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Branding Ethiopia as an Appealing Tourist Destination

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To cite this article

Mulugeta Girma, Manjit Singh. Branding Ethiopia as an Appealing Tourist Destination. *American Journal of Business, Economics and Management.* Vol. 7, No. 1, 2019, pp. 12-20.

Abstract

This empirical analysis shows how destination branding helps to build the cognitive, affective and unique image of Ethiopia. It introduces factors that affect destination competitiveness and area of attention that can effect tourists' perceived image and experiences. 364 external public's respondents were approached in major selected tourist site in the country. 345 usable responses were gathered and a quantitative analysis was carried out using the SPSS to generate how each destination brand element affects overall national images. The parameters were then combined and the results of this empirical study presented using descriptive and correlation analysis techniques and outcomes were discussed accordingly. The results reveal that the strength of general environmental elements and quality seem more significant than other elements in this one test. Moreover, the cognitive, affective and unique image of the country significantly affects the overall nation brand image. The finding also revealed that the nation image is the sum of all the three dimensions of the destination image.i.e. Cognitive, affective and unique image. Certain managerial and research recommendations and suggestions were also raised as a result of the analysis.

Keywords

Affective Image, Cognitive Image, Destination Branding, Unique Image

1. Introduction

Destination marketing is a very important and dynamic sector in the world economy particularly in the developing countries and it is one of the key sectors of development in all countries and a major source of income, jobs and wealth creation [1]. Its growth affects not only the activities directly linked to tourism but also other sectors [2]. Meanwhile, tourism has played a wider role in promoting the image and perception of a country and influencing complementary domestic policies and has been considered as an integral part of their economy through the adaptation of destination branding strategies that could build an image of the country [1].

Although, for revitalizing their fagging tourism industries and provide insights on how to rejuvenate products and the way they are viewed by customers, recently several governments take initiatives to increase its industry performance and the number of people who visit, by developing a sense of `quality in their visitor experiences using communication tools [3]. Similarly, studies equally show value perceptions as a key objective for increasing the attractiveness of destinations for tourists by promoting image [4].

The image of a country is one of the most important success factors for destination branding. Every nation has to compete with other countries for the share of different kinds of audiences i.e. residents, visitors, investors, factories, and entrepreneurs [1]. To realize its objective of being an economic hub or a good competitive tourists destination, tourism as one of the key sectors of development in all countries and a major source of income, jobs and wealth creation has to be promoted and effectively communicated to the stakeholder using destination branding techniques through identifying factors that affect the sector [5].

Destination image that is a total impression of cognitive and affective evaluations [6, 7, 8]. It is the raw material for

global competition and it represents the way to position themselves and reaching a sufficient degree of recognition [6]. Meanwhile, Vaughan (2007) find out that, tourists choose where to visit according to the images they hold of destinations that include cognitive and affective image components [9].

Positive brand image is achievable through emphasizing strong, favorable, and unique brand associations. That is, consumers perceive positive brand image when brand associations are implemented to suggest the benefits of purchasing from the specific brand [8]. This then creates favorable feelings toward the brand, and differentiates it from alternatives with its unique image; therefore, it is important to understand exactly how tourists perceive places, as well as how images influence their final choice.

Middleton (2009) has proven that positive brand images of countries have helped several economies, boost their exports, and attract tourism and visitors, residents and investment. Therefore, it is important to understand destination image and visitors' perceptions that considered as a prerequisite for providing the basis to more effective and efficient future strategic planning and successful destination marketing that influences consumers' selection choice of a particular destination and reinforce positive images already held by the target audience, correct negative images, or create a new image [10-11].

According to Hankinson (2011), tourist destinations are made up of both tangible and intangible assets i.e. tangible assets could include geographical features such as beaches or mountains, historical sites, and attractions whereas, intangible assets include culture, customs, and history. Meanwhile, nowadays the competition among tourist destination is fierce due to increasing and a change in the demand of tourists needs [9]. Consumers looking to experience tangible or intangible features that are different from those they can experience at home or previously visited destination and in order to develop a competitive position, it is important to create and transmit a favourable image to potential tourists in target markets because each destination has an image, where few can have a stronger image than others [9].

Swarbrooke (1999) explained, there are many attributes associated with a destination, such as price, culture, safety and security, accessibility, beautiful scenery, pleasant weather and climate, friendly attitude of local people, service, and entertainment and the finding shows that not the perception of every destination attributes impact on tourists' destination choice equally, Some destination attributes may play a more important role than others. Therefore, this study would find out how Ethiopia perceived by tourists and major attributes affecting tourist choice for Ethiopia in terms of cognitive, affective and unique image.

2. Literature Review

It is widely acknowledged that tourism destinations must be included in the consumers' evoked set, from which an ultimate decision is made [12-14]. However, consumers are generally offered various destination choices that provide similar features such as quality accommodations, beautiful scenic view, and/or friendly people. Therefore, it is not enough for a destination to be included in the evoked set; instead, the destination needs to be unique and differential to be selected as a final decision. From this perspective, the concept of destination branding is critical for a destination to be identified and differentiated from alternatives in the minds of the target market.

Although not explicitly examined in the context of branding, destination image should be regarded as a pre-existing concept corresponding to destination branding [9]. In fact, the core of destination branding is to build a positive destination image that identifies and differentiates the destination by selecting a consistent brand element mix [15]. The image of a destination brand can be described as "perceptions about the place as reflected by the associations held in tourist memory" [15].

The destination image is a total impression of cognitive and affective evaluations [6, 7, 8]. It is suggested that brand associations should include cognitive and affective image components [9]. These two components are widely accepted as influential indicators of destination image [6, 7, 8]. Also, Destination branding defined as a way to communicate a destination's unique identity by differentiating a destination from its competitors [16].

2.1. The Destination Product

Tourism product as a complex consumptive experience that results from a process where tourists use multiple travel services during the course of their visit i.e. information, transportation, accommodation, and attraction services [17]. Smith (1994) also acknowledges the role of such travel services in creating a product experience and describes how various inputs from the destination could produce experiential `output for tourists. Numerous authors assert, however, that tourism is not just a series of inputs but also an experience in its own right [17-18].

A destination may be viewed as an amalgam of individual products and experience opportunities that combine to form a total experience of the area visited [19]. Conceptualizing the tourism destination as packages of tourism facilities and services experience that composed of a number of multi-dimensional attributes are common in destination reaches [17].

2.2. Envirmental Factors That Shape Destination Image

Kotler, Bowen, and Makens (1996) propose that six environmental factors shape the (destination) `macro-environment a; demographic, economic, natural, technological, political and cultural forces, which some belief impinge upon the visitor experience and sense of a destination [20]. In this sense, certain physical, social, cultural, technological, political, and economic

characteristics of a destination develop an environmental effect that directly influences tourist perceptions and experiences [20]. In agreement with Smith, it is considered that destination elements can and in many cases do, make up the core of the environmental effect on visitors.

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

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

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

Choy's, 1992; Murphy and Pritchard (2000) shows, the level, use, or lack of infrastructure and technology in a destination (e.g., water and power supply, use of computer technology and communications and other infrastructure are also visible features of developed and under-developed tourism products that can factor into the visitors' trip experience. Johnson & Edwards (1994) shows, destination's infrastructure, service infrastructure, and the destination environment in terms of weather conditions are active in determining the trip value and destination products that do not meet tourist quality expectations are less likely to be revisited (repurchased) than those that satisfy.

3. Materials and Methods

This research was conducted in Ethiopia, highly tourist trafficking site in the capital city of the country. By applying a cross-sectional survey in January 2018 to end of February. Primary data were collected from external publics during the pre-stated time interval that used to measure the pre-visit and after visit experience of tourists in the country.

3.1. Sample Size and Sampling Technique

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

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

The total sample size was 364 from the total population of estimated population of 800, 0000. However, only 345 were collected and used for the analysis purpose.

3.2. Data Collection Instruments

Adopted Questionnaire from each and Riche 1994 was used to collect the data from the external publics with intention of measuring perceived image on the destination and actual experience and recommend possible strategies. The questionnaire was filled by respondents and collected by the researcher face-to-face.

3.3. Method of Analysis

The collected data were presented in percentage, tables, bar chart, pie chart, and cross-tabulation. Correlation analyses were used to see the relationship between pre and after trip perception and impact. Latest version SPSS software was used to Analysis. This software has been widely used by researchers as a data analysis technique [26].

4. Analyses and Discussion

4.1. Reliability Analysis

In order to ensure the reliability of the study, 20 questionnaires were distributed randomly which is 10% of the total sample (345) and a Cronbach's alpha coefficient was computed. George and Mallery (2003) provide the following rules of thumb: — >.9 Excellent, >.8 – Good, >.7 Acceptable, >.6 Questionable, _ >.5 Poor, and <.5 Unacceptable. Based on the reliability test the following result was found.

Table 1. Measurement of internal consistency—Cranach's alpha.

Dimensions	Cronbach's alpha (α)		
	Number of Items	Pilot Test	Actual Test
Overall environment	10	0.832	0.941
Infrastructure	8	0.891	0.921
Accommodation and transport	4	0.728	0.872

Dimensions	Cronbach's alpha (α)		
	Number of Items	Pilot Test	Actual Test
Information availability	3	0.924	0.902
Safety	2	0.721	0.756

Source: Primary Data from survey 2018.

Therefore, as it is shown in the above table 1 all dimensions' Cranach's Alpha for both the pilot and actual test was by far above the cut point of 0.7. The lowest Alpha registered was 0.756 (safety) and the highest was 0.941 (Overall environment). The overall reliability test result of the whole dimensions was 0.923. Therefore, it can be inferred that all measures were internally consistent.

4.2. Descriptive Analysis for Demographic Data

Before we start the analysis of the data some background information's i.e. Demographic Data, is useful in order to make the analysis more meaning full for the readers. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion to males and females in the sample, the range of age, income, education level, etc. Each frequency distribution of demographic variables is presented below.

This question included in the study because gender equality is important in the survey to determine the ratio of men and women how are visiting the country and may help to set up gender-based promotion and need identification strategies.

According to Hsieh et al. (2004) along with the effect of gender, one also has to study respondents' age, income, and marital status. According to Gudjonsson (2005), individual's views vary between individuals depending on race, education, status, gender, geography, etc. Moreover, Fan (2006) states that the following individual factors equally affect the evaluation of a nation: (1) personal experience (e.g. visiting the country); (2) education or knowledge; (3) prior uses or ownership of a product made in that country; (4) the depiction of the country through media channels; (5) stereotypes.

According to Giraldi et al. (2011), country image affects the information on country of origin, while,the country of origin, in turn, affects the evaluation of a product and consumer behavior. This latter is influenced by the following: consumers' level of education, gender, age, language fluency in the county, the degree of involvement and familiarity with the brand and culture. Cherifi et al. (2014). Stress that personal experience with a country influences one's perception of a country as well as its products. The authors also distinguish between conative and cognitive dimensions. Conative factors are determined by individuals' psychic closeness of the country while cognitive factors include the intellectual understanding of the characteristics of a country. The notion of "psychic distance" is often used synonymously with "cultural distance" (see e.g. Swift, 1999, in Urbonavicius et al. 2011). According to the authors, the personal experience of a country affects coutry image.

Table 2. Demographic analyses of respondents.

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

Sources own survey 2018

As table 2 shows 58.8% of the respondents were male whereas the rest 41.2% are female showing there is no a viable difference in terms of visitors gender difference within the country and no significant difference in terms of perception identification of Ethiopia as a tourist destination which may vary depending on attitudinal and gender difference needs. Although, the most numerous age groups is "45-54" with 160 (46.4%) respondents, followed by group ">=55" with 64 (18.6%) respondents, "35-44" with 62 (18%) respondents, "25-34" with 53 (15.4%) respondents, and "18-24" with 15.4 (6%) respondents.

These shows though there are proportional respondents exist between three age intervals though still the age intervals of 45-54 are the leading visitors on the three selected areas.

Meanwhile, of 345 respondents, 10 respondents (2.9%) have school leaving qualification, while 238 respondents (69%) have bachelor degree, and 38 respondents (11%) have postgraduate degree and 3 respondents (.9%) have another level of education such as professor, Ph.D. and 56 respondents (16.2%) level of education diploma.

Kar and Litvin (2004), and Papp-Váry (2009) also outline the determining role of the evaluator's gender. Beyond the effect of gender, Malota (2009) considers the effects of demographic attributes in detail.
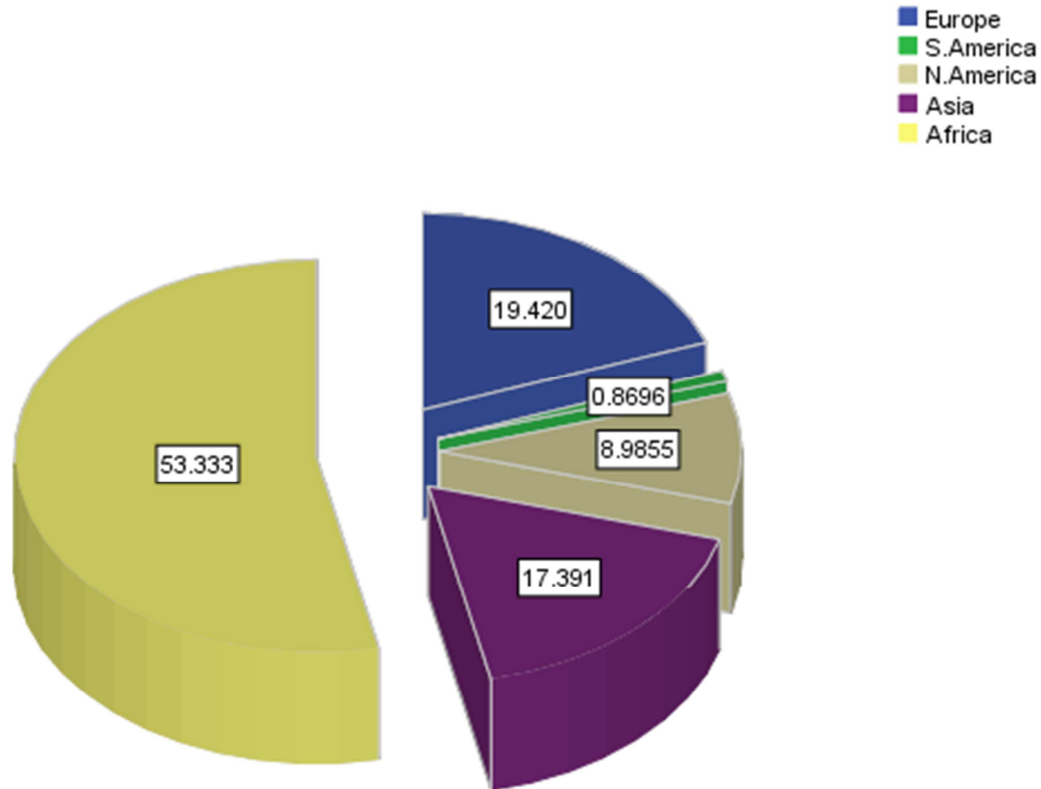

Figure 1. *Tourists' Origin.*

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

Table 3. *Previous experience of the visit and plan to visit or revisit Ethiopia.*

		Frequency	%	Valid%	Cumulative%
Previous experience of visiting Ethiopia	No	255	73.9	73.9	19.4
	Yes	90	26.1	26.1	20.3
	Total	345	100	100	100
Plant to visit or revisit Ethiopia	Yes	207	60.0	60.0	60
	No	65	18.8	18.8	78.8
	Somewhat	73	21.2	21.2	100.0
	Total	345	100.0	100.0	100.0

Own survey; 2018.

Table 3 portray that 73.9% (255) respondents did not previously visit Ethiopia however, 90 respondents (26.1) had an experience of visiting Ethiopia. Meanwhile, studies have tried to investigate the relationship between demographic factors that include age, gender, education level and country of origin; variables in an attempt to clarify the image formation process and/or the effect of the image which also true for this study.

Table 3 also shows 207 respondents (60%) were having the plan to visit Ethiopia were as significant number of respondents (73), have somewhat responses showing if there is a marketing effort they can consider Ethiopia's destination area for their vacation and the rest 18% did not have a plan to visit the city which probably because of the different reason and lack of information.

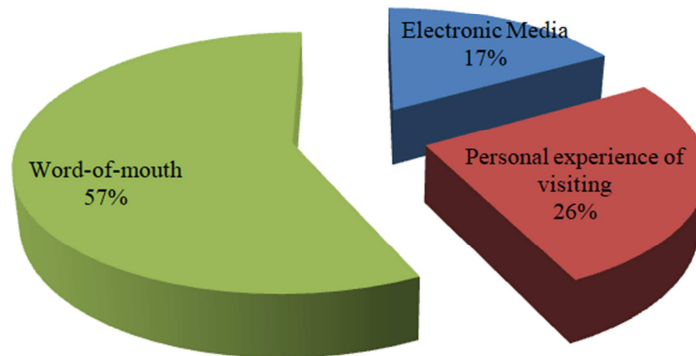## Sources of Information that Build the Current Perception of Ethiopia.

Figure 2. Sources of Information that Build the Current Perception of Ethiopia.

Own survey; 2018.

Figure two shows significant number of respondents (57%) were develop their perception from the information get from Word-of-mouth communication, i.e., friends families and relatives, whereas, 26% respondents develop their perception from personal experiences and the rest (17%) of the respondents develop their current perception from media on their respective country in addition to the internet and informal information channels. Meanwhile, Dinnie (2008) enlightens, the perception can be developed in many ways and sources of information in people's minds and that it is often a mix of several impressions as for instance word-of-mouth, stereotypes, films, celebrities and media in general [27].

The media and the entertainment business is a strong factor when it comes to influencing people's image of a different destination [28]. Also as data shows it is possible to say the current image of the city is largely the product of informal communication. Furthermore, various researchers have investigated the factors influencing image format [29]. Baloglu and McCleary (1999) constructed a model of the determinants of tourism destination image before actual visitation. They found that the number and type of information sources, age, and education influence perceptual/cognitive evaluations. Madhavan and Rastogi (2013) showed that even distance from the destination influences how the image is formed.

4.3. The Dimension of Cognitive Destination Image

The dimension includes quality of experience, touristic attraction environment and infrastructure, entertainment and outdoor activities and culture.

Table 4. Qualtiy of Experience Correlation With Plan to Visit or Revisit.

	Plan to visit	P -value
Quality of experience		
Easy access to the area	.484*	.000
Restful and relaxing atmosphere	.469*	.000

	Plan to visit	P -value
Reasonable cost of hotel and restaurant	.517*	.000
Existence of Scenery and natural wonders	.862**	.000
Friendly of local peoples	.883**	.000

*. Correlation is significant at the 0.01 level (1-tailed).
**. Correlation is significant at the 0.05 level (2-tailed)
Source: survey questionnaire:- 2018

Table 4 shows, respondents regarding to quality of experiences dimension, i.e. easy access to the areas, restful and relaxing atmosphere, reasonable cost of hotel and restaurant, existence of scenery a natural wonder and friendly of local peoples are significantly correlated with intention to visit or revisit a given destination with the value of r=.484*, 4.69*, .517*, .862** and .883** respectively.

Table 5. Touristic Attraction, Environmental and Infrastructure Dimension Relationship With Plan to Visit or Revisit.

	Plan Visit	p-value
Touristic attractions		
Local casino	.149	.142
State/theme park	.875**	.000
Good place for children and family	.865**	.000
Welcome center	.723**	.000
Good weather	.697**	.000
Cultural event and festivals	.689**	.000
Good shopping facilities	.513**	.000
Environment and infrastructure		
Clean and unspoiled environment	.766**	.000
Infrastructure	.859**	.000
Availability of travel information	.887**	.000
Easy access to the area	.889**	.000
Safe and secure environment	.948**	.000

*. Correlation is significant at the 0.01 level (1-tailed).
**. Correlation is significant at the 0.05 level (2-tailed)
Source: survey questionnaire: - 2018

Table 5 portrayed, respondents regarding to touristic attractions dimension of cognitive image, i.e. state or theme park, place for children, welcome centers, good weather, cultural event, and festivals and good shopping facilities are

significantly correlated with intention to visit or revisit a given destination with the value of r=.875**, 865**, .723**, .697**, .689*8 and .513** respectively.

However, the local casino is insignificant on its impact on a plan to visit or revisit a given destination.

***Table 6.** Entertainment, Outdoor Activities and Cultural Dimension Relationship with Plan to Visit or Revisit.*

	Plan to visit	p- value
Entertainment and outdoor activities		
Entertainment	.378*	.000
Nightlife	.559*	.000
Watersports and swimming pools and gymnasium	.438*	.000
A wide variety of outdoor activities	.875**	.000
Cultural traditions		
Native culture specific to Dire	.942**	.000
A taste of unique life and culture	.927**	.000

*. Correlation is significant at the 0.01 level (1-tailed).
**. Correlation is significant at the 0.05 level (2-tailed)
Source: survey questionnaire: - 2018

Table 6 enlightened, respondents regarding entertainment and outdoor activities dimension of the cognitive image, i.e. entertainment, nightlife, welcome centers Watersports and swimming pools and gymnasium, and A wide variety of outdoor activities are significantly correlated with intention to visit or revisit a given destination with the value of r=.378*, 559*, .438* and .875** respectively. Meanwhile, on the cultural tradition dimension of the cognitive image i.e. native culture specific to Dire and a test of unique life and culture both have significantly correlated with a plan to visit and revisit a destination with the value of .942** and .927** respectively.

4.4. Dimension of Affective Destination Image

***Table 7.** Affective Dimension of Destination Image Relationship with Plan to Visit or Revisit.*

	Plan to visit	p-value
Affective dimensions		
Pleasant	.748**	.000
Arousing	.560**	.000
Relaxing	.867**	.000
Exiting	.551**	.000

*. Correlation is significant at the 0.01 level (1-tailed).
**. Correlation is significant at the 0.05 level (2-tailed)
Source: survey questionnaire: - 2018

On the affective dimension of destination image i.e. the existence of pleasant, arousing, relaxing and exciting destination, all have significantly correlated with a plan to visit and revisit a destination with the value of .748**, .560, .867** and .551** respectively. Showing the affective dimension of a given destination has also affected the plan to visit or revisit a given destination. See table 7.

4.5. Dimension of Unique Destination Image

***Table 8.** Dimension of Unique Destination Image Relationship with Plan to Visit or Revisit.*

	Plan Visit	p-value
Native Ethiopian /Natural environment		
Native Dire/mixture of different cultures	.942**	.000
Friendly and helpful local people	.883**	.000
Scenery and natural wonders	.862**	.000
Restful and relaxing atmosphere	.469**	.000
Clean environment	.766**	.000
Appealing destination		
Appealing as a travel destination	.896**	.000
Entertainment/nightlife	.468**	.000
A wide choice of outdoor activities	.875**	.000
Shopping	.513**	.000
Safe and secure environment	.948**	.000

*. Correlation is significant at the 0.01 level (1-tailed).
**. Correlation is significant at the 0.05 level (2-tailed)
Source: survey questionnaire: - 2018

Table 8 enlightened, respondents regarding existence of native Ethiopian /natural environment and outdoor activities dimension of unique image, i.e. native dire/mixture of different cultures, friendly and helpful local people, scenery and natural wonders, restful and relaxing atmosphere and clean environment are significantly correlated with intention to visit or revisit a given destination with the value of r=.942**, .883**, .862**, .469** and .766** respectively. Meanwhile, on the Appealing destination dimension of unique image i.e. native Appealing as a travel destination, entertainment and nightlife, wide choices of outdoor activities, shopping and safety and security and a test of unique life is significantly correlated with plan to visit and revisit a destination with the value of .896**, .468**, .875**, .513** and .948** respectively.

***Table 9.** Relationship Between Local Attraction and Plan to Visit or Revisit.*

	Plan to visit	p-value
Local attractions		
Lots of tourist attractions	.848**	.000
Cultural/historical attractions	.860**	.000

*. Correlation is significant at the 0.01 level (1-tailed).
**. Correlation is significant at the 0.05 level (2-tailed)
Source: survey questionnaire: - 2018

Table 9. shows, on the local attraction dimension of the unique image i.e. the existence of lots of tourists attraction and cultural and historical attractions both, have significantly

correlated with a plan to visit and revisit a destination with the value of .842** and .860** respectively.

5. Conclusions and Recommendation

This study appraises the destination image difference between before and the actual visit of Ethiopia. It has particularly addressed the questions of whether there is images difference before and after actual visit Ethiopia and existence of correlations among the elements. While it is generally assumed that Ethiopian natural and human assets chiefly attract the attention of local and international Media community for country's branding purpose, this study attempted to appraise the relationship between image and experience on destination branding and was focused on measuring the image-building effects on Ethiopia's external audiences. The finding shows there is a relationship between destination image and willingness to visit a given destination. It also portrays there is a gap in how tourists see Ethiopia before they come and actual experience. The responses positively rate the nation tourist assets after visiting the destination. This shows experience matters for image building effort done by the government.

Though taking only on those who visit Ethiopia from abroad as the targets, this study has generated several academic and practical implications that may inspire future research in this area.

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

Second, world-famous nations natural and human-made are utilized not only to brand the country's image abroad but also to promote the government's image at home. This study demonstrated that there is a correlation between different image components and image and the likelihood of associating the country assets with country image due to high media coverage. Especially when the assets affect neighboring countries interests, its exposure to media is very high and was attract greater attention and even link to politics and government image that increase tourists interest to know more about the destination to visit, know about unique gifts of the nation that link to the cognitive and unique image dimension of the destination. Such a finding implies that nations natural and human-made could affect the perception of tourists and increase intention to visits.

Third, such nations natural and human-made have infographic benefits to the country and affect the perception of different stakeholder. As media consumption behaviors and sources of information prove significant in forging the positive association between nations natural and human-made and images of destination and that of the government. They stand as influencing factors, proving useful in predicting audiences' perceptions toward the country. This finding suggests that the nation's assets just like of traditional media have a direct effect on promoting a nation. Meanwhile, the finding also reveals positive evaluations of the country's destination are highly linked to nations natural and human-made and affect an individual's emotional attachment to the country. In addition to the above, a visual-based documentary that shows the nation assets need to be filmed and used as a means of promotion by choosing media that have a number of exposure. Intensive reminder advertisement shall be done to fills gaps in the image.

Finally, this study has expected limitations. Being a study of only external publics, the results cannot be generalized before being compared with other cases in other countries with the inclusion of local tourists. Indeed, there is a need for multiple replications. In addition, this study may stand only as a first step toward further research with the wider representative case through considering another competitive dimension (i.e. FDI, export and government) from more diverse audiences (i.e. going beyond college international audiences).

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