCE, ACCESS OR AMENITIES) AND STOPOVER TOURISM MARKETING	42
4.4 REGRESSION ANALYSIS	43
CHAPTER FIVE	49
5. SUMMARY, CONCLUSION AND RECOMMENDATION	49
INTRODUCTION.....	49
5.1 SUMMARY	49
5.2 CONCLUSION	52
5.3 RECOMMENDATION	53
5.4 RESEARCH LIMITATION AND AREAS OF FUTURE RESEARCH	55
REFERENCE.....	56
ANNEX: I RESEARCH QUESTIONNAIRE	60
ANNEX: 2 HALF-DAY UNITY PARK TOUR FOR TRANSIT TRAVELERS	64
ANNEX: 3 CITY TOUR OF ADDIS	65

LIST OF TABLES

TABLE 4.1.1 GENDER	30
TABLE 4.1.2 AGE	31
TABLE 4.1.3 ANNUAL INCOME	32
TABLE 4.2.1 TOURISM PRODUCT	33
TABLE 4.2.2 TOURISM PRICE	34
TABLE 4.2.3 TOURISM PROMOTION	36
TABLE 4.2.4 TOURISM PLACE	38
TABLE 4.2.5 TOURISM MARKETING	39
TABLE 4.3 CORRELATION	41
TABLE 4.4.1 REGRESSION MODEL	45
TABLE 4.4.2 ANOVA	46
TABLE 4.4.3 COEFFICIENTS	47

LIST OF FIGURES

FIGURE 2.1 CONCEPTUAL FRAMEWORK	23
FIGURE 4.4.1 SCATTER GRAPH	44
FIGURE 4.4.2 HISTOGRAM	44
FIGURE 4.4.3 P-P PLOT	45

CHAPTER ONE

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The marketing concept has been adopted by many sectors to create a greater value for customers, among these sectors the tourism sector is one of them. As defined by United Nations World Tourism Organization (2020), Tourism is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure.

Tourism marketing is the collective name given to the various marketing strategies used by businesses within the tourism industry (Revfine, 2020). Tourism marketing involves discovering what tourists want (market research), developing suitable tourist services (product planning), telling them what is available (advertising and promotion), and giving instruction on where they can buy the services (channels of distribution: tour operators and travel agents) so they will receive value (pricing), and the tourist organization will make a profit and attain its goals (marketability) (Moutinho, 2000).

In the context of duration, we can generally divide tourism into two: Stayover tourism and Stopover tourism. The evolution of stopover tourism is briefly summarized by Gebriela and Cristina (2017), as follows: Air transport has always been closely connected with tourism, being an important factor in its development and at the same time being influenced by its evolution. One of the important consequences of the liberalization of air transport was the development of the hub and spoke system, adopted by traditional airlines. From this angle, the number of transit passengers worldwide has increased and tourism destinations became interested in finding ways to attract them as tourists. In this context, a new form of tourism appeared, “stopover tourism” based on the partnership between airlines, airports and tourism organizations. Several airlines have already started developing Stopover programs, in partnership with local airports and regional tourism

boards for a common strategy of attracting transiting passengers. The objective of stopover programs is to transform transit passengers into tourists for that destination.

According to Travelport (2019), Iceland Air was one of the pioneers of this type of program (stopover program). Iceland Air launched its stopover program in 1948, the year the airline made its debut. At the time, the program was a necessity as the airline did not have a license to operate directly from North America to Europe. The only way the carrier could fly was to offer a layover in Reykjavik. This led to the idea of allowing passengers to stay for a few days in Iceland at no cost. The initiative's goal was to bolster tourism for the country. It was not until the 2000s that the program started to take off in a big way, as more people became curious about the free stopover and what Iceland could offer as a destination. The success of the Iceland air program led to more airlines and Destination Marketing Organizations adopting the concept.

In Africa, the stopover program was introduced by Ethiopian Airlines through its division called Ethiopian Holidays. Ethiopian Holidays is a division of Ethiopian Airlines providing a variety of themed and all-inclusive package holidays to travelers around Ethiopia and across the globe flying to Ethiopian Airlines destinations (Ethiopian Holidays, December 2017).

Ethiopian Holidays has an in-house holiday program that has been established by the airline to promote the tourism industry of Destination Ethiopia and other tourist destinations on its network. The division has been also working on the objective of increasing the flow of tourists to Ethiopia by introducing several tourists attracting avenues based on top management's directive. One of these avenues is making Addis a transit tour hub. To this effect, ET holidays have developed the ADD Transit tour package that is catered for passengers having a transit time between six to eight hours at ADD Airport.

According to information available on their website (Ethiopianholidays.com, 2020), the highlights of the Addis city tour provided by Ethiopian Holidays for stopover tourists includes:

- ❖ National Museum: Tourists have an insight into the past and present history, culture, economy and art of the nation. Among other things, tourists will visit the oldest hominid known as Lucy "Dinknesh" dated back to 3.2 million years.

- ❖ Holy Trinity Cathedral: It is one of the biggest most beautiful Ethiopian Orthodox cathedrals adorned with stained glasses and where the tomb of the late Emperor Haile Selassie I is sited.
- ❖ Entoto Mountain: The capital of Ethiopia before Addis Ababa. Here Tourists will have panoramic views of the city with fresh air from the eucalyptus forest.
- ❖ Ethnographic Museum: It is an ethnographical museum, with great displays of the many cultures of Ethiopia, housed in the former palace of Emperor Haile Selassie I. The museum housed impressive cultural, musical and household collections of all ethnic groups.
- ❖ Cultural Shopping Experience: Experience authentic Ethiopian crafts, high-quality handmade household products inspired by traditional Ethiopian patterns. Each luxurious piece is beautifully handmade and enriches the contemporary lifestyle.
- ❖ Cultural Coffee Ceremony: Ethiopia's coffee ceremony is an integral part of our social and cultural life. An invitation to attend a coffee ceremony is considered a mark of friendship or respect and is an excellent example of Ethiopian hospitality. While driving through the city tourists have the chance to see Ethio-Djibouti railway station, historical monuments and statues, embassies, the office of regional and international organizations. Then the tourists will be transferred to the airport. “End of the tour”

This initiative of the division is very promising as they are aligning it with Ethiopia’s Prime Minister Abiy Ahmed’s (PhD) Projects in Addis Ababa, such as Unity Park, Friendship Park and Entoto Park; and in the future the Sheger river project (which is still under construction), these projects are believed to make the capital city (Addis Ababa) worth visiting.

Felmata (2019), argues the Ethiopian government lead by Abiy Ahmed (PhD) has given good attention to the tourism sector especially targeted at generating foreign currency because the country has a great problem in generating and collecting it. Their plan and target are especially in Addis Ababa where there are few attractive sites and potential.

The other supporting claim which makes the above ET Holidays Addis Ababa stopover tour program promising is Bole International Airport (the biggest transit hub in Africa). Omar (2018), reported Ethiopia has overtaken Dubai as a conduit for long-haul passengers to Africa, highlighting the success of the state airline’s expansion drive and the reforms of its new prime minister. Travel consultancy Forward Keys said Addis Ababa airport had increased the number of international

transfer passengers to sub-Saharan Africa for five years in a row, and in 2018 had surpassed Dubai, one of the world's busiest airports, as the transfer hub for long-haul travel to the region. Analyzing data from travel booking systems that record 17 million flight bookings a day, Forward Keys found the number of long-haul transfers to sub-Saharan Africa via Addis Ababa jumped by 85 percent from 2013 to 2017.

Tourism in general: specifically, stopover tourism; must be given the attention it requires as it can be one of the most driving factors for the economic growth of a country, it also can be a relevant source of foreign currency. With this in mind, airlines are emphasizing on stopover program. For example, the airline Emirates actively promotes a Dubai stopover. Now, Dubai is one of the most visited cities in the world.

However, in Addis Ababa, even if all odds are in favor to pursue the Stopover program, the capital city has not been promoted or visited like Dubai, let alone Dubai, Addis Ababa is not on the list of the top ten visited cities in Africa. And as per the researcher's observation and preliminary discussion with employees at ET Holidays, Ethiopian Airlines and Ethiopia as a country has not yet benefited from the stopover program as it was expected. The researcher has also observed a theoretical knowledge gap in this research context, the concept "stopover tourism" has not been discussed in literatures as the other types of tourisms. Thus, the researcher aims to narrow this practical and theoretical knowledge gap by analyzing the effect of each tourism marketing mix elements on Stopover Tourism Marketing with special reference to transit travelers of Ethiopian Airlines who made their transit at Bole International Airport Addis Ababa, Ethiopia.

1.2 STATEMENT OF THE PROBLEM

According to Wikiversity (2020), the Tourism and Air Transport industry complement each other. Tourism depends on transportation to bring visitors, while the transportation industry depends on tourism to generate demand for its services. The growth in the tourism industry directly reflects on air transportation. Over the last 25 years, the number of international tourists has more than doubled. According to the report of the World Economic Forum (2015), developing the Travel & Tourism sector provides growth opportunities for all countries, regardless of their wealth, and offers job opportunities at all skill levels.

The impact of the tourism sector on the economic development of a country has been thoroughly discussed in different studies. Tsega (2008), in her study, argues the tourism sector will have a significant positive contribution to the economic growth of African countries and economic growth is also a relevant input for tourism sector development; the researcher concludes by suggesting African countries should give the sector the needed attention by committing their resources to improve their human capital, openness to tourism and their economic growth in general whose expenses promise significant contributions to national income, employment opportunities and foreign exchange earnings.

Felmeta (2019), in her research, studied the relationship between international tourism receipt and economic growth of Ethiopia, the finding of the research indicates that international tourism receipt has a positive effect on the economic growth of Ethiopia. And indicated when Ethiopia achieves successful long-run economic growth, the government will have enough funds to provide basic infrastructure and facilities in addition to designing effective tourism planning and strategies for the development of the tourism sector. As a result, this may increase the attractiveness of the tourism sector and might interest tourists from all over the world due to the development and good image in the country.

If we agree that tourism has a positive impact on a countries economic development, and Air transport plays a big role in the tourism sector, Stopover tourism is the ideal type of tourism that integrates the economic development of a country through tourism by using air transportation. If wisely utilized stopover tourism can be a significant source of income for all stakeholders involved. According to Travelport (2019), Stopover programs brings immediate incremental

arrivals, encourages repetitive visits, brings economic benefits to airlines and local industry stakeholders (operators, hotels, attractions), attracting travelers that did not previously consider destination a priority and benefits the traveler by allowing two destinations with one airfare.

To the best knowledge of the researcher, the effect of the tourism marketing mix elements on Stopover Tourism Marketing has not been analyzed empirically. The selected study subject (Ethiopian Airlines) has started the stopover program in 2018. According to John (2018), Ethiopian Airlines has revealed a new “Stopover Package” for passengers connecting through its Addis Ababa hub. The researcher also argues the stopover or transit tourism is the most overlooked concept theoretically, hence a theoretical and empirical knowledge gap has been created. This research aimed to narrow this empirical gap by analyzing the effect of each tourism marketing mix elements on Stopover Tourism Marketing of Ethiopian Holidays Addis Ababa City Stopover Tour. To do this, the researcher made a thorough analysis. The result of the study can also be used as an input for stopover tourism marketing strategy formulation and implementation to tap this unexploited business opportunity.

1.3 RESEARCH QUESTIONS

- ✓ How Tourism Product (attraction) affects Stopover Tourism Marketing in the case of Ethiopian Airlines Transit travelers?
- ✓ How Tourism Price (cost to the consumer) affects Stopover Tourism Marketing in the case of Ethiopian Airlines Transit travelers?
- ✓ How Tourism Promotion (communication) affects Stopover Tourism Marketing in the case of Ethiopian Airlines Transit travelers?
- ✓ How Tourism Place (amenities, access or convenience) affects Stopover Tourism Marketing in the case of Ethiopian Airlines Transit travelers?

1.4 RESEARCH OBJECTIVES

1.4.1 GENERAL RESEARCH OBJECTIVE

- ✓ The general objective of this study is to analyze the effect of the tourism marketing mix elements on stopover tourism marketing.

1.4.2 SPECIFIC RESEARCH OBJECTIVES

- ✓ To examine the relationship between tourism marketing mix elements and stopover tourism marketing.
- ✓ To assess the interest of transit travelers in the stopover city tour service.
- ✓ To determine the ability and willingness of transit travelers on the stopover city tour service.

1.5 SIGNIFICANCE OF THE STUDY

The primary significance of this study is to harness the unused opportunity the continent's biggest Airline (Ethiopian Airlines) has brought to Ethiopia which is dozens of travelers (potential stopover tourists) using Addis Ababa as a transit to their final destinations, once this segment starts to function at its full potential it can be a game-changer to the Ethiopian tourism industry. The result of the study is also expected to narrow the knowledge gap by analyzing the effect of the tourism marketing mix elements on stopover tourism marketing. Additionally, the study may help as a foundation for other researchers who may have the interest to carry out further investigations in the study area.

1.6 SCOPE OF THE STUDY

The scope of the study is delimited to analyzing the effect of the tourism marketing mix elements on stopover tourism marketing, specifically, Addis Ababa City stopover tour.

Conceptual Scope: The dependent variable of this study is Stopover Tourism Marketing and the independent variables are Tourism Product (attraction), Tourism Price (cost to the consumer), Tourism Promotion (communication) and Tourism Place (access, amenities or convenience).

Target Scope: The research targeted the transit travelers of Ethiopian Airlines Group, specifically those who made their transit at Bole International Airport Addis Ababa, Ethiopia.

Methodological Scope: The researcher has adopted a quantitative research approach, explanatory and descriptive research design.

1.7 LIMITATION OF THE STUDY

The lack of previous studies in the research area is the main limitation of this study. Previous studies help to identify the scope of works that have been done so far in the research area, and the findings are also used as the foundation for the researcher to buildup on and achieve the research objectives. As a result, the lack of previous studies is the main limitation.

1.8 ORGANIZATION OF THE STUDY

This study is organized into five chapters. The first chapter deals with the introduction part of the paper, encompassing the background of the study, statement of the problem, the raised research questions, objectives of the study, significance, scope/delimitation and limitation of the study. The second chapter focuses on the review of related literature. The third chapter discusses the research design and methodology that has been used to undertake the research. Chapter four discussed data analysis. The last chapter (Five) includes a summary of the findings, conclusions and recommendations.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

INTRODUCTION

This chapter covers a review of relevant literature which acts as a foundation for the rest of the study. It explores areas that are pertinent to the study. It provides the theoretical, empirical and conceptual framework for this study and guides, readers, to understand the concepts and principles of the subject under study presented by various researchers, scholars and authors.

2.1 THEORETICAL REVIEW

2.1.1 TOURISM MARKETING

The marketing of tourism is simply applying the appropriate marketing concepts to planning a strategy to attract visitors to a destination, whether resort, city, region or country. While there are many definitions of marketing, the definition used by the American Marketing Association on their website, www.marketingpower.com, perhaps defines marketing best: “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals” (Bonita, 2006).

According to Hitesh (2019), Tourism marketing is a term which is used to refer to that business discipline by which the visitors are attracted to a particular location which can be a state, a city, a particular heritage site or tourist destination spot, a hotel or a convention center anything. The location can be anything that has the potential for attracting a tourist who comes to visit a new place. Tourism marketing is associated with marketing strategies in the field of tourism.

Leonard and Carson (1997), suggest that a major policy issue in tourism marketing relates not to consideration of the distribution channels, but rather to the image that the country and its tourism sector wishes to project. Image is perhaps of prime importance to underpin the marketing effort. A country has to create an image that is attractive, realistic and attempts to differentiate the country from other destinations. As the proposed image reflects the status and identity of a country, the government would usually want to satisfy itself on the acceptability of the proposal. It is a very sensitive area and has to balance two sometimes conflicting objectives what image will attract

tourists to visit the country against the image which the country is comfortable with. The type of tourists to be attracted will in part be determined by the tourism assets available and the support facilities of accommodation, transport and services. Marketing studies will be carried out based on an inventory of supply, i.e., what the country has to offer, and the relative stage of development of the supply assets. Most countries will have a range of attractions that could be used in a marketing strategy.

According to Bert (2018), tourism marketing is different because the customer purchases a series of services, but is left with very little concrete value after his trip. As a result, the marketing initiatives have to emphasize the value of the memories, make the collection of services easily accessible and add value through additional programming and other factors. A key challenge is to convince potential customers that the item they are purchasing provides good value for the price and that the services will be as described and expected.

2.1.2 TOURISM MARKETING MIX MODEL

According to Chuanzhong et al. (2017), the tourism marketing mix model contains the critical components that determine the demand for a business or destination product, including transit services and facilities.

The tourism marketing mix is a set of marketing activities, which work with consistency and complement each other. Firstly, the product offered to the market is analyzed. Then the appropriate and competitive price is determined which leads to the promotion of the product. The next step, is the distribution and delivery of the product to the place at the right time in order to satisfy the consumer. It is crucial that the needs and desires of the consumer are met to the highest possible level as this is reflected in the justification for the existence of the organization. There is an agreement between the researchers on a set of elements of the tourism marketing mix that the tourist organization can rely on in marketing its tourism products to attract tourists (Zana , et al., 2019).

1. TOURISM PRODUCT (ATTRACTION)

For tourism, product components include the basic design of all the components that are put together as an offer to customers. In current marketing practice, products in travel and tourism are designed for and continuously adapted to match the needs and expectations of target consumers and their ability to pay. Most organizations produce and market several products to match the identified requirements of several segments. For example, tour operators provide a range of products within their brochures and large hotels may have up to a dozen separate products ranging from conferences and business meetings to activity holidays and short-break packages (Victor et al. 2009).

According to Bert (2018), the product is what you have to offer. The product is a collection of services that have features and benefits. Standard features and benefits include the normal amenities of a hotel room, for example. Good marketing adds special features, such as free breakfasts or free Internet.

According to Bonita (2006), A product can be a physical good (something tangible), a service, an idea, or an experience. Marketing a city is unique because it is a product composed of a physical good, a service, and an idea, which combined provides the visiting experience. A city contains physical goods, such as the buildings (with their architecture), the parks, the streets, the monuments, and even the transportation system. These physical features will be an important component in developing the city's image, whether as a historical, traditional, or modern city. Another feature of the physical product is the city's geographic setting. Being located by a river, ocean, or mountains adds to the value of experiencing the city. The cultural facilities and religious buildings are also an important component of the physical product. All of these together will be used to develop the city's image.

The services the city provides tourists are also part of the visit experience. These tourist services include the needed hotel rooms and dining establishments. Combining the physical city and the services/events creates the city's image. This image can be of beauty, excitement, charm, or artistic value. The image can also arise from the lifestyles and values of the residents, such as ethnic culture, the friendly attitude of the residents, or an emphasis on family fun. This combination of

the physical product, the services/events provided, and the image the city conveys is part of the experience of visiting the city. It is this entire experience that must be promoted when marketing a city as a tourist destination (Bonita, 2006).

2. TOURISM PRICE (COST TO THE CONSUMER)

Price denotes the published or negotiated terms of the exchange transaction for a product between a producer aiming to achieve predetermined sales volume and revenue objectives, and prospective customers seeking to maximize their perceptions of value for money in the choices they make between alternative products. Almost invariably in tourism, there is a published/regular price for a product and one or more discounted or promotional prices. Promotional prices respond to the requirements of particular market segments or the need to manipulate demand to counter the effects of seasonality or competition resulting from overcapacity. Topical in 2008, the price also responds to economic crisis conditions leading to sudden, unplanned excess capacity (Victor et al. 2009).

According to Bert (2018), price is what customers will pay. The price has to match the product, but good marketing makes the price seem more attractive. The operator can either add features to the product and keep the price the same or give a discount for the same features.

Bonita (2006), argues the purchase process differs because most travel intermediaries, including tour operators and convention associations, are interested in cities that will provide specific benefits they know are desired by their customers. While interested in the benefits the city can provide for its customers, the benefits the travel intermediary desires will be reasonably priced packages with events that can be easily sold.

3. TOURISM PROMOTION (COMMUNICATION)

The most visible of the four Ps, promotion includes advertising, direct mailing, sales promotion, merchandizing, sales-force activities, brochure production, Internet communications and PR activity. Promotional techniques are used to make prospective customers aware of products, to whet their appetites, stimulate demand and generally provide incentives to purchase, either direct from a producer or through a channel of distribution. A broader view of communication by

producers also includes supportive ‘relationship’ information provided to reinforce awareness and build a positive attitude to products that help customers, especially repeat purchasers, make their purchasing decisions (Victor et al. 2009).

According to Bert (2018), promotion is how You Sell Your Wares. The promotion gives details of the product and the price. The key characteristics of your travel marketing strategy are the method of communicating the information, the content of the promotion and the cost to the operator. The promotion has a target market, and the method and content of the promotion have to appeal to the people who it reaches. The price the members of the target market are willing to pay has to cover the cost of the promotion.

Promotion can be designed to persuade rationally by providing factual information that potential visitors need for decision making. Promotion can also be designed to use emotional persuasion to attract potential tourists. Whether a rational or emotional approach is used, the city’s promotional message must compete for the consumer’s attention with numerous other messages. To be heard through this “noise,” a combination of promotional methods must be used. The different methods available to promote are usually referred to as the promotion mix and include advertising, sales incentives, public relations, personal selling, and direct marketing. The choice of which method to use depends on the complexity of the information needed to be communicated, the best means of communicating this information to the tourist market segment, and the city’s marketing budget (Bonita, 2006).

4. TOURISM PLACE (AMENITIES, ACCESS OR CONVENIENCE)

Traditionally for marketing purposes, place is the term used to describe the location of all the points of sale that provide prospective customers with access to tourist products. For example, ‘place’ for Disney World in the USA is not only Orlando, Florida but also the numerous travel agents and tour operators located in the northeast of the USA and worldwide who sell products that include admission to Disney World. Travel agents are of course only one of the ways in which ‘place’ or convenient access is created for Disney World customers, or indeed for most other products in travel and tourism. Convenience of place for a self-catering operator, for example, includes direct mail to the homes of prospective buyers, using free-phone numbers and easy access

to products via computerized reservation/booking systems. Over the past decade, for most travel and tourism businesses, the Internet and broadband access have revolutionized and globalized the concept of convenient access by bringing it directly into the homes of millions of prospective buyers (Victor et al. 2009).

According to Bert (2018), place is where you do business. Place refers to the location where the customer buys the collection of services. Ideally, the operator who sends out the promotion uses it to encourage the potential customer to visit the operator's location and complete the purchase. With the convenience of online payments, the operator may find that the best strategy is to direct potential customers to an attractive website where they can complete the purchase. Bonita (2006), argues the marketing of cities is unique because the product is also the place.

2.1.3 IMPORTANCE AND SIGNIFICANCE OF TOURISM

Directing tourism growth toward local needs, interests, and limits can greatly enhance tourism's value to the community and help create a sustainable industry. Many small communities have the skills and resources for successful tourism development. Creating a local tourism industry is not a daunting task, but making tourism really "fit" the community requires work. Creating a successful and sustainable tourism industry is like creating any successful and sustainable economic activity (Glenn, 2001). Gebriela and Cristina (2017), Argue economic growth further contributes to the development of tourism by providing improved infrastructure and higher standards of living. It is known that tourism has a direct, indirect or induced contribution to the economy, therefore, the development of tourism determines further economic growth and the cycle continues.

The tourism industry is becoming more aware of the need to achieve sustainable development, and the tourist is playing his/her role to make sure this message is passed to those responsible for this important industry. Being such an important activity with substantial economic benefits for the world economy, it has to be managed in a way that ensures its important resources are not lost (Jorge, 1995).

According to Mohammad (2010), other local revenues are not easily quantified, as not all tourist expenditures are formally registered in the macro-economic statistics. Money is earned from tourism through informal employment, such as street vendors, informal guides, rickshaw drivers,

etc. The positive side of informal or unreported employment is that the money is returned to the local economy and has a great multiplier effect as it is spent over and over again. The World Travel and Tourism Council estimates that tourism generates an indirect contribution that is equivalent to 100% of direct tourism expenditure.

Tourism has a great influence on social levels, as it is a chance to exchange knowledge and build relationships and that is because of the mingling of tourists. Also, tourism has a great influence on the cultural levels and that is through achieving intellectual development and the raising of the standard of living. Also, tourism has a great influence on the economic levels, and that is due to the effect it has on the national income because tourism is considered as an export industry that has a direct relationship with what concerns the country's income in its investment field (Magatef, 2015).

2.1.4 STOPOVER/TRANSIT TOURISM

Tourism is a transit, in particular, where the tourist destination is at a great distance from the town of residence of the tourist. Thus, a journey through the territory of transit between the origin and the destination can be conducted with or without interruptions at different points situated along the route. Moving means self-favoring the emergence of more of this type of tourism, because of the free choice of stopovers on the route of travel. Transit Tourism is usually short-lasting, in some cases even below 24 hours. In almost all cases it combines with tourism visitation, separation of which is almost impossible. In this case, tourism, transit receives longer and shorter stays by default that mixing especially interesting in the places of the tour (Cornelia and Turtureanu, 2008).

According to Priscilla (2017), a transit passenger differs from an origin-and-destination passenger, whose journey begins or ends at that place. Transit passengers are confined in the transit lounge and have a limited scope of expanding transit-waiting time. Hence, their mobility is constrained while on transit. Subject to visa requirements for entry to a country, transit passengers who choose to leave the transit lounge have to clear immigration and customs formalities at the airport of the transit region before they can enter the city. After visiting the city, they re-enter the airport for connecting flights and continue their onward journey.

Transit tourism represents the movement of tourists across places, regions or countries towards their final tourist destinations. Those places, regions or countries, where tourists pass by are indeed called transit routes. Transit routes constitute and are a vital part of transit tourism. Without transit

routes, there cannot be transit tourism. Their performance and features are vital to accessing certain tourist destinations and affect the number and directions of the tourist movements (Cvetanka and Dimitrov, 2019).

As explained by (Bonita, 2006) the main target of tourism marketing is to attract visitors to a destination, whether resort, city, region or country. Thus, tourism marketing has been studied indirectly and often expressed as a means to “attract tourists” or a means to “create demand for a tour”.

1. The Relation Between Tourism Product (Attraction) And Tourism Marketing (Attract Tourists or Create Demand for A Tour)

Without attractions, there are no tourists or tourism (Gunn, 1972). Tourism attractions exist because of tourists and they are ‘produced’ and marketed as such due to the availability of tourists (Lew, 1987). In as much as this debate on attractions is inconclusive and highly subjective in that, ‘attractions do attract tourists because they do satisfy tourist needs and tourism attractions are products and tourists travel for various needs and wants (McKercher, 2016).

Destination managers, marketers, politicians and other stakeholders ought to understand that much as attractions might attract tourists, the breadth of the attractions, the motivations and characteristics of the tourists and movement and visitation patterns of tourists while in the destination also matters. This could help destination authorities and enterprises understand what tourists are looking for and which attractions or destination attributes are favored (Kankhuni & Ngwira, 2019).

2. The Relation Between Tourism Price (Cost to The Consumer) And Tourism Marketing (Attract Tourists or Create Demand for A Tour)

Crouch (1992), indicated that international travelers are sensitive to price. According to Christie & Crompton (2001), The total cost of a package plays a significant role in the selection of a destination for all but high-income tourists.

3. The Relation Between Tourism Promotion (Communication) And Tourism Marketing (Attract Tourists or Create Demand for A Tour)

Theoretically, tourism promotion efforts (in terms of attendance in roadshows, marketing, publicity, and brand name among others) aim principally at the extensive dissemination of crucial information about a destination and its attractions (Boopen & Raja, 2015).

4. The Relation Between Tourism Place (Amenities, Access or Convenience) And Tourism Marketing (Attract Tourists or Create Demand for A Tour)

Given a choice between similar destinations, a tourist will tend to choose the more convenient one. Thus, destinations, which are more proximate, would be more likely to be accepted over destinations offering similar products that are less proximate (McKercher, 1998).

The accessibility of a destination is governed by a wide variety of influences, many of which may depend on much broader economic, social, or political concerns, such as regulation of the airline industry, entry visas and permits, route connections, hubs, landing slots, airport capacities, and competition among carriers (Crouch & Ritchie, 1999).

2.2 EMPIRICAL LITERATURE REVIEW

According to a study conducted in Singapore “Do attractions “attract” tourists? The case of Singapore”, The study concluded that individual attractions play a more critical role in driving demand for the most and least knowledgeable destinations (Bob & Edward, 2017).

According to a study “Role of tourism price in attracting international tourists: The case of Japanese inbound tourism from South Korea,” relative prices and exchange rates had a significant effect on Japanese inbound tourism demand from Korea (Jewoo & Choong-Ki, 2017).

According to a study “Practices and challenges of promoting major tourism destinations of Bale Zone for Sustainable Tourism Development in Ethiopia,” Most tourists initially obtained information from different sources of which the highest got information from their friends and relatives. On the other hand, the majority of visitors rated the existing promotional practices as in alignment with the actual performance of the destinations visited. Many respondents disclosed the limitedness of the number and quality of promotional billboards and signposts, and most of them gave negative comments about their quality as well (Berhanu & Mesfin, 2017).

Another study with the purpose of identifying the modern tools of marketing communications and their role to influence tourists, concludes that modern forms of communication tools on different stages of the making-decision process and describes the role of each to build marketing communications of tourism industry actors in a more effective way (Liudmila, 2016).

FINDINGS OF RELATED RESEARCHERS IN DIFFERENT CONTEXTS

As the purpose of this research is to analyze the effect of tourism marketing mix elements on stopover tourism marketing, researches related to Tourism, Tourism Marketing and stopover/transit tourism have also been reviewed. The concept of transit tourism has not yet developed it is difficult to find researches that are directly related to the stopover/transit tourism marketing. However, the above listed related concepts have been reviewed.

As indicated above the tourism industry is a huge sector as a result the development of this industry cannot be left for the government of a country. Deresse (2018), studied the role and collaboration of stakeholders in the tourism sector of Ethiopia to promote as a tourist destination. The finding

revealed different stakeholders involved in Tourism to promote Ethiopia as a Tourist Destination are not working together to achieve their common goals.

Other studies have also emphasized the city tour. Sofonias (2019), argues City tourism is one of the fastest-growing segments of the travel and tourism industry. The indicator of city tourism growth is becoming increasingly apparent in Addis and playing a significant role. The researcher studied the potential, opportunities and challenges in Addis Ababa for city tourism development. The potential is its diversified value, and challenges are various impeding factors such as lack of awareness about the tourism potentials, Pollution, sanitation, lack professional trained manpower, lack of city tourism facilities and absence of economic maintenance of city tourism.

City tourism has also been studied from supplier's perspective, Firew (2017), assessed the competitiveness of Addis Ababa as a business tourism destination from the suppliers' perspective, the study reveals that Addis Ababa is not competitive in most of the attributes and a lot of work is expected to be done to improve the competitiveness of the city.

Another study by Tadese (2012), has assessed challenges and opportunities of investment in the tourism sector in Addis Ababa city. The main challenges include bureaucratic problem, in sufficiency of basic infrastructures, low promotion in the sector, macroeconomic instability and problem of implementation capacity. According to this study general opportunities of tourism, the investment includes good attention of government, large market size, and mixed market economy, the existence of ample resources and availability of trainable manpower. The sectors of investment opportunities include public infrastructures such as transportation, telecommunication, water supply, electricity etc. and tourist infrastructures such as hotels, restaurants, tour operation, conference centers, recreation centers etc. In general, even if the city has many opportunities for tourism investment, the performance of investment was found to be at a low level.

Tourism has also been discussed in literature from a marketing perspective; tourism marketing is the current trending topic in the tourism sector. Addisalem (2019), studied the factors that affect the marketability of tourist destination. The study findings show that all mentioned variables (Image, infrastructure, social media and electronic payment) have a positive and significant effect on the marketability of tourist destination.

Marketing Strategy has also been the focus of study related to tourism. Azeb (2018), conducted a study on assessing the marketing strategy for tourism destinations in Addis Ababa. The study indicates business and education are the market segments in these tourism destinations in Addis Ababa. The study also found that even though tourism activities are largely boosted by the promotional activities that are made to attract and sustain large tourist flow, the study has found that the promotional activities lack coverage and consistency. Based on the result of this study, the major strengths of tourism sites in Addis Ababa are; friendliness of the people in the area, the cultural variety of the city, safety and security, the presence of festivals and events, and value for money. Lack of customer awareness, absence of a standard of accommodation, and absence of quality of services were found to be the major weaknesses of Addis Ababa tourism sites.

The other type of study regarding this topic is “tourist destination competitiveness in Ethiopia”, study result indicated that the quality of tourism experience and tourist’s perception of destination competitiveness do relate to each other as substantiated by the existence of shared common variances between these two major constructs. The study also revealed that tourist’s perception of destination competitiveness is positively influenced by the quality of tourism experience in terms of different phases (pre-trip planning, in-route experience, on-site instrumental experience, on-site expressive experience and after-trip reflection). Furthermore, tourist involvement appears to have a moderating effect on the relationship between pre-trip planning experience, in-route experience, on-site expressive experience, and perceived destination competitiveness (Elias, 2018).

A prior study by Kebede (2017), assessed tourist destination brand image perception in the case of Addis Ababa city. This study found out that both the cognitive and affective destination brand images significantly and positively contribute to the cognitive destination brand image. Based on the findings of the research recommended that there should be a well-coordinated effort in building the brand image of Addis Ababa City and the competitiveness of the city as a destination should be enhanced through marketing both the cognitive and affective destination image aspects. Also, there should be a government-private-professional partnership to build the institutional capacity of the tourism sector of Addis Ababa City.

Previous studies show that there are no researches related to stopover tourism marketing. Even though very few scholars studied stopover/transit tourism, there is still a lot to be said about this concept.

According to the ranking by Airport Council International in terms of annual international tourist throughput in 2014 (International Council of Airport Operators, 2014), the top ten airports in the world, in descending order, are in Dubai, London, Hong Kong, Paris, Amsterdam, Singapore, Frankfurt, Seoul, Istanbul and Bangkok; and they received between 37 to 69 million of transit passengers in 2014. These airports provide a range of products and services including transit tours for transit passengers. The transit tours to enable transit passengers to have a quick tour of the highlights of the city before returning to the airport timely enough to catch their connecting flights. The tours are exclusively catered for bonafide transit passengers who must have at least 2 to 6 hours of transit time to be eligible for the tour. The visa processes in many countries remain the major obstacle to tourism development (UNWTO, 2013). By introducing transit visa and with minimal investment in tourism offer, same-day trips will not only meet the demand of transit passengers but also contribute to the incremental arrival statistics of the transit destination (Priscilla, 2017).

Stopover Tourism has also been discussed from an economic growth point of view. According to Mohammed (2010), In Jamaica, a stopover visitor spending one dollar creates a ripple effect of US\$1.60 within the local economy.

According to a study by Bob & Esther (2007), they propose two possible inhibiting factors that hinder transit tourism to happen these factors are lack of opportunity or lack of interest to the best of the authors' knowledge, this subject area has not been examined before in the tourism literature as a discrete topic. However, intuitively, it would appear that the failure to capture the transit/transfer market could be attributable to two sets of factors. On the one hand, tourists may simply not have the opportunity to participate in transit tourism due to a variety of structural, scheduling and location conditions that limit time availability. In addition, visa entry requirements may also preclude some from entering a country for a few hours. On the other hand, tourists may not be aware of transit opportunities or, if aware, may have little interest in visiting the destination. According to their research finding more than 85 per cent of respondents expressed moderate to strong interest in a day trip to Hong Kong during their transit or transfer stopover. However, the

study also suggests that strong enough interest exists that NTOs in hub destinations might want to consider ways of selectively targeting attractive transit segments. To do so, though, they must direct their marketing and promotional efforts at intervening at the travel purchase decision point, rather than at the destination. A day-trip transit visit will need to be a planned event, with the decision made when and where the flight is booked. Transit tourism represents an unrealized market for most destinations. The sheer volume of transit passengers and the current low levels of transit tourism activity suggest that this is a market that has some growth potential.

According to Kincseset et al. (2017), the most important objective of their research was to highlight the role of transit tourism and justify its significance by statistical examination. Their investigations undoubtedly prove that, although this research topic has been relatively neglected, the topic requires a scientific analysis. This is proved by the fact that the share of spending by transit visitors comprises a significant portion of foreigners' total spending in Hungary; in addition, the spending of these visitors is registering a continuous rise. Between 2009 and 2013, the motivations of transit visitors showed a slight change, as traditional motivations were replaced with new ones. Tourism professionals and economic policymakers should also consider these changes.

RESEARCH GAP/ UNCOVERED AREAS

As mentioned above many studies have been conducted which are related to tourism, tourism marketing and stopover tourism, To the best knowledge of the researcher, no study analyzed the effect of the tourism marketing mix elements on stopover tourism marketing. Thus, this study will narrow the empirical gap in the study area.

CONCEPTUAL FRAMEWORK

According to Abiy et al. (2009), a conceptual framework is described as a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation. When clearly articulated, a conceptual framework has potential usefulness as a tool to scaffold research and, therefore, to assist a researcher to make meaning of subsequent findings.

From the theoretical frameworks discussed in the literature and the practical issues observed, the researcher tried to propose a model that would explain the effect of the tourism marketing mix elements on stopover tourism marketing. Accordingly, the dependent variable of the study is Stopover Tourism Marketing, and the independent variables are Tourism Product (attraction), Tourism Price (cost to the consumer), Tourism Promotion (communication) and Tourism Place (amenities, access or convenience).

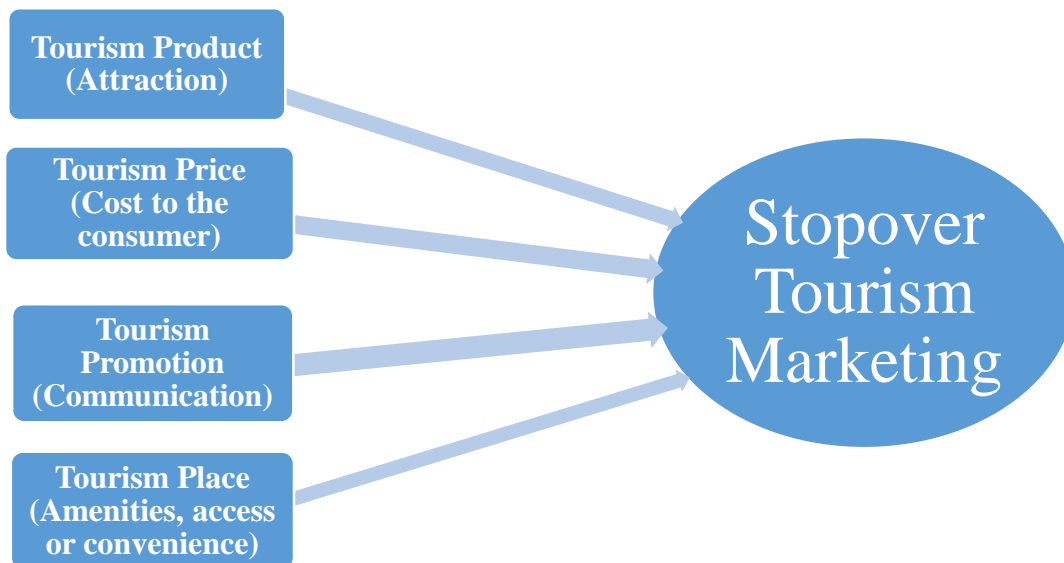


Figure 2.1: Conceptual Framework

Source: Constructed by the researcher based on the theoretical and empirical reviews.

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

INTRODUCTION

This chapter highlights the various methods and procedures that the researcher has employed to answer the research questions raised in the first chapter. The chapter contains; research method, research approach, sampling design, data collection methodology, reliability and validity test, data analysis method and ethical consideration.

3.1 RESEARCH METHOD

The researcher has used the quantitative research method. According to Robert and Richard (2008), Quantitative research involves studies that make use of statistical analyses to obtain their findings. Key features include formal and systematic measurement and the use of statistics.

As the purpose of this study is to analyze the effect of the tourism marketing mix elements on stopover tourism marketing, the nature of the questions expected to answer the research questions is for potential tourists. Thus, the response obtained by questionnaire from potential stopover or transit tourists has been measured quantitatively.

3.2 RESEARCH APPROACH/ DESIGN

To explain the findings of this study both explanatory and descriptive research approach has been employed in this study. According to Robert and Richard (2008), The explanatory survey seeks to establish cause and effect relationships. Additionally, to discuss the collected data descriptive research method has also been employed in this study. According to Robert and Richard (2008), Descriptive research is useful because it can provide important information regarding the average member of a group. Here the researcher attempts to document what is actually occurring.

According to Geoffrey et al. (2005), the description refers to the process of defining, classifying or categorizing phenomena of interest. Thus, the researcher has also used descriptive statistics to describe the finding of this study by the process of defining, classifying, and categorizing phenomena of interest.

3.3 SAMPLING DESIGN

According to Robert and Richard (2008), Successful sampling requires a balance of efficiency and reliability of the generalization. A sample's ability to balance these needs, that is, to gather information efficiently in terms of cost, time and numbers, and to provide accurate generalizations about the sampled population, increases when key issues in the sampling process are addressed sequentially and systematically. This systematic sequence is as follows: Define the population, identify the sampling frame, determine the sample size, select a sampling technique to obtain the sample elements and finally collect the data from the sample elements.

3.3.1 TARGET POPULATION

According to Scott and Gerald (2012), the first step in planning a sample is to define the population. Location and time are important factors in defining a population. Since these can limit the scope of your study, a useful approach is to first define your ideal population. Once you've established the ideal population, you can apply practical constraints to establish a workable study population. Robert and Richard (2008), also suggests the first task in sampling is to identify and define precisely the population to be sampled. To carefully precisely limit the population of this study, the researcher selected Ethiopian Airlines transit travelers as a target population.

3.3.2 SAMPLING FRAME

According to Scott and Gerald (2012), the sample frame should identify each population element only once and avoid elements, not in the defined population. Of course, such a perfect frame is rarely available for behavioral research purposes.

According to Robert and Richard (2008), the sampling frame is the list of the target population. A perfect sampling frame is identical to the target population, that is, the sample frame contains every population element once and only once, and only population elements are contained in the sampling frame.

For this study the sample frame is identical to the target population and can be stated as follows: Passengers of Ethiopian Airlines Group, who transits via Addis Ababa Bole International Airport.

3.3.3 SAMPLING SIZE

According to Cochran (1977) the formula to calculate sample size when the population is infinite

$$n_0 = \frac{z^2 pq}{e^2}$$

where n_0 is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q = 1-p$ and e is the desired level of precision. For this study, we want to calculate a sample size of a large population whose degree of variability is not known. Assuming the maximum variability, which is equal to 50% ($p = 0.5$) and taking 95% confidence level with $\pm 5\%$ precision, the calculation for the required sample size is as follows.

$$p = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; \quad e = 0.05; \quad z = 1.96$$

$$\text{So, } n_0 = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16 = 384$$

As a result, the sample respondents for this study are 384 transit travelers who are passengers of Ethiopian Airlines and only those who are using Addis Ababa bole international airport as a transit hub.

3.3.4 SAMPLING TECHNIQUE

According to Robert and Richard (2008), A sample can be any part of a population regardless of whether it is representative or not. Representativeness is not implicit in the concept of a sample. But if we want to generalize validly from the sample to the population from which it was drawn it must be representative. A sample that will never have exactly the same characteristics as the population from which it is drawn cannot be assumed. The best we can do is say that a sample will be represented within certain limits.

To capture data from the concerned study subjects, transit travelers were randomly selected from transit travelers who were easily accessible to the researcher at the time of data collection. According to Geoffrey et al. (2005), A sample of convenience is simply a potential source of participants that is easily accessible to the researcher.

3.4 DATA COLLECTION METHODOLOGY

3.4.1 SOURCES OF DATA

To achieve the objective of the study both primary and secondary data has been used, whereas primary data is the main source.

3.4.1.1 PRIMARY SOURCE

According to Robert and Richard (2008), Primary data is collected by the researcher for analysis; it is new data. For this study, the source of primary data are the sample respondents (transit travelers of Ethiopian Airlines).

3.4.1.2 SECONDARY SOURCE

According to Robert and Richard (2008), Secondary sources are consulted before any research design is considered as they shed light on the research topic, relevant methodologies and existing knowledge. For this study different relevant literatures were used as a secondary source of data such as previously conducted research, various books, websites, reports and various journals.

3.4.2 DATA COLLECTION INSTRUMENT

According to Abiy et al. (2009), a questionnaire is a type of survey where respondents write answers to questions posed by the researcher on a question form. A number of respondents are asked identical questions, to gain information that can be analyzed, patterns found and comparisons made. With this in mind, primary data was collected using questionnaires which were prepared in the English language.

The data collection instrument (the questionnaires) was pre tasted at Addis Ababa bole international airport (the new terminal), the most repetitive feedback received from the respondents was the questions were too many. Based on this feedback, and per the recommendation of the advisor of this research, the questions for each independent variable were reduced to four. Finally, from the full-scale data collection, a 100% response rate was obtained within fourteen days.

3.5 RELIABILITY AND VALIDITY TEST

According to Robert and Richard (2008), Reliability refers to the consistency and stability of findings that enables findings to be replicated. According to Hulin et al. (2001), A general accepted rule is that alpha of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy.

For this study reliability scale was assessed from the first 60 completed responses using the Cronbach Alpha technique. The scale produced an alpha of 0.894, which indicates a very good level or a high level of internal consistency.

3.6 DATA ANALYSIS

According to Geoffrey et al. (2005), after conducting the study and gathering the data, the next step involves analyzing the data, which generally calls for the use of statistical techniques. The type of statistical techniques used by a researcher depends on the design of the study, the type of data being gathered, and the questions being asked. In short, statistics help researchers minimize the likelihood of reaching an erroneous conclusion about the relationship between the variables being studied.

The researcher used the software SPSS version 26 to analyze the collected data. Thus, in order to answer the research questions and objectives, both descriptive statistics and inferential statistics have been used. Descriptive analysis is used to describe the given phenomena, Whereas, Karl-Pierson correlation coefficient analysis is used to analyze the relationship between the constructs and Regression analysis is also used to analyze the effect of the independent variables on the dependent variable.

3.7 ETHICAL CONSIDERATIONS

Virtually all studies with human participants involve some degree of risk. These risks may range from minor discomfort or embarrassment caused by somewhat intrusive or provocative questions (e.g., questions about sexual practices, drug and alcohol use) to much more severe effects on participants' physical or emotional well-being. These risks present researchers with an ethical dilemma regarding the degree to which participants should be placed at risk in the name of scientific progress. Emphasizing that consent can be voluntary only under the following conditions: Participants are able to consent, they are free from coercion (i.e., outside pressure), and they comprehend the risks and benefits involved (Geoffrey et al., 2005).

This study has also considered the above ethical issues, furthermore, the personal information provided by the respondents will be maintained confidential. And the overall purpose of the study and the potential benefit of the research outcome has been addressed to the respondents. Most importantly, Writings that belong to other authors that have been used in any part of this study has been referenced on the reference page as well as in-text reference.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND DISCUSSION

INTRODUCTION

In this chapter, the result of the collected data from the sample respondents is presented, analyzed and discussed. First, the demographic characteristic of the respondents is analyzed using frequency, percentage, mean and standard deviation to understand their profile and show the implication of the result. Correlation is used to examine the relationship between tourism marketing mix elements and stopover tourism marketing. Finally, regression analysis is used to analyze the effect of each tourism marketing mix elements on stopover tourism marketing.

4.1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The profile of the sample respondents was the first part of the questionnaire, this section only focused on the relevant information related to this study area. As a result, the Gender, Age and Annual income of the participants were asked. Researchers for academic purpose and market research usually use gender and age for segmentation purpose, where the annual income of participants is only used to know if the respondents have the ability to purchase the market offering.

4.1.1 GENDER

From the total respondents, 235 were male which is 61.2% of the total respondents and 149 were female which is 38.8% of the total respondents. The gender of the respondents is presented in the table 4.1.1.

Table 4.1.1 Gender of respondents

		Frequency	Percent	Valid Percent
Valid	Male	235	61.2	61.2
	Female	149	38.8	38.8
	Total	384	100.0	100.0

Source: Survey Data (2021)

As presented in table (4.1.1) the majority of the respondents 235 (61.2%) are male, which indicates the majority of transit travelers exposed to a city tour are male transit travelers.

4.1.2 AGE

The age group of 81 of the respondents is from 18-30, 133 is from 31- to 45, 141 is from 46 to 60 and 29 is over 60, which is 21.1%, 34.6%, 36.7% and 7.6% respectively. The age category of the respondents is presented in table 4.1.2.

Table 4.1.2 Age group of respondents

		Frequency	Percent	Valid Percent
Valid	18-30	81	21.1	21.1
	31-45	133	34.6	34.6
	46-60	141	36.7	36.7
	Over 60	29	7.6	7.6
	Total	384	100.0	100.0

Source: Survey Data (2021)

As presented in table (4.1.2) the majority of the respondent's age is between 46-60 (36.7 %) and between 31-45 (34.6 %), which indicates the majority of transit travelers exposed to a city tour are middle-aged adults.

4.1.3 ANNUAL INCOME

The annual income category of the respondents: 89 respondents' annual income is below USD 19,999, 74 of the respondent's annual income is from USD 20,000 to 39,999, 221 of the respondent's annual income is above USD 40,000. The Annual Income category of the respondents is presented in table 4.1.3.

Table 4.1.3 Annual Income category of respondents

		Frequency	Percent	Valid Percent
Valid	Below USD 19,999	89	23.2	23.2
	USD 20,000-39,999	74	19.3	19.3
	Above USD 40,000	221	57.6	57.6
	Total	384	100.0	100.0

Source: Survey Data (2021)

As presented in table (4.1.3) the majority of the respondent's annual income is above USD 40,000 (57.6 %), and only 23.2 % of respondent's annual income is below USD 19,999, this implies the majority of transit travelers exposed to a city tour can afford to purchase a city tour package during their transit time. This data also shows that most of the respondents have the ability to buy the offered product (Addis Ababa stopover city tour).

4.2 DESCRIPTIVE STATISTICS

As stated earlier descriptive statistics are used to summarize or describe a set of observation, using frequency distribution, percentage, mean and standard deviation for each of the variables; As a result, first all Independent variables (Tourism Product (Attraction), Tourism Price (Cost to the consumer), Tourism Promotion (Communication), Tourism Place (Convenience, Access or Amenities) are summarized and described, then, questions related to the dependent variable is summarized and described.

4.2.1 TOURISM PRODUCT (ATTRACTION)

In this part, the first independent variable, Tourism Product or Attraction is summarized and described. In this category, four questions were addressed to the respondents, and their response is analyzed using frequency, percentage, mean and standard deviation.

Table 4.2.1 Tourism Product (Attraction)

Item	SA		A		N		D		SD		Mean	S. Dev
	f	%	f	%	f	%	f	%	f	%		
Tourism Product 1	118	30.7	179	46.6	60	15.6	20	5.2	7	1.8	3.9922	.91546
Tourism Product 2	118	30.7	190	49.5	50	13.0	20	5.2	6	1.6	4.0260	.88760
Tourism Product 3	112	29.2	180	46.9	59	15.4	26	6.8	7	1.8	3.9479	.93797
Tourism Product 4	99	25.8	155	40.4	89	23.2	32	8.3	9	2.3	3.7891	.99596

Source: Survey Data (2021)

Tourism Product 1: I'm interested to visit different historical and modern parks in Addis Ababa during transit hours.

The majority of the respondents 179 (46.6%) selected "agree", 118 selected strongly agree (30.7 %) which is the next biggest figure. The average result (mean) also shows 3.9922 and standard deviation = .91546, this implies the result is above midpoint or the transit travelers are interested to visit different historical and modern parks in Addis Ababa during transit hours.

Tourism Product 2: I'm interested to visit the Imperial Palace in Addis Ababa during transit hours.

The majority of the respondents 190 (49.5 %) selected "agree", 118 selected strongly agree (30.7 %) which is the next biggest figure. The average result (mean) also shows 4.0260 and standard deviation = .88760, this implies the result is way above midpoint or the transit travelers are interested to visit the Imperial Palace in Addis Ababa during transit hours.

Tourism Product 3: I'm interested to visit the National Museum in Addis Ababa during transit hours.

The majority of the respondents 180 (46.9 %) selected "agree", 112 selected strongly agree (29.2 %) which is the next biggest figure. The average result (mean) also shows 3.9479 and standard deviation = .93797, this implies the result is above midpoint or the transit travelers are interested to visit the National Museum in Addis Ababa during transit hours.

Tourism Product 4: I’m interested in a cultural shopping experience (handmade household products) in Addis Ababa during transit hours.

The majority of the respondents 155 (40.4 %) selected “agree”, 99 selected strongly agree (25.8 %) which is the next biggest figure. The average result (mean) also shows 3.7891 and standard deviation = .99596, this implies the result is above midpoint or the transit travelers are interested in a cultural shopping experience (handmade household products) in Addis Ababa during transit hours.

As a result, based on the above finding and implication, all the items scored above average (3 on a five-point scale), which determined the general agreement with the statements specified in the study.

The highest mean result 4.0260 also indicates that even if the respondents have shown interest in all the raised questions, the respondents are more interested to visit the Imperial Palace in Addis Ababa than the other three attractions during their transit hours.

4.2.2 TOURISM PRICE (COST TO THE CONSUMER)

In this part, the second independent variable, Tourism Price or cost to the consumer is discussed. In this category, four questions were addressed to the respondents to have their opinion, and their response is analyzed using frequency, percentage, mean and standard deviation.

Table 4.2.2 Tourism Price (Cost to the consumer)

Item	SA		A		N		D		SD		Mean	S. Dev
	f	%	f	%	f	%	f	%	f	%		
Tourism Price 1	93	24.2	165	43.0	88	22.9	32	8.3	6	1.6	3.7995	.95261
Tourism Price 2	100	26.0	171	44.5	88	22.9	17	4.4	8	2.1	3.8802	.91761
Tourism Price 3	68	17.7	190	49.5	102	26.6	20	5.2	4	1.0	3.7760	.83453
Tourism Price 4	70	18.2	138	35.9	109	28.4	50	13	17	4.4	3.5052	1.06938

Source: Survey Data (2021)

Tourism Price 1: Price is the most important factor I consider to purchase a city tour package during my transit hours. The majority of the respondents 165 (43.0%) selected “agree”. The average result (mean) also shows 3.7995 and standard deviation = .95261, this implies the result is above midpoint or the transit travelers considers price as the most important factor they consider to purchase a city tour package during their transit hours.

Tourism Price 2: I can purchase the tour package if the information is available when I purchase my air ticket before my departure.

171 (44.5 %) selected “agree”. The average result (mean) also shows 3.8802 and standard deviation = .91761, this implies the result is above midpoint or the transit travelers can purchase the tour package if the information is available when they purchase their air ticket before their departure.

Tourism Price 3: I can purchase the tour package if the information is available upon my arrival at Addis Ababa Airport.

The majority of the respondents 190 (49.5 %) selected “agree”. The average result (mean) also shows 3.7760 and standard deviation = .83453, this implies the result is above midpoint or the transit travelers can purchase the tour package if the information is available upon their arrival at Addis Ababa Airport.

Tourism Price 4: I prefer if I purchase the city tour package included on the travel ticket than separately.

The majority of the respondents 138 (35.9 %) selected “agree”. The average result (mean) also shows 3.5052 and standard deviation = 1.06938, this implies the result is above midpoint or the transit travelers prefers if they purchase the city tour package included on the travel ticket than separately.

As a result, based on the above finding and implication, all the items scored above average (3 on a five-point scale), which determined the general agreement with the statements specified in the study. The highest mean result 3.8802 also indicates that the respondents relatively prefer if they purchase the tour package when they purchase their air ticket before their departure.

4.2.3 TOURISM PROMOTION (COMMUNICATION)

In this part the third independent variable, Tourism promotion or communication is discussed. In this category, four questions were addressed to the respondents to have their opinion, and their response is analyzed using frequency, percentage, mean and standard deviation.

Table 4.2.3 Tourism Promotion (Communication)

Item	SA		A		N		D		SD		Mean	S. Dev
	f	%	f	%	f	%	f	%	f	%		
Tourism Promotion 1	60	15.6	157	40.9	105	27.3	47	12.2	15	3.9	3.5208	1.02174
Tourism Promotion 2	64	16.7	154	40.1	103	26.8	48	12.5	15	3.9	3.5339	1.03409
Tourism Promotion 3	52	13.5	157	40.9	105	27.3	60	15.6	10	2.6	3.4714	.99566
Tourism Promotion 4	103	26.8	183	47.7	67	17.4	22	5.7	9	2.3	3.9089	.93637

Source: Survey Data (2021)

Tourism Promotion 1: I could buy the city tour package if the information is available when I purchased my air ticket (by sales agents at the ticket office or website or social media advertisements).

The majority of the respondents 157 (40.9 %) selected “agree”. The average result (mean) also shows 3.5208 and standard deviation = 1.02174, this implies the result is above midpoint or the transit travelers could buy the city tour package if the information is available when they purchased their air ticket (by sales agents at the ticket office or website or social media advertisements).

Tourism Promotion 2: I could buy the city tour package if the information is available during my flight (on the private In-flight entertainment TV screen, in-flight magazine or any other media).

The majority of the respondents 154 (40.1 %) selected “agree”. The average result (mean) also shows 3.5339 and standard deviation = 1.03409, this implies the result is above midpoint or the

transit travelers could buy the city tour package if the information is available during their flight (on the private In-flight entertainment TV screen, in-flight magazine or any other media).

Tourism Promotion 3: I could buy the city tour package if the information is available upon my arrival at ADD Airport (customer service agents or any other media).

The majority of the respondents 157 (40.9 %) selected “agree”. The average result (mean) also shows 3.4714 and standard deviation = .99566, which implies the result is above midpoint or the transit travelers could buy the city tour package if the information is available upon their arrival at ADD Airport (customer service agents or any other media).

Tourism Promotion 4: I could buy the city tour package if I watch a short video clip about the city tour on social media, website or In-flight entertainment TV screen.

The majority of the respondents 183 (47.7 %) selected “agree”. The average result (mean) also shows 3.9089 and standard deviation = .93637, which implies the result is above midpoint or the transit travelers could buy the city tour package if they watch a short video clip about the city tour on social media, website or In-flight entertainment TV screen.

As a result, based on the above finding and implication, all the items scored above average (3 on a five-point scale), which determined the general agreement with the statements specified in the study. The highest mean result 3.9089 also indicates that the respondents relatively prefer if they watch a short video clip about the city tour on social media, website or In-flight entertainment TV screen.

4.2.4 TOURISM PLACE (CONVENIENCE, ACCESS OR AMENITIES)

In this part the fourth independent variable, Tourism place is discussed. In this category, four questions were addressed to the respondents to have their opinion, and their response is analyzed using frequency, percentage, mean and standard deviation.

Table 4.2.4 Tourism Place (Convenience, Access or Amenities)

Item	SA		A		N		D		SD		Mean	S. Dev
	f	%	f	%	f	%	f	%	f	%		
Tourism Place 1	150	39.1	150	39.1	69	18.0	13	3.4	2	0.5	4.1276	.85921
Tourism Place 2	196	51.0	144	37.5	32	8.3	11	2.9	1	0.3	4.3620	.77609
Tourism Place 3	107	27.9	162	42.2	90	23.4	22	5.7	3	0.8	3.9063	.89767
Tourism Place 4	181	47.1	132	34.4	58	15.1	9	2.3	4	1.0	4.2422	.86787

Source: Survey Data (2021)

Tourism Place 1: I consider the political stability of Addis Ababa in advance for the city tour.

Majority of the respondents 150 (39.1 %) selected “strongly agree” and equally 150 respondents selected (39.1 %) “agree” respectively. The average result (mean) also shows 4.1276 and standard deviation = .85921, this implies the result is above midpoint or the transit travelers highly considers the political stability of Addis Ababa in advance for the city tour.

Tourism Place 2: I consider the safety and security of Addis Ababa in advance for the city tour.

The majority of the respondents 196 (51.0 %) selected “Strongly Agree”. The average result (mean) also shows 4.3620 and standard deviation = .77609, this implies the result is above midpoint or the transit travelers consider the safety and security of Addis Ababa in advance for the city tour.

Tourism Place 3: I consider Addis Ababa’s infrastructure before the city tour.

The majority of the respondents 162 (42.2 %) selected “Agree”. The average result (mean) also shows 3.9063 and standard deviation = .89767, this implies the result is above midpoint or the transit travelers consider Addis Ababa’s infrastructure before the city tour.

Tourism Place 4: I prefer if Ethiopian Airlines (ET Holidays) handles all the tour related activities than to be transferred to other tour operators. (From airport to airport)

The majority of the respondents 181 (47.1 %) selected “Strongly Agree”. The average result (mean) also shows 4.2422 and standard deviation = .86787, which implies the result is above

midpoint or the transit travelers prefers if Ethiopian Airlines (ET Holidays) handles all the tour related activities than to be transferred to other tour operators. (From airport to airport)

As a result, based on the above finding and implication, all the items scored above average (3 on a five-point scale), which determined the general agreement with the statements specified in the study. The highest mean result 4.3620 also indicates that the respondents gave emphasis to the safety and security of Addis Ababa in advance for the city tour.

4.2.5 TOURISM MARKETING

In this part questions related to the Dependent variable; Tourism Marketing is discussed. In this category, four questions were addressed to the respondents to have their opinion, and their response is analyzed using frequency, percentage, mean and standard deviation.

Table 4.2.5 Tourism Marketing

Item	SA		A		N		D		SD		Mean	S. Dev
	f	%	f	%	f	%	f	%	f	%		
Tourism Marketing 1	114	29.7	214	55.7	39	10.2	11	2.9	6	1.6	4.0911	.80438
Tourism Marketing 2	114	29.7	211	54.9	46	12.0	8	2.1	5	1.3	4.0964	.78070
Tourism Marketing 3	96	25.0	185	48.2	75	19.5	18	4.7	10	2.6	3.8828	.92503
Tourism Marketing 4	175	45.6	162	42.2	36	9.4	4	1.0	7	1.8	4.2865	.82153

Source: Survey Data (2021)

Tourism Marketing 1: A good tourist attraction creates a demand for me for a stopover city tour.

The majority of the respondents 214 (55.7 %) selected “Agree”. The average result (mean) also shows 4.0911 and standard deviation = .80438, this implies the result is above midpoint or the transit travelers believes good tourist attraction creates a demand for a stopover city tour.

Tourism Marketing 2: Fair Price attracts me to purchase a stopover city tour.

The majority of the respondents 211 (54.9 %) selected “Agree”. The average result (mean) also shows 4.0964 and standard deviation = .78070, this implies the result is above midpoint or the transit travelers believes fair price attracts them to purchase a stopover city tour.

Tourism Marketing 3: Convincing promotion attracts me to a stopover city tour.

The majority of the respondents 185 (48.2 %) selected “Agree”. The average result (mean) also shows 3.8828 and standard deviation = .92503, this implies the result is above midpoint or the transit travelers believes convincing promotion attracts them to a stopover city tour.

Tourism Marketing 4: A well organized, accessible and convenient tour attracts me to a stopover city tour.

The majority of the respondents 175 (45.6 %) selected “Strongly Agree”. The average result (mean) also shows 4.2865 and standard deviation = .82153, this implies the result is above midpoint or the transit travelers believes a well-organized, accessible and convenient tour attracts them to a stopover city tour.

Accordingly, the obtained result can be summarized as follows.

- A good tourist attraction creates a demand for transit travelers for a stopover city tour.
- Fair Price attracts transit travelers to purchase a stopover city tour.
- Convincing promotion attracts transit travelers to a stopover city tour.
- A well organized, accessible and convenient tour attracts transit travelers to a stopover city tour.

4.3 CORRELATION ANALYSIS

According to Geoffrey et al. (2005), Correlations are perhaps the most basic and most useful measure of association between two or more variables. Expressed in a single number called a correlation coefficient (r), correlations provide information about the direction of the relationship (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). Furthermore, tests of correlations will provide information on whether the correlation is statistically significant.

Several correlation indexes have been developed. The most widely used is the Pearson Product Moment Correlation or 'r'. The Pearson correlation coefficient is employed when both variables are expressed as Scale data. While an inspection of a scatter graph furnishes some visual impression of the relationship between two sets of measures, a numerical index indicating precisely the degree of relationship is essential (Robert and Richard, 2008).

One of the specific objectives of this research is to determine the relationship between tourism marketing mix elements (independent variables) and stopover tourism marketing (dependent variable). Hence, the result is obtained using Karl Pearson's coefficient of correlation. According to Geoffrey et al. (2005), In general, correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

Table 4.3 Karl Pearson's coefficient of correlation between the variables, N=384

		Tourism Product	Tourism Price	Tourism Promotion	Tourism Place	Tourism Marketing
Tourism Product	Pearson Correlation	1				
Tourism Price	Pearson Correlation	.423**	1			
Tourism Promotion	Pearson Correlation	.410**	.393**	1		
Tourism Place	Pearson Correlation	.253**	.256**	.287**	1	
Tourism Marketing	Pearson Correlation	.520**	.418**	.412**	.431**	1

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

Source: Survey Data (2021)

4.3.1 RELATIONSHIP BETWEEN TOURISM PRODUCT (ATTRACTION) AND STOPOVER TOURISM MARKETING

A set of Pearson correlations were computed to determine if there were any significant relationships between Tourism Product (Attraction) and Stopover Tourism Marketing. The correlation result shows $r = .52$, this indicates there is a significant and moderate positive relationship. From the four independent variables tourism product or attraction is relatively strongly associated with stopover tourism marketing.

4.3.2 RELATIONSHIP BETWEEN TOURISM PRICE (COST TO THE CONSUMER) AND STOPOVER TOURISM MARKETING

Pearson correlations were also computed to determine if there were any significant relationships between Tourism Price (cost to the consumer) and Stopover Tourism Marketing. The correlation result shows $r = .418$, which indicates there is a significant and moderate positive relationship. Even if the variables are positively associated, the correlation result indicates tourism price (cost to the consumer) is associated following tourism product and tourism place.

4.3.3 RELATIONSHIP BETWEEN TOURISM PROMOTION (COMMUNICATION) AND STOPOVER TOURISM MARKETING

The other computed Pearson correlations were the relationships between Tourism Promotion (communication) and Stopover Tourism Marketing. The correlation result shows $r = .412$, this indicates there is a significant and moderate positive relationship. Here, even if the variables are positively associated, tourism promotion succeeds all the other independent variables, which are tourism product (attraction), tourism price (cost to the consumer) and tourism place (convenience, access or amenities).

4.3.4 RELATIONSHIP BETWEEN TOURISM PLACE (CONVENIENCE, ACCESS OR AMENITIES) AND STOPOVER TOURISM MARKETING

Finally, Pearson correlations were computed to determine if there were any significant relationships between Tourism Place (convenience, access or amenities) and Stopover Tourism Marketing. The correlation result is $r = .431$ this indicates there is a significant and moderate positive relationship. And from the four independent variables tourism Place is the second strongly associated independent variable with stopover tourism marketing.

4.4 REGRESSION ANALYSIS

Linear regression is a method of estimating or predicting a value on some dependent variable given the values of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction. There are two basic types of regression analysis: simple regression and multiple regression. In simple regression, we attempt to predict the dependent variable with a single independent variable. In multiple regression, we may use any number of independent variables to predict the dependent variable (Geoffrey et al., 2005).

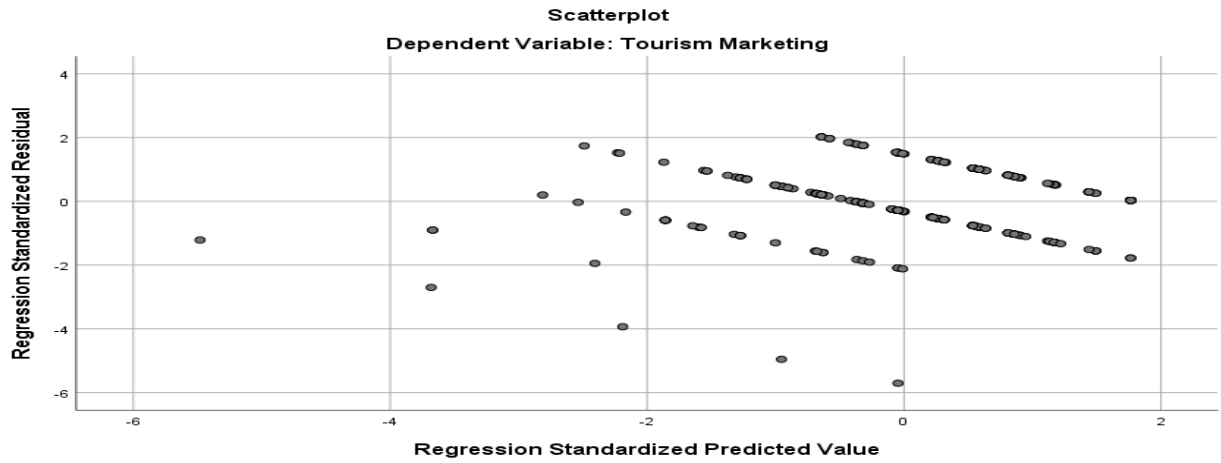
According to Robert and Richard (2008), the technique of regression allows the researcher to make predictions of the likely values of the dependent variable Y from known values of independent variable X in a simple linear regression, or from known values of a combination of independent variables D, E, and F in multiple linear regression. The regression equation in multiple regression quantifies the impact each of the independent variables has on the Y variable.

Multiple regression employs the same rationale as simple regression and the formula is a logical extension of that for linear regression: $Y = b_0 + b_1X_1 + b_2 X_2 + b_3 X_3 + \dots$ etc. The various b's (unstandardized regression coefficients or regression weights) and X's refer to the variables being included in the equation (Robert and Richard, 2008).

KEY ASSUMPTIONS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Multiple linear regression analysis makes several key assumptions: First, multiple linear regression requires the relationship between the independent and dependent variables to be linear. The linearity assumption can best be tested with scatterplots. Second, the multiple linear regression analysis requires that the errors between observed and predicted values (i.e., the residuals of the regression) should be normally distributed. This assumption may be checked by looking at a histogram. Third, multiple linear regression assumes that there is no multicollinearity in the data. Multicollinearity occurs when the independent variables are too highly correlated with each other.

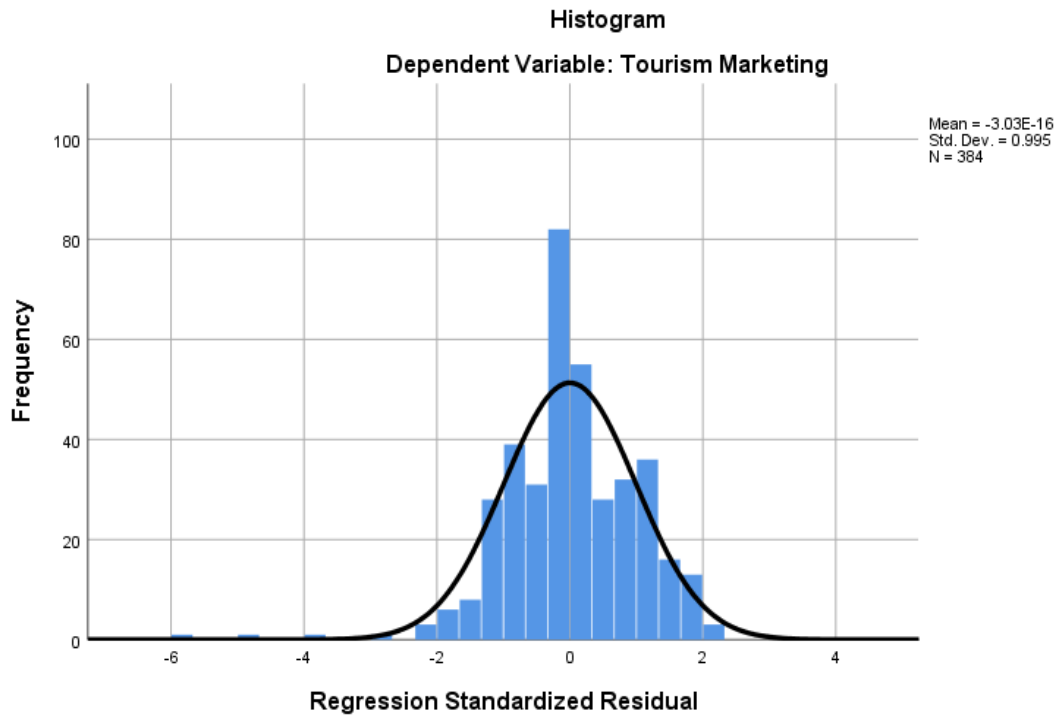
Figure 4.4.1 Scatter Graph



Source: Survey Data (2021)

Scatterplots Graph is used to test linearity assumption with scatterplots. Accordingly, Figure 4.4.1 shows that there is a linear relationship, and this can also be presented as the scatter graph of residuals showed very acceptable distributions.

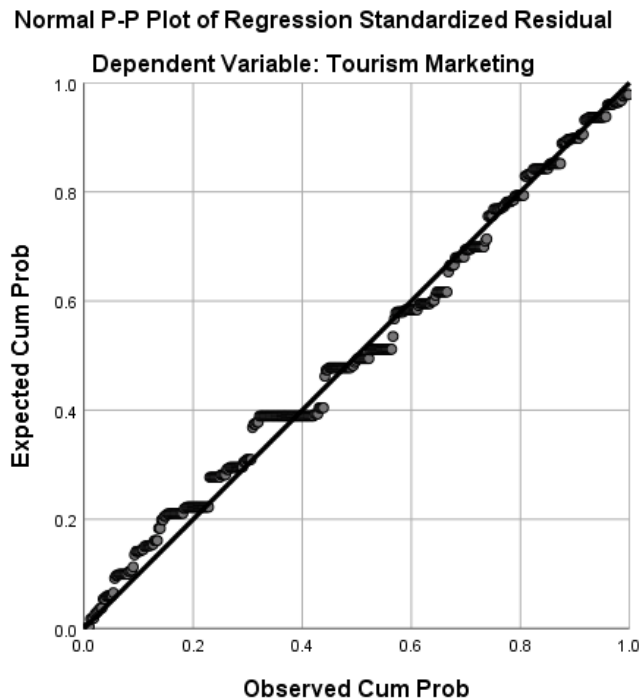
Figure 4.4.2 Histogram



Source: Survey Data (2021)

The Second key assumption for multiple linear regression analysis is checked by looking at a histogram to detect the errors between observed and predicted values. Accordingly, Figure 4.4.2 shows the errors between observed and predicted values are normally distributed or can also be presented as the histogram showed very acceptable distributions.

Figure 4.4.3 P-P Plot



Source: Survey Data (2021)

The other possible means to check normality is the P-P plot, and as indicated on figure 4.4.3 points fall mostly on the line, thus can be considered that normality has been met.

The third multiple linear regression assumption is to check that there is no multicollinearity in the data. According to Statistics Solutions (2021), Multicollinearity may be checked multiple ways: Correlation matrix and Variance Inflation Factor (VIF). The correlation matrix is when computing a matrix of Pearson's bivariate correlations among all independent variables, the magnitude of the correlation coefficients should be less than .80. and Variance Inflation Factor of the linear regression indicate the degree that the variances in the regression estimates are increased due to multicollinearity. VIF values higher than 10 indicate that multicollinearity is a problem.

As a result, based on Table 4.3 (the correlation matrix), all the magnitude of the correlation coefficients are less than 0.80. And based on Table 4.4.3 (the table of coefficient), the VIF data suggests that collinearity is no problem or there is no multicollinearity as the figures are well below 10 for each variable.

MULTIPLE LINEAR REGRESSION ANALYSIS AND RESULT

Table 4.4.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.639 ^a	.409	.403	.553

a. Predictors: (Constant), Tourism Product, Tourism Price, Tourism Promotion, Tourism Place

b. Dependent Variable: Stopover Tourism Marketing

Source: Survey Data (2021)

The model was used to determine how well a regression model fits the data. From the model summary $R = .639$, this indicates a good level of prediction. R of $.639$ also represents the combined correlation of all the independent variables. $R^2 = .409$ (also called the coefficient of determination), it shows that the values of Tourism Product, Tourism Price, Tourism Promotion and Tourism Place explain 40.9 % of the variability of Stopover Tourism Marketing. The adjusted R^2 of $.403$ shown that Tourism Product, Tourism Price, Tourism Promotion and Tourism Place fit the model by approximately 40.3%. The difference between R^2 and Adjusted R^2 is $(.409 - .403 = 0.006)$ or 0.6%. This reduction shows if the model were derived from the population instead of the sample it would account for approximately 0.6% less variance in the outcome.

Table 4.4.2 ANOVA (Analysis of Variance)

Model	Sum of Squares	df	Mean Square	F	P Value- Sig.
Regression	80.097	4	20.024	65.503	.000 ^b
Residual	115.861	379	.306		
Total	195.958	383			

a. Predictors: (Constant), Tourism Product, Tourism Price, Tourism Promotion, Tourism Place

b. Dependent Variable: Stopover Tourism Marketing

Source: Survey Data (2021)

The ANOVA table shows that the independent variables statistically significantly predict the dependent variable, the F value of 65.503 which is significant with $p < .05$. This informs us that the four independent variables taken together as a set are significantly related to the dependent variable. As ANOVA table shows the overall significance of the model from a statistical perspective and as $p < 0.05$, thus the model is significant.

The ANOVA table tests whether the model is significantly better at predicting the outcome than using the mean as a ‘best guess’. Specifically, the F-ratio represents the ratio of the improvement in prediction that results from fitting the model (labelled Regression), relative to the inaccuracy that still exists in the model labeled Residual. The value of F is 65.503, which is highly significant. Thus, the model significantly improves our ability to predict the outcome variable.

Table 4.4.3 Table of Coefficients

Coefficients										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	.842	.214		3.944	.000					
Tourism Product	.289	.040	.329	7.172	.000	.520	.346	.283	.742	1.349
Tourism Price	.148	.043	.156	3.422	.001	.418	.173	.135	.752	1.331
Tourism Promotion	.125	.041	.139	3.049	.002	.412	.155	.120	.751	1.332
Tourism Place	.267	.042	.268	6.368	.000	.431	.311	.252	.882	1.133

a. Dependent Variable: Tourism Marketing

Source: Survey Data (2021)

The Coefficients table reveals the significant regression coefficients, namely, Tourism Product at $p = .000$; Tourism Price at $p = .001$; Tourism Promotion at $p = .002$ and Tourism Place at $p = 0.000$. These significance levels tell us that all four variables uniquely contribute to the regression equation, thereby making a significant contribution to the prediction. B’s indicates that for one unit increase in the IV the DV will increase by that amount. Thus, for one unit increase in the Tourism Product, Stopover Tourism Marketing will increase by 0.289 units; for one unit increase

in the Tourism Price, Stopover Tourism Marketing will increase by 0.148 units; for one unit increase in the Tourism Promotion, Stopover Tourism Marketing will increase by 0.125 units; and for one unit increase in the Tourism Place, Stopover Tourism Marketing will increase by 0.267 units. The standardized beta weights can also be used to compare the relative contributions of each predictor. They display the same rank order in size as do the part correlations squared. The value of the Constant is 0.842, which indicates that when the four independent variables are zero, the predicted mean dependent variable equals .842. Finally, the regression equation can be stated as $\text{Stopover Tourism Marketing} = 0.842 + 0.289 (\text{Tourism Product}) + 0.148 (\text{Tourism Price}) + 0.125 (\text{Tourism Promotion}) + 0.267 (\text{Tourism Place})$.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

INTRODUCTION

The main objective of the study is to analyze the effect of tourism marketing mix elements on stopover tourism marketing; thus, this chapter intends to answer the above objective by summarizing the study findings and giving a conclusion. Finally, based on the findings and conclusion important recommendations were forwarded.

5.1 SUMMARY

This part presents the major findings of the study by answering every research question asked in the first chapter. In order to answer the raised four research questions, a standard multiple regression was performed between Stopover Tourism Marketing as the DV, and Tourism Product, Tourism Price, Tourism Promotion and Tourism Place as IV's. All the IV's were found to uniquely and significantly contribute to the prediction of Stopover Tourism Marketing.

How Tourism Product (attraction) affects Stopover Tourism Marketing

The study finding indicates a positive significant relationship between Tourism Product (attraction) and Stopover Tourism Marketing. According to the coefficients table, Tourism Product has the highest standardized coefficient $\beta = 0.289$. This indicates, for one unit increase in the Tourism Product, Stopover Tourism Marketing will increase by 0.289 units; Thus, it has a positive significant effect on Stopover Tourism Marketing.

- Tourism Product influences Stopover Tourism Marketing, or Attractions can influence the demand for a stopover tour.

How Tourism Price (cost to the consumer) affects Stopover Tourism Marketing

The study finding indicates a positive significant relationship between Tourism Price (cost to the consumer) and Stopover Tourism Marketing. According to the coefficients table, β value = 0.148. This indicates, for one unit increase in the Tourism Price, Stopover Tourism Marketing will increase by 0.148 units; Thus, it has a positive significant effect on Stopover Tourism Marketing.

- Tourism Price influences Stopover Tourism Marketing, or cost to the customer can influence the demand for a stopover tour.

How Tourism Promotion (communication) affects Stopover Tourism Marketing

The study finding indicates a positive significant relationship between Tourism Promotion (communication) and Stopover Tourism Marketing. According to the coefficients table, β value = 0.125. This indicates, for one unit increase in the Tourism Promotion, Stopover Tourism Marketing will increase by 0.125 units; Thus, it has a positive significant effect on Stopover Tourism Marketing.

- Tourism Promotion influences Stopover Tourism Marketing, or communication can influence the demand for a stopover tour.

How Tourism Place (amenities, access or convenience) affects Stopover Tourism Marketing

The study finding indicates a positive significant relationship between Tourism Place (amenities, access or convenience) and Stopover Tourism Marketing. According to the coefficients table, β value = 0.267 (Tourism place has the second-highest standardized coefficient). This indicates, for one unit increase in the Tourism Place, Stopover Tourism Marketing will increase by 0.267 units. Thus, it has a positive significant effect on Stopover Tourism Marketing.

- Tourism Place influences Stopover Tourism Marketing, or amenities, access or convenience can influence the demand for a stopover tour.

As explained in the first chapter the first research objective was to analyze the effect of the tourism marketing mix elements on stopover tourism marketing. As per the above finding, Tourism Product, Tourism Price, Tourism Promotion and Tourism Place significantly affects Stopover Tourism Marketing.

Consequently, the second research objective was to examine the **relationship between tourism marketing mix elements and stopover tourism marketing**. The correlation result shows that there is a significant and moderate positive relationship between all the independent variables and the dependent variable.

Accordingly, from the four independent variables tourism product or attraction is relatively strongly associated with stopover tourism marketing, then tourism price (cost to the consumer),

tourism place (convenience, access or amenities) and tourism promotion (communication) are sequentially associated with stopover tourism marketing.

Whereas, the third research objective was to assess **the interest of transit travelers in the stopover city tour service**. Hence, Questions related to tourism product (Tourism Product 1, Tourism Product 2, Tourism Product 3 & Tourism Product 4) are intended to directly assess the interest of transit travelers in the stopover city tour service, As a result, for Tourism Product 1: The average result (mean) shows 3.9922, this implies the result is above midpoint or the transit travelers are interested to visit different historical and modern parks in Addis Ababa during transit hours. Tourism Product 2: The average result (mean) shows 4.0260, this implies the result is way above midpoint or the transit travelers are interested to visit the Imperial Palace in Addis Ababa during transit hours. Tourism Product 3: The average result (mean) also shows 3.9479, this implies the result is above midpoint or the transit travelers are interested to visit the National Museum in Addis Ababa during transit hours. Tourism Product 4: The average result (mean) shows 3.7891, this implies the result is above midpoint or the transit travelers are interested in a cultural shopping experience (handmade household products) in Addis Ababa during transit hours.

As a result, based on the above finding and implication, all the items scored above average (3 on a five-point scale), which indicates the transit travelers are interested to visit all offered tourist attractions. However, the respondents are more interested to visit the Imperial Palace in Addis Ababa than the other three attractions during their transit hours.

Finally, the fourth research objective was to determine **the ability and willingness of transit travelers to the stopover city tour service**. Questions related to tourism price (Tourism Price 2 & Tourism Price 3) are intended to directly determine the ability of transit travelers to purchase a city tour, whereas question on Tourism Price 4 aims to determine the willingness of transit travelers: As a result, for Tourism Price 2 & 3 The average result (mean) shows 3.8802 & 3.7760 respectively, as the result is above the midpoint, the transit travelers can purchase the tour package. for Tourism Price 4: The average result (mean) shows 3.5052, as the result is above the midpoint, the transit travelers have shown their willingness to purchases the city tour package.

5.2 CONCLUSION

The main objective of this study was to analyze the effect of the tourism marketing mix elements on stopover tourism marketing, as a result Ethiopian Arline's transit travelers and ET Holidays Addis Ababa stopover tour package were selected as a study subject.

The study finding shows that stopover tourism marketing is affected by all the tourism marketing mix elements: Tourism Product (attraction), Tourism Price (cost to the consumer), Tourism Promotion (communication) and Tourism Place (amenities, access or convenience).

Additionally, the correlation result indicates that there is a significant and moderate positive relationship between Tourism Product (attraction), Tourism Price (cost to the consumer), Tourism Promotion (communication) and Tourism Place (amenities, access or convenience) and the dependent variable (stopover tourism marketing).

As a result, in conclusion, Stopover tourism marketing is affected by all the tourism marketing mix elements,

- Tourism Product (attraction): highly affects the interest of the potential tourists,
- Tourism Price (cost to the consumer): highly affects the ability of the potential tourists to purchase the market offering,
- Tourism Promotion (communication): highly affects the tourists desire or have a big effect to create demand by informing about the market offering, and
- Tourism Place (amenities, access or convenience) highly affects tourists' final decision if they have to make the final call to take the offer by making sure if the offering is Safe and Convenient.

Furthermore, the interest, willingness as well as ability of transit travelers have also been determined. And, in conclusion, the potential tourists are interested, have the willingness and most importantly they are able to purchase the provided city tour service.

5.3 RECOMMENDATION

Based on the research finding and conclusion the researcher has proposed the below recommendations, specifically for ET Holidays Division to make their market offering (Addis Ababa City Stopover Tour) more effective and efficient.

- ET Holidays should focus on developing an attractive tourism product package, this marketing mix element is the only means to create the initial interest in potential tourists. Specifically, as most of the respondents are more interested to visit the Imperial Palace in Addis Ababa (Unity Park), the division should target this identified product segment and strategically position it in the minds of transit travelers.

The age profile of the respondents indicates most of the transit travelers exposed to the city tour are middle aged adults from 31-60, Thus, ET holidays should give more emphasis to this segment.

ET Holidays should also prepare different product packages for frequent travelers, because no one will be interested to visit the same place again and again. As a result, different attraction packages must always be available for those who have experienced the Offered package of the day.

- As the finding also indicates that the potential tourists have the ability to purchase the offered products by determining their income level, ET holidays should prepare a fair priced package specifically when they purchase their travel ticket before their departure. The potential tourists have also clearly shown that price is the most important factor they consider before purchasing a city tour package. The potential tourists also prefer the cost of the city tour to be included with the travel cost.
- ET Holidays or in general stopover tour providers should communicate the potential tourists via all available mediums of communication, however as per the respondent's opinion the most effective medium of communication is a short video clip about the city tour on social media, website or In-flight entertainment TV screen. This means they will have the information about the market offering before, on and after their flight. Communication is also the most important element which creates demand for the tour service. Additionally, Ethiopian Airlines should prepare a showroom at Bole Addis Ababa Airport which can visually demonstrate the attractions on TV screens.

- The result clearly shows a well-organized, accessible and convenient tour attracts travelers to a stopover city tour, thus even if a good product package is developed at a fair price and effectively addressed or communicated to the potential tourists, if the city is politically unstable, labelled as an unsafe area to travel and have poor infrastructure, no one will be willing to leave the airport for a city tour. As a result, city administrators should work on creating a peaceful atmosphere and convenient infrastructure since the government is the main beneficiary.
- The potential tourists have made clear that they prefer if Ethiopian Airlines (ET Holidays) handles all the tour related activities than to be transferred to other tour operators. (From airport to airport)
This includes the visa, transportation service and tour guide. As a result, ET Holidays should establish a good relationship with Ethiopian Immigration Office, Tourist attraction managers, and all concerned organizations to make the city tour convenient for travelers. ET holidays should also make sure every step is planned ahead as transit travelers have very limited time.
- Finally, as the potential tourists are interested, have the willingness and ability to purchase the provided city tour service, only a small effort is expected from ET Holidays and involved stakeholders to make Addis Ababa one of the top-visited cities in the continent.

5.4 RESEARCH LIMITATION AND AREAS OF FUTURE RESEARCH

As indicated in the first chapter lack of previous studies in the research area (stopover tourism marketing) is the main limitation of this study.

To narrow and fill the existing empirical research gap in this research context, the researcher recommends other researchers to carry out further studies in this research area (stopover tourism marketing). The study can be conducted for the second time with another group of participants (another airlines stopover city tour) to see whether the same results are obtained. The concept can also be studied from the service quality dimension and customer satisfaction, by contacting customers who actually have experienced the city tour service. Additionally, the marketing strategy adopted by the service provider can also be assessed empirically.

REFERENCE

- Abiy, Z. Alemayehu, W. Daniel, T. Melese, G. and Yilma, S. (2009) Introduction to Research Methods. Addis Ababa University.
- Addisalem, L. (2019) Factors Affecting the Marketability of Tourist Destinations in Ethiopia. Degree of Masters in Marketing Management. Addis Ababa University.
- Azeb, H. (2018) Assessment of the Marketing Strategy for Tourism Destinations in Addis Ababa. Degree of Masters in Marketing Management. Addis Ababa University.
- Berhanu, B. E. & Mesfin, T. W., 2017. Practices and challenges of promoting major tourism destinations. *African Journal of Hospitality, Tourism and Leisure*, 6(2).
- Bert, M2018, 'Eight P's in Marketing Tourism', 27 July. Available at: <https://smallbusiness.chron.com/six-pillars-marketing-80386.html> [15 December 2020].
- Bob, M. and Esther, T. (2007) 'The challenges of developing transit tourism', *Asia Pacific Journal of Tourism Research*, Vol. 9, No. 2, pp. 8-11. Available at: <https://www.tandfonline.com/doi/abs/10.1080/1094166042000233685?journalCode=rapt20> [Accessed 17 December 2020].
- Bob, M. & Edward, K., 2017. Do Attractions Attract Tourists. *Int J Tourism Res*, p. 1–11.
- Bonita M. K. (2006) *Tourism marketing for cities and towns*. Oxford, UK: Elsevier Inc.
- BOOPEN, S. & RAJA, V. S., 2015. Marketing Promotion Financing and Tourism Development. *Journal of Hospitality Marketing & Management*, Volume 24, p. 202–215.
- Chuanzhong, T. David, W. Laura, L. (2017) 'Can stopovers be induced to revisit transit hubs as stopovers? A new perspective on the relationship between air transportation and tourism', *journal of Air Transport Management*, Volume 62, pp. 54-64. Available at: <https://doi.org/10.1016/j.jairtraman.2017.02.008> [Accessed 14 December 2020].
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley & Sons.
- Cornelia, E, and Turtureanu, A, (2008). 'Types and Forms of Tourism' pp. 9-13. Available at: https://www.researchgate.net/publication/40755271_Types_and_Forms_of_Tourism [04 December 2020].
- Creswell, J.W. (2009) *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, 3rd ed., Thousand Oaks, California: Sage Publications.
- Cristina, J. (2014) 'Marketing for Tourism'. *Tourism Marketing Basis*. Barbados: University of the West Indies Sage.
- Christie, I. T., and Crompton, D. E. 2001. *Tourism in Africa*. (online) <http://www.worldbank.org/afr/wps/wp12.pdf>. September 20.
- Crouch, G. (1992). Effect of income & price on international tourism. *Annals of Tourism Research*, 19(3), 643-644.

- Crouch, G. I., and Ritchie, J. R. B. 1999. Tourism, Competitiveness, and Societal Prosperity. *Journal of Business Research*. 44: 137-152.
- Cvetanka, R. and Nikola, D. (2019), ‘The Tourist Valorization of the Accommodation Facilities on the E-75 Motorway in the Republic of North Macedonia for the Development of Transit Tourism’, *International Journal of Information, Business and Management*, Vol. 11, No.4, pp. 2-18. Available at: <https://ijibm.elitehall.com/> [Accessed 13 December 2020].
- Deresse, E. (2018) Promoting Ethiopia as a Tourist Destination. Master’s Degree in Tourism Development and Management. Addis Ababa University.
- Elias, T. (2018) Determinants of Tourist Destination Competitiveness in Ethiopia. Degree of Masters in Marketing Management. Addis Ababa University.
- Ethiopian Holidays (2017) Ethiopian Holidays, 13 December 2017. Available at: <https://touch.facebook.com/notes/ethiopian-holidays/our-story/1216796738426631/> [Accessed 9 November 2020].
- Ethiopianholidays. (2020) Ethiopian Holidays. Available at: <https://www.ethiopianholidays.com/package-details/?packageName=Half%20Day%20Addis%20Ababa%20City%20Tour&packageId=171> [Accessed 9 November 2020].
- Felmeta, K. (2019) International Tourism Receipt and Economic Growth of Ethiopia. Degree of Masters of Science in Economics. Addis Ababa University.
- Firew, A. (2017) Assessment of Addis Ababa as a Business Tourism Destination from the Suppliers’ Perspective. Degree of Masters of Business Administration. Addis Ababa University.
- Gabriela, T. and Cristina, S. (2017) Stopover Tourism – Connecting Airlines, Airports and Tourism Organizations. Christian University.
- Geoffrey, M. David, D. and David, F. (2005) *Essentials of Research Design and Methodology*. New Jersey: John Wiley & Sons, Inc., Hoboken.
- Glenn, K, (2001). ‘The Impacts of Tourism’, Minnesota Sea Grant is a statewide program T 13, Available at: https://www.ci.petersburg.ak.us/vertical/sites/%7B6795A51C-8710-4546-B2D2-2A07534E232B%7D/uploads/ImpactsTourism_-_SeaGrant.pdf [Accessed 14 December 2020].
- Gunn, C.A. 1972 *Vacationscape: Designing Tourist Regions*, Taylor & Francis, Washington.
- Hitesh, B 2019, ‘What is Tourism Marketing? Concept of Tourism Marketing’, 24 May. Available at: <https://www.marketing91.com/what-is-tourism-marketing/> [02 December 2020].
- Hulin, C., Netemeyer, R., and Cudeck, R. (2001). Can a Reliability Coefficient Be Too High? *Journal of Consumer Psychology*, Vol. 10, Nr. 1, 55-58.

- Jewoo , K. & Choong-Ki, L., 2017. Role of tourism price in attracting international tourists. *Journal of Destination Marketing & Management*, Volume 6, pp. 76-83.
- John, M. (2018) ‘Ethiopian Airlines Launches Tourism-Minded “Stopover Package’, *Aeronautics*, August 7. Available at: <https://aeronauticsonline.com/ethiopian-airlines-launches-tourism-minded-stopover-package/> [Accessed 03 December 2020].
- Jorge, C, (1995). ‘International perspectives on travel and tourism development’, *International Journal of Contemporary Hospitality Management*, Vol. 7 No. 7, pp. 10-19, 0959-6119. Available at: <https://doi.org/10.1108/09596119510101886> [Accessed 14 December 2020].
- Kankhuni, Z. & Ngwira, C., 2019. Exploring the relationship between travel motivations and preferred tourist attractions. *Journal of Tourism&Management Research*, 4(1), pp. 378-395.
- Kebede, G. (2017) *An Assessment of Tourist Destination Brand Image Perception. Degree of Masters in Marketing Management*. Addis Ababa University.
- Kincses, Á. Tóth, G. Tömöri, M, and Michalkó, G. (2017) ‘Characteristics of transit tourism in Hungary with a focus on expenditure’, *Munich Personal RePEc Archive*, Vol 6, No 2, 129–148. Available at: <https://mpra.ub.uni-muenchen.de/76854/> [Accessed 12 December 2020].
- Leonard, J. And Carson L. (1997), *An Introduction to Tourism: Oxford Boston Johannesburg Melbourne New Delhi Singapore: Reed Educational and Professional*.
- Lew, A. A. (1987). A framework of tourist attraction research. *Annals of Tourism Research*, 14(4), 553-575. doi: [https://doi.org/10.1016/0160-7383\(87\)90071-5](https://doi.org/10.1016/0160-7383(87)90071-5)
- Lund Research. (2020) *Research paradigm*. Available at: <https://dissertation.laerd.com/process-stage6-step1.php> [Accessed 20December2020].
- Liudmila , G., 2016. *Building Effective Marketing Communications in Tourism*. Moscow polytechnic university, 9(35), pp. 252-256.
- Magatef, S. G., 2015. The Impact of Tourism Marketing Mix Elements on the Satisfaction of Inbound. *International Journal of Business and Social Science*, Volume 6, pp. 2219-6021.
- McKercher, B. 1998. The effect of market access on destination choice. *Journal of Travel Research*. 37(3): 39-47.
- McKercher, B. (2016). Do Attractions Attract Tourists? A Framework to Assess the Importance of Attractions in Driving Demand. *International Journal of Tourism Research*, 19(1), 120-125. doi:10.1002/jtr.2091
- Mohammad, T, (2010). ‘Tourism as an Economic Development Tool’, *Journal of American Science*, 6(11), pp. 412-416. (ISSN: 1545-1003). Available at: <http://www.americanscience.org/journals> [Accessed 14 December 2020].
- Moutinho, L. (2000) *Strategic Management in Tourism*. Wallingford: CABI.
- Omar, M 2018, ‘Ethiopia overtakes Dubai as top feeder of air traffic to Africa’, *Reuters*, 28 November. [07 November 2020].

- Philip, K., Gary, A., John, S., and Veronica, W. (1999) *Principles of Marketing*. New Jersey: Prentice Hall Inc.
- Priscilla, C. (2017) ‘Transit Tours for Airport Passengers – Issues and Challenges’, *Innovation and Progress in Sustainable Tourism*, pp. 2-7. Available at: https://www.besteducationnetwork.org/Papers_Presentations/15612 [Accessed 02 December 2020].
- Revfine (2020). *Tourism Marketing*: Available at: <https://www.revfine.com/tourism-marketing/> [Accessed 02 December 2020].
- Robert, B. and Richard, B. (2008) *Business Research Methods and Statistics Using SPSS*. Los Angeles: Sage Publications.
- Sagepub. (2014) *An Invitation to Qualitative Research*. Available at: https://www.sagepub.com/sites/default/files/upm-binaries/34087_Chapter1.pdf [Accessed 20 December 2020].
- Scott, S. and Gerald, A. (2012) *Basic Marketing Research*. USA: Qualtrics.
- Sofonias, K. (2019) *Potential, Opportunities and Challenges in Addis Ababa for City Tourism Development*. Master’s Degree in Tourism Development and Management. Addis Ababa University.
- Statistics Solutions (2021). *Assumptions of Multiple Linear Regression*. Available at: <https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/assumptions-of-multiple-linear-regression/> [Accessed 29 May 2021].
- Tadese, B. (2012) *Challenges and Opportunities of Investment in Tourism*. Master’s Degree in Tourism Development and Management. Addis Ababa University.
- Travelport, 2019, ‘The Rise of Stopover Tourism’, January 2019 Edition. Available at: <http://patachina.cn/ziyuan/?filename=/upload/2019/05/PATA-VE-Bulletin-January-2019-n.pdf> [Accessed 20 November 2020].
- Tsega, H. M. (2008) *Tourism and Economic Growth in Africa*. Degree of Masters of Science in Economics. Addis Ababa University.
- Victor, M., Alan, F. and Michael, M. (2009) *Marketing in Travel and Tourism*. Oxford: Elsevier.
- Wikiversity. (2020) *Influence of aviation on tourism Industry*. Available at: https://en.wikiversity.org/wiki/Influence_of_aviation_on_tourism_Industry [Accessed 14 December 2020].
- World Economic Forum. (2015) *Travel & Tourism Competitiveness* [Accessed 14 December 2020].
- World Tourism Organization (2020). *Glossary of Tourism Terms*. [Accessed 14 December 2020].
- Zana , S. M., Beston , O. & Rebaz, K. K., 2019. The impact of tourism marketing in enhancing competitive capabilities. *African Journal of Hospitality, Tourism and Leisure*, Volume 8 (5) , pp. 2223-814X .

ANNEX: I RESEARCH QUESTIONNAIRE



Addis Ababa University

College of Business and Economics

School of Commerce

Department of Marketing Management

Dear respondent: This questionnaire is designed to analyze the effect of Tourism marketing mix elements on Stopover tourism marketing. You are kindly requested to fill out the questionnaire accurately and frankly. Your response is the primary source of data for this research (the research is conducted for Masters of Arts Degree in Marketing Management at Addis Ababa University, School of Commerce). Yodahe Amanuel (yodaheamanuel@gmail.com) +2519-10971330

I would like to thank you in advance for your cooperation. Your information will be used for research purpose only and your response will be kept confidential.

NB: No need to write your name.

Part One: Demographic Data

- 1. Gender** **a. male** **b. female**

- 2. Age** **a. 18-30** **b. 31-45** **c. 46-60** **d. over 60**

- 3. Annual Income** **a. below \$19,999** **b. \$20,000–\$39,999** **c. above \$40,000**

Part Two: Questions Related to The Tourism Marketing Mix Elements (Independent Variables) (5: Strongly 4: Agree, 3: Neutral 2: Disagree 1: Strongly Disagree)

Statement		Rating Scale				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Tourism Product (Attractions)						
1	I'm interested to visit different historical and modern parks in Addis Ababa during transit hours.					
2	I'm interested to visit the Imperial Palace in Addis Ababa during transit hours.					
3	I'm interested to visit the National Museum in Addis Ababa during transit hours					
4	I'm interested in a cultural shopping experience (handmade household products) in Addis Ababa during transit hours.					
Tourism Price (Cost to the consumer)		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Price is the most important factor I consider to purchase a city tour package during my transit hours.					
2	I can purchase the tour package if the information is available when I purchase my air ticket before my departure (if the price is within my budget).					
3	I can purchase the tour package if the information is available upon my arrival at Addis Ababa Airport (if the price is within my budget).					
4	I prefer if I purchase the city tour package included on the travel ticket than separately (if the price is within my budget).					

Tourism Promotion (Communication)		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I could buy the city tour package if the information is available when I purchased my air ticket (by sales agents at the ticket office or website or social media advertisements).					
2	I could buy the city tour package if the information is available during my flight (on the private In-flight entertainment TV screen, in-flight magazine or any other media).					
3	I could buy the city tour package if the information is available upon my arrival at ADD Airport (customer service agents or any other media).					
4	I could buy the city tour package if I watch a short video clip about the city tour on social media, website or In-flight entertainment TV screen.					
Tourism Place (convenience, access or Amenities)		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I consider the political stability of Addis Ababa in advance for the city tour.					
2	I consider the safety and security of Addis Ababa in advance for the city tour.					
3	I consider Addis Ababa's infrastructure before the city tour.					

4	I prefer if Ethiopian Airlines (ET Holidays) handles all the tour related activities than to be transferred to other tour operators. (from airport to airport)					
<u>Part Three: Questions Related to Stopover Tourism Marketing (Dependent Variable)</u>						
	Tourism Marketing	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	A good tourist attraction creates a demand for me for a stopover city tour.					
2	Fair Price attracts me to purchase a stopover city tour.					
3	Convincing promotion attracts me to a stopover city tour.					
4	A well organized, accessible and convenient tour attracts me to a stopover city tour.					

Thank you for taking the time to complete this survey!

ANNEX: 2 HALF-DAY UNITY PARK TOUR FOR TRANSIT TRAVELERS



ANNEX: 3 CITY TOUR OF ADDIS



CITY TOUR OF ADDIS

Addis Ababa ("New flower" in Amharic) is the third elevated capital in the world with an altitude of 2,400 m. Founded in 1887 by Emperor Menelik II, it is also known as the capital of Africa for hosting multiple international institutions such as the African Union Commission and the United Nations Economic Commission for Africa.

Business or holiday travelers are expected to enjoy staying in this Africa's bustling and vibrant capital city. Its ethnically diverse population of more than 5m are known to be hospitable and helpful in creating long lasting memorable experiences.

Highlights of the City Tour

National Museum:

You have an insight into the past and present history, culture, economy and art of the nation. Among other things you will visit the oldest hominid known as Lucy "Dinknesh" dated back to 3.2 million years

Holy Trinity Cathedral:

It is one of the biggest most beautiful Ethiopian Orthodox cathedrals adored with stained glasses and where the tomb of the late Emperor Haile Selassie I is sited.

Entoto Mountain:

The capital of Ethiopia before Addis Ababa. Here you will have panoramic views of the city with fresh air from the eucalyptus forest.

Ethnographic Museum:

It is the ethnographical museum, with great displays of the many cultures of Ethiopia, housed in the former palace of Emperor Haile Selassie I. The museum housed impressive cultural, musical and house hold collections of all ethnic groups

Cultural Shopping Experience:

Experience authentic Ethiopian crafts, high quality handmade household products inspired by traditional Ethiopian patterns. Each luxurious piece is beautifully handmade and enriches the contemporary lifestyle.

Cultural Coffee Ceremony:

Ethiopia's coffee ceremony is an integral part of our social and cultural life. An invitation to attend a coffee ceremony is considered a mark of friendship or respect and is an excellent example of Ethiopian hospitality.

While driving through the city you have the chance to see Ethio-Djibouti rail way station, historical monuments and statues, embassies, the office of regional and international organizations.

Transfer to the airport if you have international flight

“End of the tour”