NEAR EAST UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

TOURISM AND HOTEL MANAGEMENT PROGRAM

THE EFFECTS OF DESTINATION BRANDING ON TOURIST BEHAVIORAL INTENTIONS: THE CASE STUDY OF VICTORIA FALLS, ZIMBABWE.

RONALD CHIKUDO

MASTER'S THESIS

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ABSTRACT

THE EFFECTS OF DESTINATION BRANDING ON TOURIST BEHAVIOURAL INTENTIONS: THE CASE STUDY OF VICTORIA FALLS, ZIMBABWE.

The image of Zimbabwe as a tourist destination has been tarnished in its source market as a result of multiple of reasons some of which are high pricing, limited airline connectivity among others. Following a decade of such publicity Zimbabwe faces a challenge to reposition and differentiate itself in the global market place that is characterised by immense competition. The country is in possession of a plethora of attractions however the significant problem Zimbabwe is to select an ideal brand to promote the destination and create appealing positive image thereby encouraging positive behavioural intentions This study sought to examine the effects of destination branding on tourist behavioural intentions with respect to Zimbabwe as a tourist destination. Based on literature and theory study hypothesis were formulated as well as the framework that describes relationships between variables. The study is quantitative and primary data was collected from 380 international tourists through self administered questionnaires. Data was analysed in SPSS version 16.0 and correlation was utilised to establish the strength of the relationships between study variables. Major finding indicates positive relationships between destination branding and the dimensions of destination image and these dimensions positively related to tourist behaviour intention. The recommendations of this study have substantial theoretical implications to available literature as well as marketing implications to the tourism industry.

Key words: Destination Branding, Destination Image, Tourist Behavioural Intentions.

ÖZ

DESTİNASYON MARKALARININ TURİST DAVRANIŞI YOLLARI ÜZERİNE ETKİLERİ: VICTORIA FALLS, ZIMBABWE ÖRNEĞİ.

Zimbabve'nin bir turist destinasyonu imajı, bir kısmı yüksek fiyatlama, diğerleri arasında sınırlı havayolu bağlantısı gibi nedenlerin bir çoğu nedeniyle kaynak pazarında lekelenmiştir. Zimbabve, bu tür bir tanıtımdan on yıl sonra kendisini, muazzam rekabet ile karakterize edilen küresel pazarda yeniden konumlandırmak ve farklılaştırmakla karşı karşıya. Ülke, bir çok cazibe merkezine sahip olmakla birlikte, Zimbabve'nin önemli sorunu, hedefi tanıtmak ve olumlu bir imaj yaratmak için ideal bir marka seçmek ve böylece olumlu davranışsal niyetleri teşvik etmektir. Bu çalışma, hedef markalaşmanın turist davranışsal niyetleri üzerindeki etkilerini incelemeyi amaçlamaktadır. bir turizm bölgesi olarak Zimbabve'ye. Literatür ve teori çalışmasına dayanarak hipotez, değişkenler arasındaki ilişkileri tanımlayan çerçevenin yanı sıra formüle edilmiştir. Bu çalışma kantitatif olup, kendi kendine uygulanan anketlerle 380 uluslararası turistten birincil veri toplanmıştır. Veriler SPSS 16.0 sürümünde analiz edilmiş ve çalışma değişkenleri arasındaki ilişkilerin kuvvetini belirlemek için korelasyon kullanılmıştır. Önemli bulgular, hedef markalaşma ile hedef imajın boyutları arasındaki pozitif ilişkileri ve bu boyutların turist davranışları niyetiyle olumlu ilişkili olduğunu göstermektedir. Bu çalışmanın önerileri, mevcut literatürün yanı sıra turizm endüstrisine pazarlama etkileri hakkında önemli teorik çıkarımlara sahiptir.

Anahtar kelimeler: Hedef Markalaşma, Hedef İmaj, Turist Davranışsal Amaçlar.

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ABBREVIATIONS

DMOs ……………………………………Destination Marketing Organisations

UNWTO …………………………………United Nations World Tourism Organisation

WWTC……………………………………World Travel and Tourism Council

ZTA…………………………………….....Zimbabwe Tourism Authority

CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

The focus of the chapter is on introducing the research topic and providing the background to the study. More so the chapter also seeks to analyse the problem at hand that which the researcher seeks to address. Research questions and hypothesis are outlined leading to the research model which is the framework of the study highlighting the relationship between variables. Additionally the chapter concludes with the significance of the study as well as the study limitations.

1.2 Research Background.

Tourism experienced tremendous growth in the lasts six decades and it has gained ground to become a key driver of the economies of many tourism destinations. (UNWTO, 2016).The growth of the tourism industry is reflected by a number of factors and one of them is the increasing number of tourist arrivals. In 1950 the global number of tourist arrivals totalled 25 million, this number increased to 278 million in the year 1980,by the end of the 20th century it increased to 674 million and 1,322 million in 2017 (UNWTO,2018).

This increase in tourist arrivals resulted in substantial growth of international tourism receipts earned by destinations from US$ 104 billion in the year 1950, by the end of the 20thcentury receipts totalled $495billion and US$1.25 trillion in 2017 (UNWTO, 2018).Over a billion tourists have been travelling to various international destinations this resulted in a significant contribution of 12% of global GDP (UNWTO, 2017).According to (UNWTO, 2015) tourism has become a key driver of the economies of many countries contributing to employment creation, poverty alleviation, protecting the environment through sustainable practises among others. Revenue generated from the tourism industry has been of paramount importance for many countries especially developing countries (Mohan, 2015).

Globally, many countries have realized the importance of this gigantic industry and there has been continuous growth and development of tourism destinations. There is enormous competition among destinations as they try to lure international tourist (Remoaldo, 2014).Faced with this growth and competition (Ruzzier, 2012) purports that in the 21st century it has become imperative for destinations to adopt effective approaches to promote themselves in the world. Faced with increased competition destinations ought to strategically position themselves by creating acknowledged brand image, therefore issues of destination branding as well as image has become of paramount importance in the tourism industry (Mirimi, 2015; Kumali et al., 2014). Destination branding has become an essential tool that transmits brand image (Jalilvand et al., 2010).According to (Pike, 2005) travellers are spoiled by a plethora of interesting destinations hence never before has it become a prerogative of destination to develop effective brands.

African tourists destinations have succumb to negative publicity in the form of political instability violence, high pricing, poverty and increased crime among others. Such negative publicity had detrimental effects to the growth in tourism, therefore it has become imperative for African destinations marketing organizations to re-establish their images in the minds and hearts of the tourist in light of the global competition for tourist in the global tourism market (Matiza et al., 2014). Zimbabwe is one of the African countries that suffer from such negative publicity affecting its tourist flow since the year 2000, hence the need to effectively brand the destination to create and retain positive destination image.

Branding a destination has positive effects to the success of destinations whose image would have been tarnished in its markets (Oliveira et al., 2014). Destination branding incorporates marketing activities and these activities positively work towards creating a destination image which has positive impact on tourist behavioural intentions (Blain et al., 2005).The remarkable growth of tourism to become a global industry precipitates the need to understand tourist's behavioural intentions that could lead to actual behaviour. This research then seeks to explore the effect of destination branding on tourist behavioural intentions.

1.3 Statement of the Problem

The image of Zimbabwe as a tourist destination has been tarnished in its source market as a result of multiple of reasons some of which are high pricing, limited airline connectivity among others (Ndlovu et al., 2009;Ndlovu et al., 2013).Following a decade of such negative publicity Zimbabwe faces a challenge to reposition and differentiate itself in the global market place that is characterised by competition of greater magnitude (Ndlovu et al., 2013).The country has been blessed with an abundance of especially natural attractions, however the significant problem facing Zimbabwe is to select an ideal brand to create an appealing positive image that encourage positive behavioural intentions towards the destination (WTTC 2010; WTO, 2011).Branding a destination has positive effects to the success of destinations whose image would have been tarnished in its markets (Oliveira et al. 2014.Therefore this study with reference to Zimbabwe as a destination sought to examine effects of destination branding on tourist behaviour intention.

1.4 Significance of the Study

The knowledge generated from this research is of great benefit to the researchers and academics as it enhances the theoretical level of existing knowledge on destination branding, destination image and tourist behavioural intentions.There has been quite a number of studies done concerning destination branding, destination image and tourists behavioural intentions however some gaps were identified in the present litereature,hence the study attempts to make meaningful contributions to these gaps.Findings of the study could help destination managers to develop competitive marketing strategies in light of the competitive business environment. Future studies could make use of the framework developed in this study that helps understand the relationship among study variables.

1.5 Limitations of the Study

The genarisability of the findings can be limited because a single tourist destination within Zimbabwe has been chosen. More so the researcher did examined the tourist's image as well as behaviour in a short space of time. The researcher collected data in the summer season, thus the study could be limited to images of Zimbabwe for a certain season or period of time which is not representative of the

four seasons of Zimbabwe as a tourist destination. Future studies can be conducted taking these limitations into consideration

1.6 Research Questions

1. What is the effect of destination branding on cognitive image?

2. What is the effect of destination branding on affective image?

3. Does cognitive image influence tourist behaviour intention?

4. Does affective image influence tourist behaviour intention?

1.7 Research Hypothesis

H1. There is a positive relationship between destination branding and cognitive image.

H2. There is a positive relationship between destination branding and affective image.

H3. There is a positive relationship between cognitive image and tourist behaviour intention.

H4. There is a positive relationship between affective image and tourist behaviour intention.

Figure 1.1 Research Model (Diagram of Hypothesis)
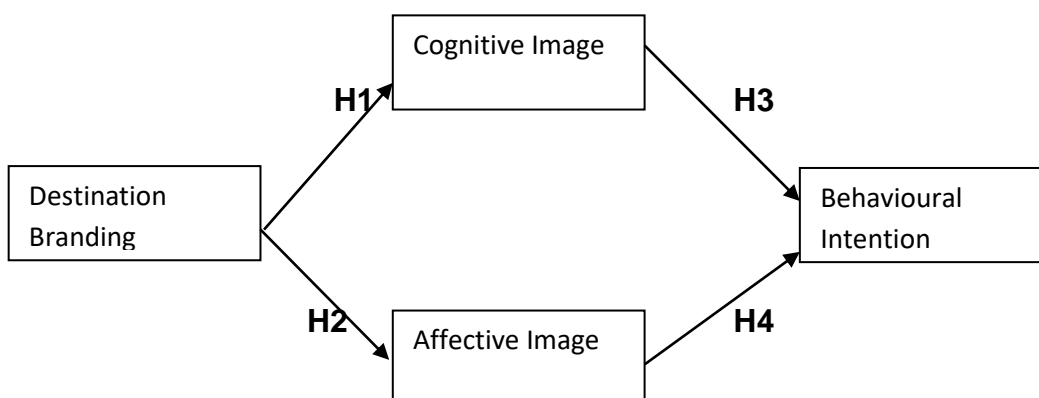
1.8 Conclusions

This chapter provides the background on the research subject to create awareness of the study. İt provides the research questions and the hypotheses upon which the

whole study is hinged.The chapter also acknowledge the relevance of the study. No research is complete without the limitations hence the researcher acknowledged the limitations of the study

CHAPTER 2

OVERVIEW OF ZIMBABWE

2.1 Overview of Zimbabwe as a Tourist Destination.

Zimbabwe as a tourist destination is endowed with a diversity of both manmade and natural attractions hence it has been ranked as one of the top leading destinations in the continent of Africa (Sanderson et al., 2013; ZIMSTAT, 2015).The destination is in possession of one of the Seven Wonders of the World the Victoria Falls and other world class tourist resorts namely the Kariba, Great Zimbabwe Ruins as well as Hwange National Park. Zimbabwe is endowed with a plethora of natural attractions and according to (ZIMSTAT,2015) approximately about 15% of it is covered with natural attractions in the form of national parks as well as wildlife sanctuaries. In light of such positive statistics the tourism industry of Zimbabwe is one of the most important sectors of the economy (UNWTO,2015; ZTA,2014;Kwamboka et al., 2011;Ndoda et al., 2010).The tourism sector in Zimbabwe contributes immensely to the lives of the local populace in a number of ways some of which are through employment creation with about (300 000 jobs in 2016) and the local populace have also embarked in numerous entrepreneurial activities (WTTC, 2017).The significant contribution of this sector is witnessed statistically by its huge contribution to GDP of about 8% in 2017 (WTTC, 2018;ZTA 2018).

However in terms of tourists arrivals there have been a steady and reasonable growth over time affected by several factors (Sanderson et al., 2013).After the land reform programme Zimbabwe as a destination have succumb to transformations and challenges on the tourism sector (Karambakuwa et al., 2011).This situation was made worse by both the political and the economic instability of the country (Sanderson et al., 2013).In an effort to improve the tourism industry there have been several marketing strategies by the responsible authorities   but however the

aforementioned challenges limited the impact of tourism to Zimbabwe as a tourist destination. Some of the challenges that faced the destination were limited airline connectivity (Sanderson et al., 2013; ZTA, 2014) this led to tourist visiting other destinations that had better accessibility. According to (Mirimi et al., 2014; Ndlovu et al., 2009) Zimbabwe as a destination possess a negative image and consequently it has lost its status as a destination of choice. The image of Zimbabwe is characterised by a lot of negatives, one of them being high pricing, economic instability (Kabote et al., 2013), this has detrimentally led to the reduced inflow of tourists. Such conditions that are associated with Zimbabwe as a destination add value to the necessity of carrying out the study. Studies on destination branding and image have proven useful for countries facing such crisis (Girma 2016, Oliveira 2015; Kavaratzis 2014).

2.2 Zimbabwe Tourist Arrivals Statistics

It is predicted that the tourism industry in Zimbabwe is likely to continue growing and the tourism industry might continue to be the fastest growing economic sector internationally (ZTA, 2017).Table 2.1 below shows the tourist arrival statistics from the year 2006 up to 2017.

Table 2.1 Zimbabwe International and Domestic tourist Arrivals.

Year	Tourist Arrivals
2006	2800 000
2007	2300 000
2008	1900 000
2009	2100 000
2010	2300 000
2011	2450 000
2012	1700 000
2013	1850 000
2014	1870 000
2015	2110 000
2016	2180 000
2017	2300 000

Source: ZTA, 2017

2.3 Victoria Falls Tourist Arrival Statistics.

The Victoria Falls saw an increase in arrival of tourists in 2017 this was attributed to increased connectivity 2017. Table 2.2 below shows both domestic and international tourist arrivals to Victoria Falls from the year 2011 to 2017.

Table 2.2 Tourist Arrivals to Victoria Falls

Year	2011	2012	2013	2014	2015	2016	2017
Internationl	40,206	42,090	51,969	45,303	29,575	53,060	40.010
Domestic	92,847	108,915	103,983	108,487	112,354	60,460	101.000
Total	**133,053**	**151,005**	**155,952**	**153,790**	**141,929**	**113.520**	**141.010**

Source: National Heritage Conservation Commission (2017).

2.4 Chapter Summary

The chapter examined the overview of Zimbabwe as a tourist destinations as well as Victoria Falls were the data was collected. The chapter reveals that tourism is one of the drivers of the economy of Zimbabwe as a destination despite the negative image faced by the destination. More sore the chapter reveals that the tourist flow to Zimbabwe as well as Victoria Falls fluctuate from year to year however tourist arrivals are expected to increase given that the current political environment remains stable and the economy improves.

CHAPTER 3

LITEREATURE REVIEW

3.1 Introduction

This chapter reviews literature with respect to the study objectives. The chapter highlights major issues covered in this study. Working definitions of key concepts are articulated based on the relevant literature in destination branding, destination image and tourists behavioral intentions.

3.2 Branding

Branding is a "name, term design, symbol or any particular feature that work towards identifying certain goods or services as distinct from the rest" (American Marketing Association, 2011).Most scholars derive their definitions from this definition. According to (Xie et al., 2013) a brand is generally a symbol, name or logo that aims to differentiate and promote the destination image and providing memorable experience. The branding process of a product and service is complex hence it requires creating distinct logos, symbols as well as slogans in order to differentiate the product or service as well as offering promise of value (Kolb, 2006; Morgan et al., 2011;Pike et al., 2014).However it is imperative to note that brands are not only slogans or logos, product or campaign rather all these are a part of what constitute a brand. According to (Mirimi et al., 2016) "such practices are important but limited", hence some scholars have defined branding in a holistic manner.

Branding is defined as a tool that distinct products and services and make them noticeable to customers within the competitive business environment that offer similar products and services to satisfy the same needs(Aaker's,1991;Crawford,1998;Kotler et al., 2012;Hankinson,2015;Olivera, 2015;Girma, 2016).According to (Kotler, 2003) brands are a totality of tangible as well as intangible dimensions (symbolic, emotional) that work towards differentiating the product and service amidst the

competition. Brands create positive image in the minds of consumers more so they allow participation of the consumer in brand creation through consumer perception (Girma,2016).Brands serve as a promise that creates expectations and lowering perceived risks (Berry, 2002). It is the ultimate goal of branding to ensure that consumers have positive perceptions or image of the products and service amidst the fierce competition (Keller, 2007; Hankinson, 2010; Hankinson, 2015). Therefore it is the objective of branding to make customers perceive products and services and this perception is a result of the brand promise of value attached to it (Shafaei et al., 2015).

3.3 Destination.

In tourism context according to the principles given by the (UNWTO, 2007) a destination is a physical space or a place where tourists or visitors spend time for primarily two basic reasons namely business or leisure. Destinations are an amalgam of tourism products and services which tourist experience under the destination brand name (Leiper, 1995). Destinations are places that tourist visit because of particular attractions available or particular activities and they stay in these places temporarily (Helgason et al. 2012). Destination can be defined as a particular place that has one or more attractions, services as well as goods necessary for tourist consumption during the period of stay (Roy et al., 2015).Based on these definitions attractions form the basis of a tourist destination; however these attractions are complimented by other goods and services."When a place has attributes/elements like natural, historic or manmade; lodging and dining facilities, favourable environment, satisfactory level of security system, entertainment and amusement activities, shopping facilities ,standard accessibility system it is then treated an attractive destination" (Roy et al.,2015). Destination pull factors such as promotional activities, weather, beaches, scenery, facilities and attractions are essential in meeting tourist needs (Asbollah et al., 2017).

These places could be continents like Europe, countries like France, cities like Paris, resorts areas among others (Helgason et al., 2012).Berman (2005) supports this view and clarifies destination to include its categories which can be a country, city, region, town that is marketed by the destination responsible authorities as a tourist destination. According to (Suchitra, 2015) destination branding incorporates branding a nation, branding a region as well as cities. This research is particularly focused on

the country Zimbabwe as a tourist destination. There are a plethora of tourism destinations all over the world, hence it has become a prerogative for destinations to have a point of differentiation from the competing destinations, hence the need for destinations to develop a well known brand to build a favourable image (Letho et al., 2013).

Several factors are essential for the success of the destination however (UNWTO, 2007) highlights important elements/attributes that influence the way   a destination appeal to   visitors as well tourist experiences:

Attractions - This is the sole purpose tourist visit destinations (natural or manmade).

Public and Private Amenities - Support services among them accommodation.

Accessibility- Refers to how reachable a particular destination is.

Human Resources -This includes the local populace as they form part of the tourist experience.

Image and Character **-**Essential elements for tourist behaviour.

Price -Vital element in competing   with other tourist destinations

3.4 Destination Branding

According to (Ritchie et al.,1998) destination branding is, "a name, symbol,logo and work mark or other graphic that gives a destination an identity by differentiating it from the others ,secondly it gives a promise to the potential tourists of a unique memorable travel experience, thirdly it   serves to consolidate and reinforce the recollection of pleasurable memories of destination experience. There is no holistic or commonly shared definition of destination branding (Pike, 2009). Destination Management Organizations generally appreciate the concept however they have not implemented it in a holistic manner rather they have adopted certain elements that suit their particular studies (Blain et al., 2005).Definitions of destination branding borrow from the broad field of marketing (Boo et al., 2009; Morgan et al.,2011).

Blain (2005) revised the definition by (Ritchie et al.,1998).The revised definition is holistic in nature incorporating the themes from the earlier definition and adding more important themes .Blain (2005) defines destination branding as marketing initiatives

that are essential to the creation of logos, symbols, that identifies as well as differentiate a destination ,secondly promise a unique memorable experience associated with the destination ,thirdly it creates and strengthens the emotional relationship between the destination and the tourists as well as minimizing tourists search costs as well as perceived risks. All this is done with the ultimate goal to create a positive destination image that is responsible for influencing tourists decision making (Blain, 2005).According to (Morrison et al., 2002) destination branding is a way of communicating the uniqueness of a destination through those features that differentiate the destination from competing destinations. Destination branding is a key marketing action whereby responsible authority select the countries positive and unique traits in an effort to promote its image and differentiate the destination from competitors (Cai,2002),hence it can be said that destination branding is a tool that gives the destination a positive image through its unique elements or characteristics that gives it a competitive edge.

Destinations like products have become easy to substitute hence destination branding has been established as a strategic tool to differentiate destinations from the others (Hanna et al., 2011). The general agreement by scholars is that in the reality of stiff competition among destinations for tourist, branding a destination is ideal in building positive tourism image (Morgan et al 2003). According to (Morgan et al., 2002) "in today's business environment characterized with competition of a greater magnitude destination branding becomes the most useful weapon to market destination markets". According to (Murphy et al., 2007) destination branding provides potential tourists with relevant information that they process in their minds therefore they are able to identify a destination, differentiate it from its competitors and build expectations about the destination experience. Therefore creation of expectations and perceptions of memorable experiences that are distinctive and unique to that particular destination requires destinations to entirely fulfill tourist expectations tourist hold in their minds and hearts in order to influence behavioral intentions (Martins,2015).

3.4.1 Destination Brand Name

According to (CAI, 2002) brand names are of paramount importance because they give first impression to the tourists about the brand. Destination brand names are crafted in such a way that they capture and reveal the unique as well as distinctive characteristics of a destination in an effort to create a competitive edge (Prebesnsen,

2006; Klink et al., 2010).According to (Morgan et al., 2004) brand names are the first line ambassadors that plays an influential role in tourists perceptions of the destination, therefore it is imperative that destination names are tailor made to portray destination offerings as well as communicating the promise of memorable experience value, as well as destination reliability (Morgan et al., 2011).

3.4.2 Destination Brand Logo

Destination brand names cannot be separated from the various symbols that it associates with (Blain et al., 2005), these symbols could be logos, as well as trademarks (Aaker, 1991).Destination logo according to (Mirimi et al., 2005) is "a sign of uniqueness that exhibit reality about a destination, hence it is essential that destinations develop masterpiece logos to differentiate themselves from competing destinations". Blain (2005) purports that logos play an essential role in positive image formation and they allow easy identification of the brand with its associations.

3.4.3 Destination Brand Slogan

A slogan is the bridge between destination brand and the destination image that is perceived by the tourists, therefore it justifies what the destination is to the potential consumers (Wagner et al., 2009).Slogans play an aiding role to the effectiveness of both logos and names as they act towards sending the right messages in a convenient way to the intended market (Mirimi et al., 2017).Destinations are characterized by fixed names this provides a platform for slogans to communicate effectively the destination brand in the fast paced changing environment through communicating the destination attributes and its associations (Mirimi et al., 2017).

3.4.4 Destination Brand Associations

Brand associations focuses on visitors perceptions towards a particular destination brand (Till et al 2011).Brand associations can be categorized into three namely attributes ,benefits sought and attitudes as a result of evaluating the brand.(Morgan et al., 2004.Hankinson 2005;Qu et al.2011).Destination unique as well as distinctive associations are imperative as they motivate tourists and gives a destination a competitive edge (Qui et al.2011;Girna 2016).It is of great importance to identify best associations that are a true representation of the destination (Mirimi et al., 2017).

3.4.5 Destination Brand Awareness

Brand awareness is the ability of tourists to recognize that the destination brand belongs to particular category (Aaker,1991).Tourist who are aware and knows the brand well have lesser challenges in making purchase decision (Baldauf et al., 2003).Marketing communications has become important for destinations to promote their brand image to target audiences. Therefore tourist destinations communicate their brands via several media in an effort to create positive brand image to potential tourist (Huertas, 2014).Destination marketing organizations stimulate certain images through several ways amongst them are through commercials (Yoo et al., 2013).

Destination brands are also better communicated through promotional videos which aim to communicate in a persuasive manner and creating appealing images (Babin,1997).Empirical studies have clearly demonstrated that branding of destinations enhance the image of destination and is important to Destination Marketing Organizations as they measure achievements (Blain et al.,2005) Successful destination branding as a marketing effort results in positive destination image positioned in the minds of the tourists thereby they can stand a chance to compete in these intense competitive environments (Molina,2010;Gomez et al., 2010).Tourist brand awareness results in revisit intentions.

3.5 Model of Destination Branding and Competitiveness

The model of destination branding and competitiveness by (Dwyer et al., 2003) consists of several attributes of destination branding that are different but interrelated and are essential to the competitiveness of a destination. These attributes are inherited resources, created resources, supporting resources and situational conditions. In this model resources are defined as that which the destination has or posses that attract or lure tourist and allows tourist to visit the destination (Dwyer et al., 2014).

3.5.1 Inherited and Created Resources

Inherited resources are the basic elements of a destination and represent the basic reason as to why tourist visit a destination over another (Berdo,2015).Inherited resources are further categorized into two namely natural and cultural. Natural resources could be wildlife and nature,rivers among others (Berdo,2015).Cultural consists but not limited to local culture, heritage among others (Berdo,2015) Created

resources are essential elements which are imperative in improving the competitiveness of the destination (Berdo,2015).Created resources include special events, entertainment, activities among others.

3.5.2 Supporting Factors and Resources

These are sometimes called enablers and facilitators as they are responsible for enabling and facilitating the tourist to visit particular destination as they add value to the tourism experience. According to (Ritchie et al.,1999) "supporting factors exert more of secondary effect by providing a foundation upon which a successful tourism industry can be established". Supporting factors could be general infrastructure, accessibility, hospitality of locals among others.

3.5.3 Situational Conditions

Situational conditions are factors that could positively or negatively impact on the competitiveness of the destination (Kim et al., 2003).Situational conditions thus could be a result political situation, economic situation, among others hence such conditions could be safety and security, prices among others.Succsesful destinations should be in a position to adjust to changes in such factors if they are to remain competitive

3.6 Destination Brand Image

Brands do not only aim to differentiate destinations from the others and not only do they represent a promise but also work to incite beliefs, evoke emotions and prompt behavior (Kotler et al.,2002).Destination branding creates tourist emotional attachment to the destination, creates a destination image which in a positive manner influence tourist behavior (Blain et al.2005). This is in line with (Morgan et al., 2002) who purports that "the battle of customers in tomorrow's leisure and tourism industries will be fought not over the price but over the hearts and hence branding will be key to success" Cai (2002) proposed a conceptual model on destination branding .This model was of the view that the formation of certain images about a destination is not branding but rather the image is the antecedent of destination branding (Hsu et al.2009).Destination image is created through destination brands (Anholt,2016). The top priority of destination marketing through branding is to communicate a positive destination image to the tourist (Koencick, 2002; Gomez et al., 2010). "It is the objective of destination branding to positively create a

differentiated image in the tourist mind, an image that emphasize key destination elements as well as unique aspects of destination thereby creating brand attachments and tourist destination choice" (Martins, 2015).

3.7 Destination Image.

Defining image as well as its components in tourism is a complex issue in tourism literature (Sonnleitner, 2011).However most scholars tent to agree with the definition by (Crompton, 1979) who defined destination image as "a combination of tourist beliefs as well as feelings towards a particular destination, ideas as well as impressions the tourists hold towards particular destinations" (Sonnleitner, 2011). Many scholars who define image in tourism literature borrow from this definition (Echtner and Ritchie, 1991; Blain et al., 2005; Qui et al., 2010). Roy (2015) postulates that destination images are generally tourist perceptions about a particular place, more so it is "the current view of the customer about a brand and a unique bundle of belief within the minds of tourists". Destination image represent the first perception/illusion the customer will possesses of a destination and this helps in building expectations (Qui et al., 2011). Destination image is an amalgam of associations as well as information from several sources' that are connected to the destination this includes the destination components as well as individual perceptions (Murphy et al., 2000).

One of the characteristic of tourism products and services is intangibility. Intangibility means you cannot have a prior trial consumption or feel of the products or service hence there is simultaneous production and consumption (Hsu et al.,2009).This characteristic calls for destinations to create positive and distinctive images in the minds and hearts of the tourist before their actual visit and subsequently after, if they are to be chosen by potential tourists. Ana (2011) is of the view that in this era of fierce destination competition at an international scale it has become imperative to asses destination image and destination image has become a hot subject for both the industry players as well as academics. The more positive the image of a tourist destination the more credit it has in the tourists mind and the greater the chance of being chosen as a favorable destination, (Zhang et al., 2014). Tourism authorities that are capable of creating positive destination image and placing them on the minds of tourist will be leaders in the tourism business (Hankinson, 2004). "A countries image transmitted through its brand can enhance a country's international

performance or diminish its global prominence in various sectors and spheres"
(Mariutti et al., 2013).

3.7.1 Destination Image Formation.

Reynolds (1965) purports that image formation is "developing a mental construct as a
result of information". Nowadays tourists are flooded with a plethora of information
and these sources of information include promotional material for example brochures,
recommendation from friends, family, travel agents as well as the general media
televisions, radios ,magazines (Etchner and Ritchie, 1991).Destination image is
modified and affected by visiting the destination as tourists experience the destination
and gather first hand information thereby creating comprehensive and personal
images.(Etchner and Ritchie 1991).The image tourist poses of the destination after
the actual encounter with the destination plays an influential role as it acts as the
basis of comparison between what tourist perceived pre visitation (expectations) and
what they actually experienced. (Hsu and CAI, 2009).

Gunn's (1988) seven phase model of destination experience identifies three states of
destination image in different phases. According to Gunn the image at the first phase
is organic image that is based on non touristic sources; this could be news reports,
books movies among others. However at the second stage touristic sources informs
the tourist for instance travel brochures, tour operators and travel agents among
others. As tourist access such information the present organic image might then be
altered and modified to induced image. The final phase of the model suggests that
after the actual experience the tourists get more real images that are complex in
nature and are differentiated hence the induced image is altered and modified to
amended image (Pearce, 1982; Chon, 1987; Etchner and Ritchie 1991; Etchner and
Ritchie, 1998).

3.7.2 Destination Image Components

The most commonly used framework   on the components of destination image is the
one by (Etchner and Ritchie, 1993).The framework consist Functional, psychological,
common and unique attribute. Functional characteristics are the measurable and are
observable for example types of accommodation, attractions among others.
Psychological   characteristics which are the intangibles like hospitality of locals .The
other continuum of common and unique simply explains that image of destinations

can be considered common as well as unique (Etchner and Ritchie,1993**)** hence successful destinations are the ones who possess positive unique image

3.7.3 Dimensions of Destination Image.

Destination image basically comprises of two distinct dimensions that are hierarchically interrelated in nature namely cognitive and affective image (Gartner, 1993; Pike et al., 2004; Hosany, 2005; Zhang et al.,2014). "The development of destination image is based on consumers rationality (cognitive image) as well as emotionality (affective image) and these form the two main dimensions of destination image" (Moutinho, 1987;Gartner,1993;Baloglu et al., 1997;Walmseyetal 1998;Baloglu et al., 1999;Donibel,1990;Li et al 2007). Tourists perceptions and expectations of the destination depend on its affective and cognitive image (Mac Kay et al.,2000) .

It is imperative that these two dimensions are paid attention to as they become the bases on how tourists assess particular destinations. Therefore evaluating destination image based on these two dimensions entails that evaluation is not based on tangible aspects of the destination only but emotional experiences as well (Gutierrez, 2005).Qui et al., (2011) came up with a destination image model with these two basic components, and the author purports that the combination impact of these two is undeniable. These two play around in the minds of tourists as they try to make a decision. The tourism industry is characterized with competition hence destinations should strive to incorporate cognitive and affective image in the minds of tourists in order to gain competitive advantage. (Qui et al., 2010).

3.7.3.1 Cognitive Image

Cognitive image are beliefs as well as the knowledge tourist hold of a particular destination (Lin et al., 2007).Cognitive destination image is what the tourist believe about a particular destination or basically the knowledge or information a tourist have of a particular destination and its attributes (Beerli et al., 2004; Martin et al., 2008).Cognitive that is acquired before the actual visit to the destination can be altered and furnished during and after the encounter with the destination (Martin,2004). According to (Kozak et al., 1999) destination attributes are essential for the destination to attain a competitive advantage, and they influence tourists' satisfaction with the destination as tourists experience the destination.

Cognitive destination image has been measured with numerous attributes as well as dimensions (Calantone et al., 1989;Fakeye et al.,1991;Baloglu et al.,1999;Balologlu et al.,2001;Qu et al.,2011;Assaker,2014;Park,2015;Basaran, 2016).However despite the fact that there is lack of homogeneous standard of the attributes relevant to measure cognitive destination image (Sanz et al., 2016) purports that "these could range from fauna and flora, landscapes national and theme parks, weather,climate,hospitatality of locals, adventure, culture, safety, standard of accommodation, varied gastronomy as well as accessibility to the destination". Tourists evaluate destinations based on the attributes of its resources as well as the available attractions which pull tourists to that particular destination (Stabler,1995; Alhemoud et al., 1996;Scheneider et al.,1999;Gallarza et al.,2002;Berrli et al., 2004;Glovers, 2005).Different levels of value are given to each of the attributes that make a destination (Lopez, 2011).

With reference to the tourism studies tourist travel as a result of push and pull factors whereby they are pushed by psychological factors that are internal and they are pulled by external physical destination attributes(Crompton, 1979;Dann 1977;Uysal et al., 1994).As tourist travel and experience the destination they are either satisfied or dissatisfied with the destination based on these factors and this has a great impact on the destination loyalty which is reflected through certain behaviour namely intention to revisit as well as recommend the destination to others (Opperman, 2000).The destination management approach is of the view that tourist destination attributes are fundamental as tourist evaluate their experience(Xia et al., 2009;Alegre et al., 2010).Therefore it can be said that cognition of tourist is a result of tourist destination knowledge acquired from several information sources as well as the actual experience of the destination as they rub shoulders with tourist physical attributes. The cognitive dimension of destination image plays an influential role on the affective dimension (Holbrook, 1978; Russell et al., 1980; Anand et al., 1988; Stern et al., 1993;Lin et al., 2007; Rayan et al., 2007)

3.7.3.2 Affective Image

Affective image are the emotions and feelings about the destination particularly towards destination characteristics and its surroundings (Baloglu et al., 1999; Qui et al., 2011).Just like cognitive image affective image is also measured and assessed by some criteria (Baloglu et al., 1999). Tourists could evaluate if the destination was

exciting, relaxing, gloomy, pleasant, sleepy, unpleasant among others (Saeedi et al 2011; Sanz et al., 2016), hence the more positive characteristics of the destination the more the positive affective assessment of the destination and vice. Several factors influence destination affective image component among them history of the destination, motivations but however experience with the destination is the most influential factor among others in creating certain feelings as well as emotions towards particular destinations (Beerli et al., 2004 ;Greaves et al., 2010). Tourist physical encounter or experience with the destination could generate "an image more realistic than that existing prior to visitation" (Vitouladiti, 2014) hence it is important that the destinations deliver according to the promised value if they are to be rated positively affective.

Affective destination image is dependent on the cognitive destination image the reason being tourist can develop positive attitude if they have greater knowledge of destination attributes else their attitude could be negative towards the destination (Holdbrrok,1978;Chen et al., 2002;Kim et al., 2003,Pike et al., 2004,Rashid et al., 2008).These two components of destination image do link as the (affective) image is about how tourist feel of a particular place but however this is a result of the (cognitive) image in the sense that they get to feel positive or negative as a result of the information available to them about the particular place as well as experiencing the cognitive components of a destination(Zhang et al., 2014,Baloglu 2011).

3.8 Tourist's Behaviours

The general consensus among scholars is that destination image plays an influential role on tourists behaviours (Mostafavi et al., 2010).The consumption process is of the view that tourist behaviours are in three identified stages namely pre visitation, during the visit and after the visit (Rayan 2002;William et al., 2003).According to (Chen et al., 2007) tourist behaviours could be categorised into three namely destination choice, subsequent evaluations and finally the future behavioural intentions. According to (Bigne et al.,2001;Lee et al.,2005) there are basically two important behavioural roles played by destination image namely influencing destination choice as well as influencing behavioural intentions. The study examines the influence of destination image on behavioural intentions.

3.9 Tourist Behavioural Intensions

Behavioural intentions are tourists intentions to behave in a particular way in the future (Wu et al., 2014;Song,2016).Behavioural intentions are judgements of the tourists probability or the likeliness of acting in particular manner (Mat Som et al., 2012).Destination image in tourism studies is widely known as an all important determinant or predictor of behavioural intentions(Reily,1990; Lengkeek,2001;Govers et al.,2003;O'Leary et al., 2005).Destination image plays an influential role in destination choice, evaluation of the destination as well as behavioural intentions (Bigne et al., 2001;Chen et al., 2007).Numerous scholars have pointed out to the influence of destination image on tourists behavioural intention (Rittchainuwa et al., 2001;Ross, 1993; Tasci et al., 2007; Wang, 2011).

3.9.1 Tourist Intention to Revisit, Recommend and Say positive things.

Revisit intention, intention to recommend and say positive things are favourable behavioural intentions and these behavioural intentions are good predictors of future behaviours (Kim et al., 2011; Yang et al., 2011).The variables of intention to revisit, to recommend and say positive things about the destination to others have been widely used in tourism literature as indicators of tourists behavioural intentions (Parasuraman, 1991; Boulding et al.,1993;Cronin et al.,1 992). Intentions to recommend the destination as well as revisit the destination are best indices of assessing tourists travel related behaviour (Tyler, 1998).

Bigne (2001) purports that destination image influence the variables of intention to recommend, intention to say positive things about the destination and lastly to revisit. The image of a destination creates positive attitude to ensure repeat visits and willingness to recommend and say positive things about the destination to potential tourists (Lewis, 1999). These behavioural intentions indicate tourist loyalty to the destination driven by the availability and quality of destination attributes (Mostafavi et al., 2010).Diverse attributes (cognitive image) in a destination are essential elements to ensure positive   behavioural intentions. Attributes of a destination reflect the image of a destination hence tourists that do perceive a more positive and favourable destination image are more likely to poses positive behavioural intentions (Lee et al., 2005).

According to (Lee et al., 2014) intention to revisit is a "deeply held commitment to revisit the preferred destination in the future despite situational influences and marketing efforts having the potential to cause switching behaviour". It is generally expected that tourist with clear positive image, as a total impression of cognitive, and affective images, would be more likely to revisit the destination, recommend and say positive things to others (Qiu et al., 2010).Tourist that do perceive a favourable destination image in their mind have the greater probability of visiting the destination as well as recommending the destination to others (Beerli et al.2004; Bonn et al.,2005). The greater the positive affective image the tourist has of destination ,the higher the emotional connection tourist have of the destination the more positive the behavioural intentions (Pike,2004;Chen et al., 2013;Morais et al.,2010;Yuksel et al., 2010) hence when tourist experience the destination they become emotionally attached to the destination and they are likely to revisit and recommend the destination to others.

Tourists with perceived positive image are likely to market the destination on behalf of the service providers as they say positive things about the destination with no expenses attached to this (Bigne et al., 2001). Tourists will evaluate the destination during and after their experience with the destination and if they do find the overall image of the place positive it positively affects their intentions to revisit and through word of mouth or any other way the tourist will proclaim the destination and recommend to potential future tourist (Qui et al., 2011).These recommendations act as reference that potential tourists rely on to develop and grow a positive image which subsequently results in choice of destination (Qui et al., 2010).

According to (Yoon et al., 2005; Chi et al., 2008) revisit intention as well as recommendation are strong reflectors of loyalty to the destination. Attracting new tourist to a particular destination becomes expensive as compared to retaining the already existing customers (Rosenberg et al., 1984).It is much more costly to attract new tourists to the destination than to retain the existing ones and these loyal tourists who revisit or recommend the destination are 10 times more valuable as they act as channels of destination promotion through informal recommendations which in a way reduce the marketing costs (Augustine, 1998). Loyal tourists that perceive positive destination image are likely to recommend more than three people however negative

image could be disastrous as these same tourists could spread negative news to more than eleven people (Thiumsak et al., 2016).

3.10 Chapter Summary

The chapter reviewed the relevant literature on destination branding, destination image and tourist behavioural intentions. Firstly the chapter explains destination in the context of tourism as well as branding as a concept. Literature reveals that destination branding is not only about particular features for instance logos but it also includes other characteristics that work towards creating competitive destination. Literature reveals that destination branding positively impacts the image of a particular destination and subsequently positive image affects behavioural intentions

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Research Design

The study utilised a descriptive research design in the form of survey.It is the aim of descriptive research to describe the nature of the current situation at the particular time the study is conducted and to explore the cause of a particular phenomenon (Travers, 1978.) Descriptive research consist of a clear statement of the problem, specified hypothesis as well as detailed information needs (Malhotra,1999).The present study clearly states the statement of the problem, study hypothesis as well as research questions and hypothesis, detailed literature review, presentation and analysis of findings from which conclusions are drawn. Saunders et al., (2012) posit that the essence of the descriptive research is to understand events, persons and situations accurately hence the nature of the study requires a descriptive research design.

A survey is defined by (Balnaves et al., 2001) as "A mean of collecting data from people about their current status (age/education/etc),about their consequent viewpoints(beliefs),and about their actions towards named situations (behaviours)".A survey is a significant data collection method that most researchers have adopted to explain behavioural intentions (McNabb, 2009) ,hence this study made use of the survey to collect data from the respondents in order to answer the research questions.

The study is a mono method quantitative study as it examines relationships between certain variables making use of one data collection technique namely questionnaire. According to (Saunders, 2012), "quantitative research examines relationships between variables which are measured numerically and analysed using

a range of statistical and graphical techniques". This study examines if they are positive relationships between certain variables as outlined in the previous sections. This research made use of the deductive approach as the researcher used the data to test the theory in literature. Saunders (2012) purports that the deductive approach to research is usually associated with quantitative research.

4.2 Study Population

The population of this study are international tourist visiting Victoria Falls. Victoria Falls is one of the Seven Wonders of The World and has become the tourist hub of Zimbabwe hence it is the ideal   place to meet international tourist from all over the globe and also it is the viable place to collect the required data from the established sample in a short space of time. According to (Newman, 2003) population refers to everything relevant in a given status quo, this could be products, services as well as people that relates to the study or whom conclusions want to be drawn about.

4.3 Study Sample

The sample consists of 380 international tourist visiting Victoria Falls. Based on the latest statistics of 40 000 international tourist that visited Victoria falls in 2017 (Sekeran,2003) purports that a sample size of 380 suffice. The sample of a study is a representative group of subjects selected from a given population (Latham, 2007). There are cases when it is not necessary or when it is not practical to collect data from the entire population, in such cases researchers select a sample (Saunders et al., 2012).

4.4 Sampling Procedures.

Sampling is an important procedure in research that capitalise on small numbers of a given population as the basis upon which conclusions are drawn about the whole population (Zikmund, 1997;Cohen et al., 2007).There are two broad methods used for sampling namely probability and non probability. The study made use of probability sampling method and adopted the simple random technique. According to (Saunders et al., 2012), simple random involves selecting the sample randomly from the study population. Respondents were randomly sampled in different recreational areas within the Victoria Falls. There are several advantages of using this method some of which are that it allows members of the population equal chance of participation and because of the representativeness of simple random, findings can

thus be generalised. Sampling is time saving especially when the researcher is working under specific deadlines (Saunders et al., 2012) and in the case of this study the researcher worked under specific deadlines hence the need to sample the population.

4.5 Research Instrument

The study utilized self administered questionnaires for collecting data from tourist visiting Zimbabwe at the time of data collection. A questionnaire is a method of collecting data which enables the researcher to explain the purpose of the study and the meaning of items that may not be clear (Best et al., 1993; Kwamboka, 2013). The study made use of self administered questionnaire for data collection. The structure of the questionnaire was clear and easy to understand. The questioner was divided into sections. These sections consist of questions on participants demography as well tourist profile. The questionnaire also assessed destination branding, participant's perception the image of Zimbabwe as a tourist destination as well tourists behavioral intentions in an effort to answer the research questions.

The questionnaires are in likert scale form. According to (de Vaus, 2002) likert scales are usually used to assess the respondents level of agreement or disagreement with a certain preposition. The scaled items in the research questionnaire were selected with caution and were modified based on existing literature scales in destination branding, destination image and tourist behavioral studies. The basis upon which the scales of the study and the question items were adopted is introduced below.

4.5.1 Measurement of Destination Branding

The third section of the instrument measured destination branding with 19 items under the headings inherited resources, created resources, supporting resources and situational conditions. Destination branding was measured using Integrated Model of Destination Branding and Competetivness (Dwyer et al., 2003) that list and give detail of what destination brands offer. The model is encompassing in scope and has received widespread attention as well as adoption in previous studies (Schaar,2013; Bierzynski,2011; Morgan *et al.*, 2008;Morgan, 2004).According to (Ritchie and Crouch,2000) modification of what is used to measure destination branding is imperative in order to capture the unique attributes of a destination. The items were then modified with the use of the Zimbabwe "A world of wonders" branding theme that gives detail of what Zimbabwe's tourism brand offers (ZTA, 2010).The items

measured mainly consists of natural attractions, measured on a 5 point Likert scale ranging from 1=Strongly disagree to 5=Strongly agree.

4.5.2 Measurement of Destination Image

Destination image measures typically asses tourist knowledge on particular destinations as well tourist feelings towards particular destinations (Tasci et al., 2007).Sections on destination image assessed the cognitive and affective image. In the previous studies quite a number of cognitive as well as affective image attributes have been mentioned however (Chen et al., 2012) says there is no uniform scale that exists however it is key in this research method to generate attributes that are comprehensive as well as concise and do not compromise the research reliability as well as validity of the study

4.5.2.1 Measurement of Cognitive Image.

This section consist of 18 items that measure cognitive image. The commonly used model that measure cognitive image is the attribute model of destination image (Echtner and Ritchie,1993).The authors have summed up a list of common attributes of destination image .The list is encompassing in scope and has received widespread attention as well adoption and application in previous studies (Bornhost,Ritchie and Sheehan,2010). This study therefore adopted items of this model as an initial list to construct the destination image cognitive attributes of Zimbabwe. The researcher took into account the notion by (Crompton et al., 1992) that the attributes that the tourists consider unique and important to a destination should be identified. All these were then recorded and implemented to modify this   list.

Some attributes not relevant or not crucial to tourists of Zimbabwe where then removed for example, beaches, wilderness activities among others. Opportunity for adventure, wildlife and nature among others were added because Zimbabwe has acquired reputation for these activities. The researcher finally came up with a list of 18 attributes relating to cognitive image which then respondents were asked to rate how agreeable they were with each of the attributes on 5 point likert scale *(1 = Strongly disagree; 2 = Disagree;3 = Neutral ; 4 = Agree; 5 = Strongly Agree.*

4.5.2.2 Measurement of Affective Image

This section consists of four questions to evaluate affective image. Existing attempts to measure affective image have been exclusively based on (Russell et al., 1981)

model of destination affect as well as the Circumplex Model (Bagozzi,2001).It is widely acknowledged that (Bagozi,2001) framework of affect captures the description of the affective quality of environments however it fails to measure the affect experienced by tourists on destinations (Kock et al., 2016).Bearing this in mind the affective image of destination Zimbabwe was then measured using the commonly used affective image model developed by (Russell and Pratt., 1981). The model has been used widely in related studies (Baloglu et al.,1999,Berrli et al.,2004,Yuksel et al., 2007,Nicoletta et al., 2012).The authors came up with four items that measure destination affective image: *Arousing, Pleasant, Exciting, Relaxing* . For these a 5 point likert scale was used to rate Zimbabwe as a tourist destination on a set of feelings *(1 = Strongly disagree; 2 = Disagree;3 = Neutral ; 4 = Agree; 5 = Strongly Agree.*

4.5.3 Measurement of Behavioural Intentions

The section had four questions that measured behavioral intentions namely intention to revisit in my next trip, revisit in my distant future, intention to recommend Zimbabwe to friends and relatives and lastly intention to say positive things about Zimbabwe on a 5 point likert scale *(1 = most unlikely to 5 = most likely*. These are the commonly used items that measure behavioral intentions, (Hunt,1975;Hunt,1975;Sung,1990;Bigne,2001;Gali,2005;Bosque,2000).The basis of this section is grounded in the theory of planned behavior (Ajzen, 1980).The theory predicts the intention of individuals to behave in a particular way at a specific time and place and that people use the available information they have in a reasonable way to make a decision even if the information is incorrect (Ajzen et al., 1980).

4.6 Validity and Reliability of Questionnaire

When using measurement tool, one should ensure that it is reliable, that means to be precise and accurate as a tool and also ensure it measures what it is supposed to measure (validity) (Kothari, 2004). The researcher made use Cronbach's alpha to determine the reliability and validity of the instrument. Measurement scales with a cronbach's alpha coefficient of above 0.70 are widely accepted as an internally consistent for further analysis (Phelan et al.,2006).Table 5.2 indicates a cronbach's coefficient of 0.85 for the 45 items measured therefore the minimum level of coefficient alpha which is 0.70 was achieved, therefore the adequate levels of internal reliability between variables has been achieved.

4.7 Ethical Consideration

According to (Kumar, 2011), ethics guide professions. First and foremost participation was voluntary.Tourists were briefed on the research objectives and they were assured of confidentiality of the information they would provide. Tourist that were not willing to participate were then not included in the study. More so the research guaranteed no harm or embarrassment to the participants. Confidentiality of the information provided by the respondents was assured. Finally assurance was given to the respondents that the information would be used for study purposes and their respondents would be meaningful in the establishment of policies and strategies in the tourism sector of Zimbabwe.

4.8 Data Analysis

Collected data was recorded in SPSS 16.0 for statistical analysis. The reliability as well as validity of the study scales is tested by the use of Cronbach's Alpha. Descriptive statistics are utilized to understand the characteristics of the study variables. Statistical test such as correlation are utilised in an effort to determine and understand the relationships between the study independent and dependent variables. Presentation of results is in tables from to clearly visualize the results. Trends observed are then discussed in detail and comparisons made with similar research cases available.

4.9 Chapter Summary

This chapter explained how the research study was undertaken. The research is quantitative in nature. Descriptive research design is utilised through survey method. The research instrument is a structured questionnaire, reliability as well as validity was ensured. Data collected from 350 respondents was analysed through SPSS The data collected is analysed in the forthcoming chapter.

CHAPTER 5

DATA ANALYSIS

5.1 Introduction

This chapter analyse and discuss research findings. Firstly the response rate analysis is outlined followed by the demographic characteristics and the tourist profiles of respondents. The reliability and validity of the measurement scales have also been examined followed by descriptive statistics. Lastly the results of hypothesis test conducted through correlations are presented and interpreted.

5.2 Response Rate

The study sample consists of international tourists visiting Zimbabwe at the time of data collection. The questionnaires were self administered to 380 international tourists. According to (Sekeran, 2003) given the study population the sample size of 380 suffice. As reported in table 5.1 a total of 350 questionnaires were fit for analysis. As a result 92% response rate was obtained.

Table 5.1 Response Rate

Survey Respondents	Questionnaires administered	Questionnaires appropriatefor analysis	Response rate (%)
International tourists	380	350	92
Total	380	350	92

5.3 Reliability and Validity

Cronbach's coefficient is the widely used measure that examines the reliability of the scale (Cortina, 1993). The study utilised cronbach's alpha statistics to examine the reliability of the study instrument. Reliability is a key issue in studies of quantitative

nature with quantitative research measurement scales (Mirimi et al., 2017).It has been generally suggested that the cronbach's coefficient of 0.70 and above is considered acceptable whereas coefficients from 0.90 and above are an indication of good data reliability (Nunnally et al.,1994). Measurement scales with a cronbach's alpha coefficient of above 0.70 is widely accepted as an internally consistent for further analysis (Phelan et al.,2006).Table 5.2 below indicates a cronbach's coefficient of 0.85 for the 46 items measured therefore the minimum level of coefficient alpha which is 0.70 was achieved, therefore the adequate levels of internal reliability between variables has been achieved.

Table 5.2 Reliability Statistics

Cronbach's Alpha	Number of Items
.856	46

5.3.1 Reliability Statistics for Destination Branding

Table 5.3 below indicates the extent to which the 19 items employed in the measurement of destination branding were reliable. The table indicates a cronbach's coefficient of 0.756 therefore the items are reliable or appropriate in measuring destination branding.

Table 5.3 Reliability Statistics for Destination Branding

Cronbach's Alpha	Number of Items
.756	19

5.3.2 Reliability Statistics for Cognitive Image

Table 5.4 below indicates the extent to which the 18 items employed in the measurement of cognitive image were reliable. The table indicates a cronbac'hs coefficient of 0.843 therefore the items are reliable or appropriate in measuring cognitive image.

Table 5.4 Reliability Statistics for Cognitive image

Cronbach's Alpha	Number of Items
.843	18

5.3.3 Reliability Statistics for Affective Image

Table 5.5 below indicates the extent to which the 4 items employed in the measurement of affective image were reliable. The table indicates a cronbahs coefficient of 0.805 therefore the items are reliable or appropriate in measuring affective image.

Table 5.5 Reliability Statistics for Affective image

Cronbach's Alpha	Number of Items
.805	4

5.3.4 Reliability Statistics for Behavioural Intentions

Table 5.6 below indicates the extent to which the 4 items employed in the measurement of behavioural intentions were reliable. The table indicates a cronbach's coefficient of 0.755 therefore the items are reliable or appropriate in measuring behavioural intentions.

Table 5.6 Reliability Statistics for Behavioural Intentions

Cronbach's Alpha	Number of Items
.755	4

5.4 Analysis of Demographic Variables and Tourist Profile

The demographic characteristics of the study are measured by gender, age, level of education as well as nationality .Tourist profile is measured by purpose of visit, number of previous visit and familiarity with the destination, source of destination information and average household income. The summary of both the demographic characteristics and tourist's profile of respondents is reported in the tables below.

5.4.1 Gender

The study sample is slightly dominated by females. The respondents comprise of 52.7% females and 47.3% males as illustrated in Table 5.7 below.

Table 5.7 Frequencies and Percentages for Gender

	Frequency	Percent
Female	158	52.7
Male	142	47.3
Total	350	100.0

5.4.2 Age

Different age groups were sampled in the study from the age of 18.Results obtained are illustrated in table 5.8 below. After recording the age of the respondents, results indicates that the majority of the respondents were between the ages 26-35 with (27.0%),followed by the ages 46-55 with (24%),36-45 (13.3%),56-65 (13.0%), 18-25 (12.7%).The smallest number of respondents were between the age 66-75 with a 5.3% and 76+ with a 4%,hence the sample is slightly predominantly younger .

Table 5.8 Frequencies and Percentages of Age

	Frequency	Percent
18-25	38	12.7
26-35	81	27.0
36-45	39	13.0
46-55	74	24.7
56-65	40	13.3
66-75	16	5.3
76+	12	4.0
Total	350	100.0

5.4.3 Annual Household Income

Respondents were required to indicate their income levels. Table 5.9 below illustrate the findings for the household income. The majority of respondents has an annual income ranging between 5000-9999 (28.3%) followed by (27.7%) of the respondents with an annual income of between 10000-14999 while (24.7%) of the respondents has an annual income of above $15000.The lowest percentage (19.7%) was of income of less than $5000.

Table 5.9 Frequencies and Percentages of Household Income

	Frequency	Percent
Less than 5000	57	19.7
5000-9999	85	29.4
10000-14999	76	26.3
15000+	71	24.6
Total	350	100.0

5.4.4 Level of Education

Respondents were required to indicate their level of education. Results are illustrated in table 5.10 below. Results indicates that (38.3%) of the respondents are degree holders, (24.3%) diploma holders, (18.7%) graduate degree holders the rest had secondary education and below.

Table 5.10 Frequencies and Percentages of Level of Education

	Frequency	Percent
No formal education	16	5.3
Primary	5	1.7
High school	35	11.7
Degree	115	38.3
College diploma	73	24.3
Graduate degree	56	18.7
Total	350	100.0

5.4.5 Nationality

The majority of the respondents are British consisting of 86 respondents (28.7%) followed by Japanese with 19 respondents (6.3%),Chinese with 19 respondents (6.3%) ,South Africans with 19 respondents with (6.3%),Australians with 14 respondents (4.7%),Tanzanians and Congolese with 12 respondents each (4%) Koreans and Americans with 10 respondents each (3.3%).The rest came from other nationalities worldwide as illustrated in table 5.11 below.

Table 5.11 Frequencies and Percentages of Nationality

	Frequency	Percent
American	10	3.5
Australian	14	4.8
Botswana	3	1.0
British	86	29.8
Canadian	6	2.1
Chinese	19	6.6
Congolese	12	4.2
Egyptian	6	2.1
Ethiopian	9	3.1
Finish	4	1.4
French	5	1.7
Germaine	4	1.4
Indian	4	1.4
Italian	4	1.4
Japanese	19	6.6
Kenyan	8	2.8
Korean	9	3.1
Malaysian	7	2.4
Moroccan	5	1.7
Nigerian	7	2.4
Russian	5	1.7
Singaporean	4	1.4
Southafrican	19	6.6
Tanzanian	12	4.2
Zambian	8	2.8
Total	350	100.0

5.4.6 Purpose of Visit

Nearly half the respondents travelled for leisure purposes comprising of (42%) of the respondents followed by business travellers with 59 respondents (19.7%) followed by the purpose to visit friends and families with 58 respondents (19.3%) and travelling for other reasons had the lowest number of respondents with 19% of the total respondents as illustrated in table 5.12 below.

Table 5.12 Frequencies and Percentages for Purpose of Visit

	Frequency	Percent
Leisure	126	42.0
To visit friends and families	58	19.3
Business	59	19.7
Other reasons	57	19.0
Total	350	100.0

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5.4.7 Number of Visits and Familiarity with the Destination

This section sought to find the respondents number of visits as well as familiarity with the destination. Findings are presented in the Table 5.13 below. Habitual visitors had the lowest percentage with 9.7% followed by more than three times with a 23%,second and third time had 32.3% whilst the majority where first time visitors comprising of 35% of the respondents.

Table 5.13 Frequencies and percentages for Number of Visits

	Frequency	Percent
First time	105	35.0
Second/third time	97	32.3
More than 3times	69	23.0
Habitual	29	9.7
Total	350	100.0

5.4.8 Source of Destination Information

Respondents were required to indicate sources that informed them of the destination and the responses are tabulated in the table 5.14 below. Traditional advertising had the lowest number of respondents with 9% of the total respondents followed by travel agency 14%, personal knowledge and internet had almost the same number of respondents with 24.3% and 25.3% respectively. Friends had the highest percentage of 27.3%.

Table 5.14 Frequencies for Source of Destination Information

	Frequency	Percent
Personal knowledge	73	24.3
Friends	82	27.3
Internet	76	25.3
Travel agency	42	14.0
Traditional advertising	27	9.0
Total	350	100.0

5.5 Descriptive Statistics

Descriptive statistics is defined as a discipline of quantitatively describing the main features of a collection of information (Fisher et al., 2009).According to (Trochim, 2006) descriptive statistics describe what the data shows. Findings of the descriptive are presented below for each particular section.

5.5.1 Descriptive Statistics for Destination Branding

This section consists of 19 items that measure destination branding. The items indicates the factors covered by destination brand of Zimbabwe. Results of the descriptive statistics for branding are illustrated in table 5.15 below. Highest mean scores were obtained for wildlife and nature (M) = 4.58,safety (M) = 4.31,local culture (M) = 4.30 and climate (M) = 4.24.Respondents also tent to agree that the destination brand also covers, available tour packages and main rivers (M) = 4.18,activities (M) = 4.17,historical features (M) = 4.15,museums (M) = 4.15 and geographical location (M) = 4.14.Respondents also agreed that the brand covers most of the aspects given with the mean scores ranging between (M) = 4.00 and (M) = 4.08.However respondents somewhat disagree that the destination brand covers certain aspects this is represented with low mean scores like general infrastructure (M = 3.75, special events M = 3.51 and price M = 3.45).

Table 5.15 Descriptive Statistics for Destination Branding

	N	Mean	Std. Deviation
Wildlife and nature	350	4.5867	.55695
Main rivers	350	4.1833	.71514
Geographical loc	350	4.1467	.80039
Historical features	350	4.1500	.79768
Local Culture	350	4.3000	.65173
Climate	350	4.2433	.76991
Special events	350	3.5133	.76492
Entertainment	350	4.0000	.72693
Activities	350	4.1700	.71844
Superstructure	350	4.0833	.74716
Art and sculpture	350	4.0367	.81087
Museums	350	4.1500	.79768
Available pack	350	4.2100	.69342
Infrastructure	350	3.7567	.79133
Accessibility	350	4.0367	.70970
Hospitality	350	4.0500	.76340
Price	350	3.4500	1.05730
Safety	350	4.3133	.94771
Value for money	350	4.0233	.78198

5.5.2 Descriptive Statistics for Cognitive Image

The results of the descriptive statistics analysis for cognitive image are presented in table 5.16.This section consist of 18 items that measure cognitive image. Highest mean scores were obtained for safety and security (M) = 4.63, safari and wildlife (M) = 4.61, local culture (M) = 4.30.Additionally respondents also agree that most of the given items represent the cognitive image of Zimbabwe as a destination with mean scores ranging between (M = 4.00 and M = 4.22).However lowest mean scores were obtained as respondents somewhat disagree that the cognitive image covers local cuisine (M = 3.94 and local infrastructure M = 3.75).

Table 5.16 Descriptive Statistics for Cognitive Image

	N	Mean	Std. Deviation
Safety/ security	350	4.6333	.54762
Hospitality	350	4.0500	.76340
Entertainment	350	4.0000	.72693
Accommodation	350	4.0833	.74716
Climate	350	4.5033	.77975
Family activities	350	4.0567	.73160
Festivals/fairs	350	4.0800	.75863
Infrastructure	350	3.7567	.79133
Local cuisine	350	3.9433	.86947
Sport activities	350	4.0633	.76678
Local culture	350	4.3000	.65173
Scenery	350	4.1833	.71514
Safari / wildlife	350	4.6167	.55142
Historic sites	350	4.1500	.79768
Adventure	350	4.2267	.71437
value for money	350	4.0233	.78198
Accessibility	350	4.0367	.70970
Architecture	350	4.3000	.94497

5.5.3 Descriptive Statistics for Affective Image

This section looks at the affective image .There are four items that measure affective image and the descriptive statistics are shown in table 5.17 below. Based on the mean scores the majority of respondents agreed that the destination is pleasant with mean values (M) = 4.63 and the destination is exciting (M) = 4.62, the destination is relaxing (M) = 4.52.Lowest mean scores were obtained for the destination is arousing (M) = 4.05.

Table 5.17 Descriptive Statistics for Affective Image

	N	Mean	Std. Deviation
Arousing	350	4.0567	.73160
Pleasant	350	4.6333	.54762
Exciting	350	4.6333	.54762
Relaxing	350	4.5200	.71972

5.5.4 Descriptive Statistics for Behavioural Intentions

This section analyse the descriptive statistics for behavioural intentions. Behavioural intentions are measured with four items and the descriptive statistics of these are outlined in table 5.18 below. Highest mean scores were obtain for the behavioural intentions to say positive things about Zimbabwe (M) = 4.95 as well as revisit in my distant future (M) = 4.63.However lower mean scores were obtained and respondents somewhat agree they would revisit in their next trip (M) =4.05 as well as recommend to friends and relatives M= 4.08.

Table 5.18 Descriptive Statistics for Tourist's Behavioural Intentions

	N	Mean	Std. Deviation
Revisit in my next trip	350	4.0567	.73160
Revisit in my distant future	350	4.6333	.54762
Recommend to friends/relatives	350	4.0800	.74079
Say positive things about Zimbabwe	350	4.5967	.55529

5.6 Correlation Analysis

According to (Saunders, 2012) it is the purpose of the correlation coefficient to determine how strong linear relationships are between two ranked or numerical values. The correlation was to test research hypothesis and to identify the strength of

the relationships between study variables. Results of the correlation are tabulated in table 5.19 below.

The results suggest a strong positive correlation between destination branding and cognitive image with coefficient (r =.767).The coefficient is statistically significant at (p =.000).This suggest that these two are precisely related, hence as destination branding increase cognitive image. This result suggest that for each unit increase of destination branding the corresponding increase or on average cognitive image increase by 76.7%.Therefore there is a positive relationship between destination branding and cognitive image.

The correlation coefficient between destination branding and affective image is (r =.356). The coefficient is statistically significant at (p =.000).This shows a weak to moderate positive relationship, hence as destination branding increase affective image moderately increase. This suggests that for each unit increase of destination branding the corresponding increase of affective image is.35.6% .Therefore there is a positive relationship between destination branding and affective image.

Results of the correlation suggest a strong positive correlation between cognitive image and tourist behavioural intentions with coefficient (r =.646).The coefficient is statistically significant at (p =.000).This suggests that for each unit increase of cognitive image the corresponding increase or on average affective image increase by 64,6%.Therefore there is a positive relationship between cognitive image and tourist behavioural intentions. Affective image has a very strong positive correlation with tourists behavioural intentions with a coefficient (r=.818).The coefficient is statistically significant at (p =.000).This suggests that for each unit increase of affective image the corresponding increase of tourist behavioural intentions is .818. In other terms for each unit increase of affective image on average tourist behavioural intention increase by 81.8%.Therefore there is positive relationship between affective image and tourist behaviour.

Table 5.19 Correlations Among Study Variables

		Branding	Cognitive	Affective	Intentions
Branding	Pearson Correlation	1	.767**	.356**	.354**
	Sig. (2-tailed)		.000	.000	.000
	N	350	350	350	350
Cognitive	Pearson Correlation	.767**	1	.518**	.646**
	Sig. (2-tailed)	.000		.000	.000
	N	350	350	350	350
Affective	Pearson Correlation	.356**	.518**	1	.818**
	Sig. (2-tailed)	.000	.000		.000
	N	350	350	350	350
Intention	Pearson Correlation	.354**	.646**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	350	350	350	350

5.7 Chapter summary

The chapter analysed the research findings. Respondent's demographics are displayed in tables as well as tourist profiles .The descriptive researches are also outlined for destination branding, destination image as well as behavioural intentions. Research hypothesis are tested and the correlation shows how strong the relationships are for each hypothesis. All the research hypothesis are statistically significant.

CHAPTER 6

RESULTS AND CONCLUSIONS

6.1 Introduction

The previous chapter focused on analysis of findings. This chapter then focuses on discussing the results and it relates to findings from other related studies in the literature. The discussion is centred on the research objectives. More so the section outlines the theoretical and managerial contributions of the study, limitations of the study and recommendations for future research and finally conclusions to the study.

6.2 Demography and Tourist Profile.

The study findings indicate that they are slightly more females compared to males. This is contrary to the findings of (Mirimi et al., 2014) who concluded that more males visit the Victoria Falls than females. Most respondents are in their youthful ages. This could be because of the nature of activities found in Victoria Falls that are adrenaline in nature and require quite some energy. Most respondents have known the destination through the internet as well as through friends, while a few respondents indicate to have been informed about the destination from traditional advertising. These results indicates a shift from traditional advertising to more personalised mediums of communication. It is imperative that destination managers utilise the internet through websites to project a positive destination image. This is consistent with the study of (Mirimi et al., 2014) who concluded that most tourists that visit Zimbabwe are highly informed by their friends as well as the internet. Due to the advent of technology most people spend much time looking for dream destinations on the internet (Mirimi et al., 2014.Furthermore (Mirimi et al., 2014) purports that friends and relatives play an influential role in the decision of travellers especially if they would have travelled to the destination before.

Majority of respondents are well educated with the most having attained a degree and a few having attained secondary education and below. This corresponds with the household income of respondents with most indicating to have higher annual incomes. The majority of respondents where first time visitors, this is an indication that if Zimbabwe is marketed effectively more international tourist are to visit the destination. Most respondents are from the United Kingdom which is one of the major source markets for Zimbabwe. However Zimbabwe as a destination is now focusing on the eastern markets and the study show that quite a number of respondents came from such Eastern countries like Japan, China among others

6.3 Destination Branding

This section covered aspects on destination branding. Zimbabwe as a tourist's destination is endowed with a plethora of resources but however some items were rated highly as factors covered by Zimbabwe tourism brand namely wildlife and nature, climate, local culture as well as safety and security. Wildlife and nature has proven to be the defining attraction of Zimbabwe as a tourist destination. According to (Liu et al., 2014; World Bank 2001) wildlife is the pride of Africa's tourism. Local culture was also highly rated because Zimbabwe has a unique culture and there still exists traditional societies of the Tonga people that preserve the Zimbabwean culture. According to (Til et al., 2011) unique cultures of destinations create destination brands that are strong, favourable and relevant. Climate has been highly rated as most of the tourists are from western countries as well as Asia hence they would have travelled to Africa to experience the sunny warm weather considering the season they visited. These findings support the findings of prior studies by (Mirimi et al., 2017)

Safety and security was also rated highly, this could be because Zimbabwe unlike other African countries that are defined by civil war have known peace in a longtime. In addition respondents also agreed that the brand covers most of the aspects. However respondents somewhat disagree that the destination brand covers certain aspects like general infrastructure, special events and price. Generally Zimbabwe is an expensive destination, According to the (UNWTO; 2010) Zimbabwe is one of the expensive destinations especially in Africa. This finding also confirms the finding of (Mirimi et al., 2017) who concluded that Zimbabwe has poor infrastructure even

comparing to other African destinations and that there is need to promote special events to attract more tourist and increase revenue.

6.4 Destination Image

This section covers aspects on cognitive image and affective image. Findings highlights that the cognitive image of Zimbabwe as a destination is multidimensional. This confirms the findings of other researches that the cognitive image of a destination is an amalgam of numerous attributes that make a destination attractive (Calantone et al., 1989; Balaoglu et al 1999; Beerli et al 2004; Chen et al., 2007, Chi et al., 2008; Qui et al., 2011; Kim et al., 2015). For cognitive image some factors were highly rated these include wildlife and nature, safety and security culture and climate therefore DMOs should capitalise on these when marketing Zimbabwe as a destination. This is supported by (Haven et al., 2010) who purports that DMOs should identify focal attractions because it is these focal and unique or distinctive resources tourists seek.

Infrastrucure was lower rated as well as local cuisine this is because the country suffered economically for a long time hence could not develop the expected standards of tourism infrastructure and the in terms of local cuisine, Zimbabwe has adopted the western way of cuisines hence they lack the traditional element.For affective image Zimbabwe was rated highly as exciting as well as pleasant and relaxing however most respondents somewhat disagree on the destination being arousing. This finding could be because most activities in Zimbabwe are more adrenaline and adventurous in nature hence they are more exciting as compared to the romantic nature of experience which is arousing.

The study also confirms the hierarchical nature of destination image as proposed by (Gartner et al., 1993, Dann, 1996; Pike et al., 2004; Pena, 2012;Agaptito et al., 2013).The correlation indicates the positive relationship between cognitive image and affective image. This is line with previous findings of (Russell et al 1980; Baloglu et al., 1999;Beerli et al.,2004.,Gartner et al.,2007; Lie et al.,2010,Qiu et al., 2014).This finding show that destination cognitive image and affective component are different but interrelated. This indicates that tourists that poses positive cognitive image about the destination attributes may have positive emotions towards the destination.

6.5 Tourist Behavioural Intentions

This section sought to identify tourist behavioural intentions .Most of the respondents rated highly that they will revisit the destination in the distant future as compared to revisiting in their next trip. This is in line with the finding of (Qui et al., 2014) who found that tourist tent to avoid visiting the destination consecutively, however when they have positive perception of the destination they tend to want to visit the destination in the future.Respondents also agreed that they would recommend and say positive things about Zimbabwe as a destination. A review of literature in similar studies indicates those tourists that have a positive perception of the destination are likely to recommend and say positive things about the destination (Russel et al., 1980; Beerli et al., 2004)

6.6 Research Hypothesis Findings.

Correlation analysis was utilised to test the hypothesis. The entire four hypotheses for the study were supported with significant level values and coefficient scores. Below is the detailed discussion of findings from hypothesis testing?

H1 Supported : There is a positive relationship between destination branding and cognitive image

H2 Supported: There is a positive relationship between destination branding and affective image.

As hypothesized there is a significant positive relationship between destination branding and cognitive image, (r=.767,P<.005), destination branding and affective image,(r=.356,P<.005).The study confirms the findings of (Martins,2015) who concludes that it is the prerogative of destination branding to positively create a differentiated image in the tourist mind, an image that emphasize the key elements that a destination possess as well as unique aspects of destination thereby creating emotional attachments and tourist destination choice. The study finding also confirms the findings of (Koencick, 2002) who concluded that the purpose of destination marketing through branding is the communication of a positive destination image to the tourist.

It is not possible however to fully compare the study findings with prior studies because prior studies generalized the relationship between destination branding and

image. This study examines the relationship between destination branding and each component of destination image. Findings indicate that destination branding positively impacts cognitive image more as compared to affective image. The study finding is in line with prior studies that argue and emphasized the importance of studying the image components separately in an effort to understand how tourist evaluate tourist destinations(Baloglu et al., 1997;Cai et al., 2004;Gartner,1993;Russel et al.,1987).

H3 Supported: There is a positive relationship between cognitive image and tourist behavioural intentions.

H4 Supported: There is a positive relationship between affective image and tourist behavioural intentions.

As hypothesised the study findings indicate that there is a positive relationship between cognitive image and tourist behavioural intentions (r =.646, P< 0.05), affective image and tourist behavioural intentions (r =.818, P< 0.05).This finding is contrary to the findings of (Stylos et al., 2016) who conducted a study with Portuguese tourists that visited Spain and concluded that cognitive and affective image has no impact on tourist behavioural intentions. Another study by (Artuger,2015) shows that affective image do not influence tourists behavioural intentions.

However this position is similar to the findings of (Tan et al., 2016) on Taiwanese that visited Hongkong and the conclusions were that cognitive as well as affective destination image positively and significantly influence tourist behavioural intentions in the form of word of mouth recommendation of the destination and saying positive things about the destination as well as intention to revisit. The results are similar with the findings of (Chen et al., 2007) which suggest that positive image of the destination will lead to positive behavioural intentions and they would continuously choose that particular destination over others. Another research by (Walker et al., 2013) found that posititive image increase behavioural intentions and simultaneously negative intentions decrease. Findings of other studies do indicate that destination image has positive influence on tourists' behavioural intentions while a few disagree,

however based on the finding of this study destination image significantly influence tourist behavioural intentions.

The established finding suggests that the cognitive component as well as the affective component should be taken seriously, the cognitive elements should be harnessed to be as attractive as possible to meet and exceed the expectations of the tourists.Tourist that possess positive cognitive image as well as positive feeling (affective image) towards the destination are likely to revisit and recommend the destination. According to (Baloglu et al 1999; Li et al., 2010; Agapito,2013), tourist behavioural intentions might be positive when the tourists have positive feelings towards the destination in addition to the positive knowledge as well as the beliefs they hold of the destination. However of interest is that the influence of affective image on tourist behavioural intentions is much higher compared to cogntive image. This finding is consistent with the findings of (Gartner 1994; Hunt 1975; Pearce 1982; Baloglu et al., 2000; Chen et al., 2007; Ryu et al., 2007; Lin, 2013).

6. 7 Theoretical Contribution

The study has important theoretical contributions to existing knowledge on destination branding, destination image and behavioural intentions. Prior studies generalised the relationship between destination branding and image, they neglected the relationship between destination branding and each of the dimensions of image which are cognitive and affective image. This study is in line and contributes to existing literature that argue and recommended future studies to analyse image components separately in an effort to understand how tourist evaluate tourist destinations (Baloglu et al., 1997;Cai et al., 2004; Gartner, 1993;Russel et al., 1987).

The study enhance the understanding of relationship between destination branding, destination image and behavioural intentions with respect to destinations that succumb to negative publicity. More so the study proposed and validated a model that helps understand the relationship among study variables which are destination branding, destination image as well as tourist behavioural intention hence this model can as well be applied in other future studies in related studies.

6.8 Managerial Contribution

The study has essential contributions not only to tourism literature or not only in the context of tourism studies but it has practical destination marketing implications to the

tourism industry as it gives a better incite and understanding of destination branding ,image and behavioural intentions to tourism destination managers. Tourism destination managers are faced with immense pressure to create a competitive destination in the global market characterised with competition of greater magnitude (Qui et al 2011; Konecnik et al., 2007; Boo et al., 2009).Zimbabwe tourism managers also face that crisis as a result of negative publicity hence findings of this study are crucial and of paramount importance as they bring on the table the solution for one of the most pressing challenges being faced by destination managers through marketing destinations by effective brands and creating positive image.

Based on the findings destination mangers should not undermine the concepts of destination branding and destination image hence they should aim to develop effective marketing strategies through successful destination brands that create a positive image in the eyes and minds of the tourists. Destination brsnd awareness is very important and the results indicate that most tourist has knowledge of the destination through internet hence managers could brand the destination and take advantage of the social media to make the brand known. Tourists that possess positive image of a destination are likely to posses' strong behavioural intentions and they will subsequently visit the destination and recommend it to others, this will give a destination a competitive edge.

It is imperative that destination marketers manage their brands constantly in an effort to create and communicate a positive destination image. According to (Naidoo et al., 2015) destination managers should effectively brand their destinations in order to develop positive image, this subsequently increase tourist arrivals and revenue. More so this study brings the input that is lacking especially in most destinations. Destinations tent to promote destinations however they fail to deliver the positive service as promised to the tourists, however (Chi et al., 2008) postulates that positive image is also a result of a positive experience with the destination there by tourists asses the destination positively, hence destinations should thrive to promise through the brand and deliver as promised if they are to be most preferred destinations.

6.9 Limitations and Recommendations

Despite the significant implications of the study it does have some limitations that need to be examined. The genarisability of the findings is limited because a single tourist destination has been chosen. For future studies it would be of paramount importance to extend the collection of data to other tourist's places within destination Zimbabwe. More so the researcher collected data did in a short space of time, future studies would aim for a longitudinal study as a way to carefully track if there are any particular changes in the tourists' perception of the destination which would in way alter their behavioural intentions.

The study is structured in nature and the respondents were asked to rate the predetermined attributes using five point likert scale. However they are disadvantages to this approach because the researcher is coming up with predetermined attributes which respondents should rate on a 5 point likert scale but these attributes might not have greater meaning to the respondents hence the reliability of data is questionable (Sonnleitner;2011). "The obvious disadvantage of structured methods is the fact that the respondents have to think about the destination image in terms of the pre-specified attributes and not attributes they might have in mind themselves" (Jenkins, 1999).Future studies could make use of open ended questions to get as my information from the tourist .

According to (Madden et al., 2016) there still exist a wide gap in line with the definition and how to measure destination image. The gap in literature lies open in classifying and measuring destination image (Madden et al. 2016). The intensity of destination branding image studies can be of much greater importance after an acceptable measurement. (Madden et al. 2016) .Future studies might try to contribute to this gap and come up with more ideas on destination image classification and measurement.

The study established that infrastructure, special events as well price are lower related as indicated by the lowest mean scores, hence it is imperative that the government engage in infrastructure development most specifically tourism infrastructure development because investing in tourism infrastructure is critical to drive the demand for travel to and within the destination. Tourism Infrastructure is broad to include accommodation, venues for special events, cultural and arts amenities among other. Government should also invest in non tourism infrastructure as this compliment the tourism infrastructure this could be in form of banks, road network system among others all these work towards creating a competitive destination.

When the destination has proper infrastructure it can then be in a position to attract special events and can be in a position to bid for special events which are very important to the success of the destination. The government could invest in state of the art stadiums and bid to host special events like World Cups, such investments bring tourist traffic to the country. Price is related to the state of the economy in Zimbabwe however the government should regulate prices or come up with price control structures or systems to ensure that the destination remains competitive and tourism resources are not overpriced. Expensive destination shun away tourist hence the government should properly regulate the pricing of tourism resources.

The study established that wildlife and nature is ranked the highest followed by culture and safety. Having established this Destination Management Organisations should capitalise on these inherent resources for marketing Zimbabwe as a destination as their point of destination differentiation. This is supported by (Haven et al., 2010) who purports that Destination Management Organisations should identify focal attractions because it is these focal and unique or distinctive resources tourists seek. Destination management organisations could come up with tourism packages that incorporate these factors and market these packages to the tourist be it in the form of tour packages, highlighting what the destination has to offer through several channels but mostly the internet because the results indicates that the majority have known the destination through the internet and available social platforms.

6.10 Conclusions

The first objective of the study was to determine if they are positive relationships between destination branding and the dimensions of destination image. The study established that there are positive relationships between destination branding and cognitive image as well as affective image. The study concludes that as destination branding increase the image subsequently increase, with cognitive image increasing more as destination branding increase as compared to affective image, hence Zimbabwe should effectively come up with an ideal brand that impacts on the cognitive as well as affective image .This could be because affective image is more of a result of experiencing the destination hence branding might have lesser yet positive impact. However despite such differences affective image is equally important and should not be undermined if a destination dreams of surviving the stiff competition. These results confirm the findings of previous research studies.

The study established that the destination brand of Zimbabwe is an amalgam of several aspects .The results are an indicatation that the destination has potential if the right messages are communicated to the potential tourist as it has tourism resources at its disposal.The study findings indicates that cognitive image of the destination is also multi dimensional some items for instance wildlife are what defines tourism in the country therefore the destination marketers should emphasise on these significant resources as they market their destinations through brands. The study established that affective image is of importance to the success of the destination hence marketers should not only emphasize its physical attractions or the cognitive component but should also consider emotions or feelings that the physical properties evoke in the mind of the tourist (affective image) in an effort to create a positive image that influence positive intentions.

More so the study sought to establish if positive relationships exist between the dimensions of destination image and the behavioural intentions. Findings do indicate that positive relationships exist. The study established that as both cognitive image and affective image increase behavioural intentions also increase. More so the study indicates that affective image impacts more on behavioural intentions as compared to cognitive image because the tourist would have had experienced the destination,This

therefore means destination should carefurly manage the tourist experience to ensure satisfaction with the destination.

The results have significant theoretical contributions to literature as it contributes to several gaps in the literature the major being establishing the relationship between destination branding and the dimensions destination image namely cognitive and affective image. The effect of branding on each of the dimensions have been neglected, however the present study contribute to this gap. Not only does the study contribute to the literature it also has practical managerial implications. Most importantly the study has marketing implications to Zimbabwe as a destination which is vital in the fast paced competitive business environment were tourist are faced with plenty destinations to choose from. Zimbabwe is rich in especially in natural resources however it lacks an ideal brand, findings of the study indicate that tourist do acknowledge the abundance of resources in the country however the destination is not being effectively marketed through branding, hence the responsible authorities especially destination marketing organisations should come up with an ideal brand that cover the destination resources in an effort to market the destination in several markets.

6.4 Chapter Summary

This chapter discussed the findings of the study relating to litereature.This study objectives are related to those of similar studies .All the four hypothesis are supported. The discussion based on the hypothesis indicates positive relationships between destination branding and the dimensions of destination image and these dimensions are positively related to tourist behavioural intentions. More so the chapter discussed the importance of the study to the already existing litereature as well as practical implications.Limitationas and recommendations were outlined as well as the conclusion to study.

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APPENDIX

Appendix A: Letter of introduction

Dear Respondent

RE: ACADEMIC RESEARCH QUESTIONNAIRE

I am undertaking a research entitled "**THE EFFECTS OF DESTINATION BRANDING ON TOURIST BEHAVIOURAL INTENTIONS :THE CASE STUDY OF VICTORIA FALLS,ZIMBABWE".** The questionnaire is an important survey designed to assess your opinions about general issues related to tourism development and destination branding. I would very much appreciate if you answer all the questions carefully. All information you provide will be strictly confidential.

Please Note:

- Your participation is voluntary and you can withdraw at anytime without penalty.
- The answers will only be used for academic research.
- If you have any queries about the survey, please contact the undersigned.
- Circle the number for your answer to the questions.

Thanks for your time and help,

Sincerely

Ronald Chikudo

Near East University

Cell:+905338717880

Email:ronaldchikudo@gmail.com

Prof.Dr.Tulen Saner Dean of students/Supervisor

Near East University

Email:tulen.saner@neu.tr.edu

SECTION 1: General information

1. Gender   Female ☐   Male ☐

2. Age   18-25 ☐   26-35 ☐   36-45 ☐

         46-55 ☐   56-65 ☐   66-75 ☐

         76+ ☐

3. Level of education: No formal education ☐   Primary ☐

         High school ☐   Degree ☐

         College Diploma ☐   Graduate Degree ☐

4 Nationality_____

SECTION 2: Tourist profile

1. Purpose of visit:

Leisure ☐   To visit family and friends ☐

Business ☐   Other reasons ☐

2.Number of previous visits and familiarity with the destination:

1st time ☐   2$^{nd/ 3rd}$ time ☐

More than 3 times ☐   Habitual holiday repeater ☐

3.Source of destination information:

Personal knowledge ☐   Friends ☐

Internet ☐   Travel agency ☐

Traditional advertising ☐

4. Average household Income per year (in US Dollars)

Lees that 5000   ☐   5,000 - 9,999   ☐

10,000 – 14,999   ☐   15000+   ☐

SECTION 3: Destination branding

This section seeks to assess your views on the importance of each of the following brand features to the image of Zimbabwe as a tourist's destination. How important are each of the following brand aspects to the image of Zimbabwe as a tourist destination? .The scale is interpreted from 1 = Very unimportant to 5 = Very important below:

	Very unimportant	unimportant	neutral	important	Very important
	1	2	3	4	5
Inherited resources					
1. Wildlife and nature					
2. Main rivers					
3. Historical features					
4. Local Culture					
5.Climate/weather					
Created resources					
6. Special events					
7. Entertainment					
8. Activities					
9. Superstructure, eg Hotels					
10. Art, sculpture, crafts					
11. Museums					
12.Available tour packages					
Supporting factors					
13. General infrastructure					
14. Accessibility					
15. Hospitality of locals					
Situational conditions					
16. Safety and security					
17 .Value for money					
18. Price competitiveness					
19.Geographical location					

SECTION 4: Destination image

4.1 Cognitive image

This section seeks to assess your opinion on the cognitive image of Zimbabwe as a tourist destination. To what extent do you agree that Zimbabwe   is defined by the following image attributes? **.**The scale is interpreted from1= Strongly disagree to 5 = Strongly agree

	Strongly disagree	Disagree	neutral	agree	Strongly agree
	1	2	3	4	5
1. Safety and security					
2 .Hospitality of locals					
3. Nightlife and entertainment					
4. Standard of accommodation					
5. Favourable climate					
6. Family activities					
7. Festivals, fairs ,exhibits					
8. Local infrastrucure					
9. Local cuisine					
10. Sport activities/Facilities					
11. Local culture					
12. Scenery/ natural attractions					
13. Safari and wildlife					
14. Historic sites / Museums					
15. Opportunity for Adventure					
16. Value for money					
17. Destination accessibility					
18.Architecture / Buildings					

SECTION 5

4.2 Affective Image

This section seeks to assess your opinion on the affective image of Zimbabwe as a tourist destination. To what extent do you agree with the following list of feelings about Zimbabwe as a tourist destination? **.**The scale is interpreted from1= strongly disagree to 5 = strongly agree

Please rate Zimbabwe as a tourist destination   based on the list of feelings below

	Strongly disagree	disagree	neutral	agree	Strongly agree
	1	2	3	4	5
1. The destination is arousing					
2. The destination is pleasant					
3. The destination is exciting					
4 .The destination is relaxing					

SECTION 5: TOURIST BEHAVIOURAL INENTIONS.

This section seeks your opinion on the tourist's behavioural intentions. Please rate each of the following suggested behavioural intentions on a scale interpreted from 1= Most unlikely to 5 = Most likely

Intention to revisit the destination

	Most unlikely	unlikely	neutral	likely	Most likely
	1	2	3	4	5
1. Intention to revisit Zimbabwe in my next trip					
2. Intention to revisit Zimbabwe in my distant future					

Intention to recommend and say positive things about the destination

	Most unlikely	unlikely	neutral	likely	Most likely
	1	2	3	4	5
1.Intention to recommend Zimbabwe to friends and relatives					
2.Intention to say positive things about Zimbabwe					

****THANK YOU VERY MUCH***

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

14.05.2018

Dear Ronald Tapiwa Chikudo

Your application titled **"The Effects Of Destination Branding On Tourists Behavioural Intentıons : The case study of Victoria Falls, Zimbabwe"** with the application number YDÜ/SB/2018/101 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.