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GRADUATE SCHOOL OF SOCIAL SCIENCES

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THE IMPACT OF DESTINATION IMAGE ON BEHAVIOURAL INTENTIONS: A CASE STUDY OF ZIMBABWE

TRUST T GUMUNYU

MASTER`S THESIS

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ACCEPTANCE/APPROVAL

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ABSTRACT

THE IMPACT OF DESTINATION IMAGE ON BEHAVIOURAL INTENTIONS: A CASE STUDY OF ZIMBABWE

The purpose of the study is to investigate the impact of Zimbabwe`s image on behavioural intentions of African students except Zimbabweans at Near East University. The behavioural intentions comprised of intention to visit (either for the first time or revisiting) and intention to recommend. A quantitative approach was adopted whereby a survey was conducted at Near East University through administering structured questionnaires. The study specifically targeted the population of African students except Zimbabweans in order to have an insight on the perceptions of African tourists towards destination Zimbabwe. Perceptions were obtained from respondents who had previously visited Zimbabwe and also those who had never visited the destination. The data obtained was analysed using SPSS Version 23. Correlation, ANOVA and regression analysis were used to analyse and test the proposed hypotheses. Moreover the study established that familiarity with Zimbabwe influenced the image the respondents had of Zimbabwe and that image determined their behavioural intentions.

KEY WORDS

Destination familiarity, destination image, behavioural intentions,

ÖZ

DESTİNASYON İMAJININ DAVRANIŞSAL NİYETLERE ETKİSİ: ZİMBABVE ÖRNEĞİ

Çalışmanın amacı, Zimbabve'nin imajının, Yakın Doğu Üniversitesi'ndeki Zimbabveli öğrenciler dışında Afrikalı öğrencilerin davranışsal niyetleri üzerindeki etkisini araştırmaktır. Davranışsal niyetlerle alakalı bilgiler etmeyi (ilk kez ya da tekrar etmeyi) ve tavsiye etme niyetini içermektedir. Anket çalışması Yakın Doğu Üniversitesinde uygulanmış, anketlerde sayısal yöntem uygulanmıştır. Çalışmada, Zimbabve'liler hariç Afrikalı stratejileri ile hedeflenen, Zimbabve hedeflenen Afrikalı turistlerin algılarını kavramak amaçlanmıştır. Buluntular, Zimbabve'yi daha önce ziyaret etmiş ve daha önce hiç ziyaretçi etmemiş olan insanlardan elde edildi. Elde edilen SPSS 23 versiyon ile analiz edildi. Hipotezleri analiz etmek ve test etmek için ANOVA ve regresyon dokuları kullanıldı. Zimbabve'ye aşina olmanın katılımcıların Zimbabve resmi imajını etkilediğini ve bu durumun davranışsal niyetlerini ortaya koyduğunu belirlendi.

ANAHTAR KELİMELER

Hedef Aşinalığı, Hedef İmajı, Davranışsal Niyetler.

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ABBREVIATIONS

GOZ....................................Government of Zimbabwe
ZTA.....................................Zimbabwe Tourism Authority
RETOSA.............................Regional Tourism Organisation of Southern Africa
TPB.....................................Theory of Planned Behaviour
AU……………………………African Union
ANOVA……………………Analysis of Variance

INTRODUCTION

The tourism industry is one of the fastest growing industries in the world. It has however become one of the major industries for many nations since it has a major contribution to the economic and social environment of a country (Goeldner, Ritchie and McIntosh, 1999). According to Moutinho (1987), tourists can be classified as sophisticated consumers and also the number of places to visit has increased (Goodall 1991), due to these two factors it is vital to understand the behavioural intentions of tourists and their motivation towards selecting a particular destination.

Moreover, Goodall (1991) suggested that, due to the increased number of places to visit, tourists are presented with a wider selection of destinations. This therefore means that destinations should portray a unique identity in order to be effectively positioned in the minds of the targeted tourists. The concept of destination image is a major tool used in tourism which has a vital impact in influencing behaviour of tourists regarding choice of destination to visit (Echtner and Ritchie, 2003).

Recent studies have outlined that destinations with good infrastructure, appropriate investment opportunities, variety of attributes offered, result in a destination having a positive image and this attracts more tourists which leads to the destination having a larger market share (Aksoy and Kiyci, 2011). However, Morgan, Pritchard and Piggott (2003) argued that it is difficult to differentiate one destination from another on the basis of infrastructure, attractions and services since many countries claim to own unique attributes.

It is critical to understand how tourists behave regarding their intentions in order to improve the tourist arrivals at a destination (Goodall 1991). A destination should therefore boost the knowledge tourists have about its attributes through effectively promoting these attributes. This therefore means that when the tourists` levels of

familiarity with a destination are improved, tourists will be able to create an image for a destination resulting in the establishment of positive behavioural intentions towards visiting and recommending the destination.

Tourism in Zimbabwe can be divided into four distinct segments and these segments are as follows:

- The period immediately after independence (1980-1984)
- The period of stable growth (1985-1999)
- The period of stagnation and decline (2000-2008)
- The period of recovery (2009-2012).

Zimbabwe attained its independence in 1980 and from 1980 up to 1984 the destination used a positioning statement called "ZIMBABWE WAITING TO BE DISCOVERED." This positioning statement`s purpose was to introduce the nation as the world`s newest destination. The statement raised curiosity about Zimbabwe resulting in positive tourist arrivals at the destination.

Moreover from 1985 to 1999 there was the period of stable growth. The purpose of this stage was to expand the market share of the tourism industry through attracting new markets. The destination therefore changed its positioning statement to "ZIMBABWE, AFRICA`S PARADISE." The destination used this statement in order to erase the war image since the nation had recently been involved in a war therefore the new positioning statement tried to instil new images about the destination being a beautiful and peaceful nation. The destination experienced an increase in arrival numbers.

However, then came the stage of stagnation and decline and this stage was experienced from 2000 to 2008. From 2000 tourism started to decline and this portrayed a negative image of the destination. Zimbabwe began to receive negative publicity from the international community and this resulted in a decrease in its market share. The Zimbabwean ministry therefore embarked on marketing strategies which enabled the destination to respond to the perception of the tourists, since the country had been labelled as an unsafe and politically unstable destination. This therefore led to the implementation of the Look East Policy as the destination now targeted Asian countries since much of the negative publicity was from Western countries which labelled Zimbabwe as an unsafe destination. The Zimbabwe Tourism Authority (ZTA)

which is a board under the ministry of tourism implemented this policy and it mainly targeted China and Malaysia.

According to RETOSA 2010 The Look East Policy failed to effectively rejuvenate the destination`s status since RETOSA (Regional Tourism Organisation of Southern Africa) acknowledged that Zimbabwe`s market share of tourist arrivals to the SADC region declined from a figure of 16% in 2000 to 9.5% in 2008. The major reason for the failure of this policy was the issue of political violence within the destination between the opposition party and the ruling party however there was the establishment of a Unity Government and political differences were set aside and this resulted in the rejuvenation of the tourism industry and the period from 2009 to 2012 was labelled as the recovery stage. The tourism ministry through the ZTA branch began participating more often in major tourism and travel conventions and meetings around the world and this boosted the image of the destination.

ZTA also improved its media and travel trade familiarisation programmes in a bid to facilitate continued improvement of the destination`s image. It therefore introduced a new positioning statement called "ZIMBABWE, A WORLD OF WONDERS." This transition was in the bid to try to give tourists a new and better image of Zimbabwe as a destination consisting of abundant natural attractions for example the majestic Victoria Falls which is amongst the Seven Wonders of the World and remove the image of Zimbabwe as a politically unstable destination.

There was growth in arrivals and tourism activities within the destination. However, although there was growth in terms of arrivals from the period of 2009 to 2012, the growth rate has been increasing at a very slow pace therefore there is great need to ensure that the destination improves its image in order to attract tourists.

1. CHAPTER

1.1 Statement of the Problem

Different destinations portray different images however Zimbabwe`s image suffers from negative publicity resulting in tourists having negative perceptions towards the destination. Moreover due to this negative publicity, there is therefore the possibility of the distortion of the actual image of the destination.

1.2 Significance of the Study

The nature of a tourism product indicates that the tourism product is intangible and highly perishable. A destination comprises of a series of products therefore due to the intangibility of tourism products, the destination should portray a positive image. Moreover due to the perishability of tourism products, a destination should also effectively and efficiently attract visitors.

This therefore aggravates the importance of this study of analysing the image of a destination and its impact on behavioural intentions. Although the image of a destination is highly subjective, it acts as the drive force which leads or attracts a tourist to visit (either for the first time or revisiting) and to also recommend the destination to other potential tourists. The study focussed on African students except Zimbabweans at Near East University in order to understand the perceptions of African tourists since the African population is a major market for Zimbabwean tourism.

1.3 Research Objectives

The major objective of the study is to investigate the impact of Zimbabwe`s image on the behavioural intentions of African students except Zimbabweans at Near East University in order to have an insight on the perceptions of African tourists towards Zimbabwe.

Specific objectives are as follows:

- To investigate the extent to which the students are knowledgeable or familiar with Zimbabwe.
- To investigate the students` perceived image of Zimbabwe as a tourist destination.
- To investigate the extent to which the students are willing to visit (either for the first time or revisiting) and recommend Zimbabwe.
- To determine the relationship between familiarity with Zimbabwe, the image of Zimbabwe and behavioural intentions towards Zimbabwe.

Accordingly the study derived these hypotheses from the objectives:

H1: There is a significant and positive relationship between destination familiarity and destination image.

H2: There is a significant and positive relationship between destination image and behavioural intentions.

1.4 Definition of Key Terms

1.4.1 Destination Familiarity

This is referred to as being knowledgeable about a destination`s attributes (Johnson and Russo 1984).

1.4.2 Destination Image

This refers to a tourist's set of beliefs, opinions and impressions about a destination (Aksoy and Kiyci 2011).

1.4.3 Behavioural Intentions

The way tourists are willing to behave in accordance to how they view a destination (George 2004).

1.5 Organisation of the Study

The study has six chapters whereby chapter 1 outlines the statement of the problem, significance of the study, objectives of the study and definitions of key terms. Chapter 2 outlines the literature review, chapter 3 gives an overview of Zimbabwe. Chapter 4 highlights the methodological approaches used in carrying out the study. Moreover chapter 5 presents the results and finally chapter 6 outlines a discussion of the results, contributions of the study, limitations and recommendations and conclusions.

2. CHAPTER   LITERATURE REVIEW

2.1 Introduction

According to Hart (2001), the literature review chapter is crucial since it improves the understanding of the researcher towards the topic of study. The researcher divided the literature review chapter of this study into three sections: destination familiarity; destination image and behavioural intentions.

2.2 Destination Familiarity

The issue of destination familiarity is an important issue in terms of tourism destination studies. According to Baloglu 2001, this concept of destination familiarity is very important due to the role it plays in understanding the evaluation process of destinations. Johnson and Russo (1984) defined destination familiarity as knowledge about a destination. This therefore means familiarity analyses the issue of the level of knowledge about a destination and its attributes.

Moreover Baker et al (1986) highlighted that familiarity refers to the duration or amount of time spent acquiring knowledge and processing information about a destination. Baker et al also indicated that destination familiarity influences choice of a destination in two ways. Firstly the more an individual is familiar with a destination the more one is able to effectively and correctly analyse a destination however the second way is in contrast with the first way since it indicates that the more one is familiar with a destination the more an individual becomes bias towards analysing that particular destination.

2.2.1 Self-rated familiarity

Baloglu (2001) indicated that familiarity with a destination is determined by an individual`s self-reporting measurement whereby an individual simply outlines his or her self-judgment in terms of being familiar with a destination without being subjected

to some knowledge tests about the destination. This was criticized by many authors including Prentice (2004) because this measurement is highly subjective since it is based on one`s opinion and not factual information.

2.2.2 Knowledge based Familiarity

Baker et al (1986), Alba and Hutchinson (1987) discussed destination familiarity as an element of knowledge. They further indicated that prior knowledge is a product of familiarity and expertise. This therefore means that according to Alba and Hutchinson (1987), destination familiarity refers to destination related experiences which consist of information search about a destination, exposure to promotions or advertisements and previous visit to the destination.

In summation according to these authors a tourist learns more about a destination and becomes more familiar with a destination depending on two important factors which are; exposure to the destination`s promotions and lastly whether the tourist has previously visited the destination. Prentice and Andersen (2000) postulated that non-visitors have a particular level of familiarity with a destination due to indirect experiences with the destination through education, mass media, and personal contacts with other people.

Similar studies by Tideswell and Faulkner (1999) postulated that destination familiarity includes both previous visits to the destination and knowledge about the destination. Therefore according to these authors destination familiarity is a combination of these two attributes they postulated. However to some extent Baloglu (2001) argued this notion and suggested that the concept of destination familiarity refers to the amount of information and level of knowledge one has about a destination in the absence of visiting the destination.

Prentice (2004) indicated that destination familiarity is more than just visiting the destination but includes knowledge aspects in order to have a comprehensive judgement in terms of the level of familiarity with a destination. He also suggested that some tourist may have low levels of familiarity with a destination even after visiting it therefore the best way to understand familiarity is not to judge familiarity basing only

on previous visit but to analyse the level of knowledge the tourists have about the destination. The author proposed five types of familiarity:

- informational (refers to facts about a destination, whether tourists know accurate information about a destination)
- experiential (refers to experiencing or visiting the destination, therefore relies on the observations of the tourists)
- proximate(refers to the tourist`s point of view which is based on national stereotyping and country of origin of the tourist)
- self-described (refers to self-rated)
- Educational (this is as a result of formal or informal learning about the destination and its tourism attributes).

In addition it is however clear that Prentice (2004) suggested that destination familiarity should be studied or examined as a multidimensional construct.

2.2.3 Relationship between Destination Familiarity and Destination Image

According to H Kim and Richardson (2003), many scholars established that familiarity plays a significant role in the formation of a destination`s image. This was supported by Ahmed (1996) who also stated that destination familiarity plays a key role in the formation of images. The level of familiarity a tourist has with a destination has an influence on the image the tourist has of the destination. In other words the level of knowledge a tourist has about a destination has a great effect on his or her perception towards that destination.

According to Kim and Pennington-Gray (2003) the more familiar an individual becomes with a destination, the more positive the image of the destination becomes. These authors indicated that as an individual becomes more familiar or knowledgeable about a destination he or she becomes more interested about the destination resulting in the development of affection towards the destination. This affection may lead or result in a tourist overlooking the negative attributes about a destination.

Page (2009) indicated that negative publicity can cause a huge problem or challenge to the overall image of a destination .This is evidenced in previous studies by De Jesus

(2012), who carried out a study about Palestinian tourism. The results of that study established that the destination suffered from negative publicity which resulted in potential tourist having a negative image about the destination. However, tourists who had previously visited the destination had a better image regarding Palestine as a tourist destination. This major finding was supported by Page (2009), who highlighted that the more knowledgeable a tourist becomes about a destination through visiting the destination or searching for more information about the destination, results in the tourist creating a more comprehensive, positive and reliable image about the destination.

This therefore means that due to increased or improved familiarity with a destination, a tourists is able to create a more accurate and reliable image about a destination regardless of the destination being a victim of negative publicity. This therefore indicates the importance of making tourists and potential tourists more familiar with a destination maybe through practising vibrant promotional activities.

2.3 Destination Image

Aksoy and Kiyci (2011) postulated that destination image has been defined in various ways such as a tourist's set of beliefs, opinions and impressions about a destination. These authors further indicated that the image of a destination is obtained after the consideration of all information gained from different sources or a mental connotation the tourist has about the destination. A destination with a vibrant image can be easily differentiated from its rivals and tourists are more likely to consider and select such destinations (Lopes, 2011). Ultimately researchers agree that destination image is a valuable concept with regard to tourist behaviour Baloglu and McCleary (1999). This was also supported by Beerli and Martin (2004) since they also acknowledged that a destination`s image influences the decision making process regarding a place to visit.

In order to understand more about destination image, Tuan (1975) explained that an image portrays a destination and perception about that destination is derived from consumption values of tourists, information about the destination and a picture in one's mind from memory. This is supported by Lawson and Baud-Bovy (1977) who defined destination image as the expression of knowledge, impressions, prejudice, imagination and emotional thoughts a tourist holds of a destination. Perception about a destination means the same as the image of a destination according to Whynne-Hammond (1985)

who defined perception of a destination referring to the thoughts a tourist has regarding a destination. Baloglu (1997) also supported this notion that perception refers to image and these perceptions or images depend on the value judgments and attitudes of individuals, which are shaped by personality characteristics, culture, temperament, experiences, and prejudice.

Moutinho (1987) presented image as "total thoughts" about a destination accumulated after processing of information and consisting of negative, positive or neutral thoughts. According to Goodall and Ashworth (1988) the images of destinations the tourists create in their minds influences their evaluation processes of the destinations. Although destination image has been defined in different ways, the consensus is that it is a multidimensional construct.

2.3.1 Formation of Destination Image

There are seven stages resulting in image formation and these stages pass through three important phases which are the organic image phase, induced image phase and the modified induced image phase. The following are the components of the 7 stage theory by Gunn (1972):

- Accumulation of mental images about vacation experiences
- Modifications of those images by further information.
- Decision to take a vacation trip.
- Travel to the destination.
- Participation at the destination.
- Return home.
- Modification of images

According to Echtner and Ritchie (2003), only the last phase of this model is based on actual first-hand experience being used to modify the image. Primary image is formed through actual experience of the destination while secondary image is formed through external information or pre-existing associations (Hosany, Ekinci, and Uysal, 2007). What determines a tourist to visit a destination for the first time is the secondary image the tourist has and what determines repeat visits is the primary image.

2.3.1.1 Creation of an Organic Image

The creation of an organic image is the first stage regarding how a destination`s image is formed. This stage involves the accumulation of mental images of a destination. A potential visitor investigates about different destinations for example in the case of this study a visitor can investigate about the countries within the Southern African region in order to determine the preferred destination. This information search will be based on the desire or drive force behind the need to travel so the motives will act as guidelines during the searching process.

2.3.1.2 Creation of an Induced Image

This is a continuation from the organic image; this is an extensive search since the tourist will be aware of the type of destination needed. This will result in the creation of a more refined image of the destination. This stage includes these processes

- Modification of the image through research prior or before travel
- The decision to travel based on image efficiency and anticipated experience but kept within constraints like money and time
- Travel to attraction may condition the image for example road signs, landscape and guides.

2.3.1.3 Creation of a Modified Induced Image

This stage refers to the creation of a destination`s image during experience and post experience. The tourist will now have a comprehensive image of the destination and this image will determine future behaviour. This stage is very important because it will determine whether the tourist will return again (repeat visits) or will go for other alternatives. The stage includes the following processes:

- Participation or experience at a destination, the activities and accommodation and other services at the destination influences the image of the destination
- Return travel allows for reflection and evaluation including discussions of the experience with other tourists
- New accumulation occurs after the visit because the process of image formation is circular. The image at the end may be the same or different from the original one.

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│ through life                             │
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│ Modification of images through researching│  Induced image
│ prior to the decision to travel          │
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│ Decision to travel based on image efficiency,│
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│ Travel to attraction may condition the image│
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│ Participation or experience at the destination,│  Modified-induced image
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│ Return travel allows for reflection and  │
│ evaluation including discussing experiences│
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│ New accumulation occurs after the visit  │
│ because the process is circular, the end image│
│ may be the same or different to the original one.│
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Figure 2.1 Gunn`s 7 Stage Destination Image Formation Framework (Gun 1972)

A potential visitor develops organic images of a comparatively large awareness set of potential destinations. Once the desire to take a vacation emerges, the tourist engages in an active information search guided by the motives driving the desire to travel. Alternative destinations are evaluated against personal organic image, information from personal contacts and images portrayed by marketers.

As a result of this process, potential tourists develop clearer induced images of alternative destinations and these tourists select the destination with organic or induced images which imply that the destination has the potential to deliver desired benefits (Goodrich 1978). The extent of this search will vary from zero searches; in this

case the organic images are likely to be decisive, to extensive search, which may result in induced images that are substantially different from the organic images. Upon visiting the selected destinations, a tourist will develop a more complex image resulting from actual contact with the destination. Fakeye and Crompton (1991) postulated that the images of potential tourists, first-time tourists and repeat tourists varies from organic images to induced images and lastly to complex images.

2.3.2 Relationship between Destination Image and Behavioural Intentions

Baloglu and McCleary (1999) highlighted that the image of a destination is a pull factor which stimulates behaviour of tourists in terms of behavioural intentions. This therefore means that image is critical in determining whether one will either visit or recommend a destination. According to Tasci and Gartner (2007), the image of a destination is of great importance for the touristic success of a destination since when a destination has a positive image; tourists will act favourably or positively in terms of both visiting and recommending the destination. This is supported by Aksoy and Kiyci (2011) who stated that the behavioural intentions of tourists are derived from the image tourists have about a destination after obtaining knowledge about the destination.

This therefore means that image plays a vital role in identifying and comprehending the destination selection process. Tasci and Gartner (2007) goes further to suggest that, since tourism products are mainly intangible and the potential tourist has no or only limited knowledge about them, image is believed to represent the destination and subsequently has the power to influence the actions of the tourists. In addition, the image of a destination does not only affect pre-visit and destination choice, but has an impact to also influence tourist behaviour during and after a visit.

Image created should portray the actual state of the destination and this will result in repeat visits since the perceptions of the tourists would have been matched by the actual state of the destination. According to Jenkins (1999), the mere existence of an image in the minds of tourists is very important since it affects their intent or willingness to visit or recommend a destination to potential tourists. This is clear evidence indicating that destination image plays a critical role in determining the behavioural intentions of tourists.

Baloglu, Henthrone and Sahin (2014) highlighted that the persuasive power of image is not limited to changing the outcome of selection processes since image affects all

phases related to behavioural intentions. This therefore means that the image of a destination is assumed to be an extremely relevant factor in analysing how tourists behave (Kim and McKercher 2009). Moreover based on this assumption, Qu, Kim and Im, (2011) suggested that image influences tourists' behavioural intentions towards visiting a destination and also according to Kim et al (2012), image has an impact in determining whether a tourist will recommend a destination to family and friends.

2.4 Behavioural Intentions of Tourists

According to Swan et al (1981), behavioural intentions are a person`s projected or planned behaviour to be practised in the future. Behavioural intentions can also be categorised as the likeliness to act and when correctly measured can result in the accurate prediction of actual behaviour (Fisbein and Ajzen 1975). Tourists make their choices of areas to visit, revisit and recommend after analysing the different holiday destinations or options they have to choose from. This however was supported by Ajzen 1991, who defined intentions as the effort willingly exerted by a tourist in order to reach to a certain decision. According to Vijayasarathy (2004), behavioural intention refers to the willingness of an individual to partake on a certain action or task; therefore in tourism context it refers to the willingness of a tourist to partake on a certain activity for example willingness to visit, revisit and recommend a particular destination.

Two theories were outlined and these were the theory of reasoned action and the theory of planned behaviour in order to understand how tourists act in the context of this study of behavioural intentions. Tourists are important for the success of a destination and these tourists are subjected to a particular behaviour in terms of making a decision to visit and recommend a destination. According to George (2004), tourist act in accordance to their attitudes towards a destination and their response in visiting, revisiting and recommending the destination. March and Woodside (2005) stated that the decisions by tourists are determined by the need to act or behave in a particular way in relation to situations presented. In order to predict travel behaviour it is important to understand how individual characteristics of a person interact with the characteristics of the situation, therefore understanding the positive and negative evaluative factors influencing destination choices of the tourists (Holloway 2004).

2.4.1 Theory of Reasoned Action

This theory enables a clear understanding of behavioural intentions through focussing on explaining the reasons why tourists behave in a certain manner. This theory was first formulated by Fishbein (1967) and was later developed by Ajzen and Fishbein (1980). The concept behind this theory is that tourists are rational beings therefore they use the information provided to them in a rational manner. The theory is important in understanding behaviour since it links beliefs, attitudes, intentions and travel behaviour.

According to Hoyer and MacInnis (2008), attitudes can be learned. However Ajzen and Fishbein (1980) recognised the influence of external variables like socio-demographics, personality characteristics, and certain human needs, in determining the behaviour of tourists. There are also other factors such as curiosity and impulsiveness which can cause tourists to behave in a manner which is inconsistent with their attitudes.

Moreover external variables are important since they influence determinants of tourist behaviour which are underlying beliefs, attitudes and subjective norms (Ajzen and Fishbein, 1980). Tourists mostly travel when they feel positive towards that behaviour and also when they have a perception that the society will approve of that behaviour. The theory of reasoned action postulated that tourist behave after examining the beliefs that certain actions will result in certain outcomes then the evaluation of those outcomes. This process will however formulate an attitude for the tourist towards visiting, revisiting and recommending a destination, the evidence of this attitude can be represented by one`s negative or positive feelings towards partaking on a certain behaviour.

The subjective norm element of this theory is formulated when tourists value the beliefs of other people since these people may approve or disapprove certain behaviour. It is therefore clear that according to this theory, attitudes of a tourist towards certain behaviour and the views of others or subjective norms are the major determinants of tourist actions towards a particular destination. The impact of these two determinants varies depending on individuals for example for some tourists the normative component has more influence towards their actions whilst for some tourists the attitudinal component is dominant.

The theory highlighted that there are four components of behaviour and these are action (specific behavioural category), target (object, destination), context (situation) and time. According to Fishbein and Manfredo (1992), the intentions of tourists, their attitude and norms should align with behaviour in terms of these four highlighted components. This therefore shows a relationship between determinants of behavioural intentions and certain behaviour. For a tourist to change behaviour, he or she has to firstly change his or her beliefs, attitudes and norms.

2.4.2 Theory of Planned Behaviour

The theory of planned behaviour (TPB) can be thought of as an extension to Theory of Reasoned Action and this theory has been used in the prediction of behaviour (Ajzen and Driver, 1992). The only difference between the theory of planned behaviour and the theory of reasoned action is the addition of perceived behavioural control to the TPB, which reflects the influence of external factors on intention and behaviour. Results from Ajzen and Driver (1992) showed that perceived behavioural control can improve the prediction of intent. Ajzen (1991) came up with a framework and the framework enables the prediction of one`s intention to partake on a particular behaviour. This framework is applicable to this study since it measures tourist behaviour in terms of behavioural intentions of the tourist in terms of visiting (both for the first time and revisiting) and recommending a destination

According to Ajzen (1991), an individual's behaviour is driven by behavioural intentions, where behaviour intentions are a function of three determinants: an individual's attitude towards behaviour, subjective norms, and perceived behavioural control. These determinants are highlighted in a framework and the framework identified that human behaviour is guided by behavioural beliefs (an individual`s attitude towards behaviour), normative beliefs (subjective norms) and control beliefs (perceived behavioural control).

2.4.2.1 Attitude Towards Behaviour

This refers to the degree to which a person has positive or negative feelings about the behaviour of interest. It entails a consideration of the outcomes of performing the behaviour. Furthermore according to Ajzen (1991), this aspect of attitude towards behaviour is also about the likely outcomes of behaviour and the evaluations of these outcomes. This therefore means that decision making is solely guided by the decision

maker`s attitude. Furthermore it refers to the extent or degree a tourist has a favourable or unfavourable evaluation of the behaviour of interest which is intention to visit for the first time or intention to revisit. J Bray (2008), outlined that behaviour is adopted through learning from external events and also the tourist`s action towards visiting, revisiting and recommending a destination is based on unconscious drivers.

2.4.2.2 Subjective Norm

Azjen (1991) refers to subjective norms as normative beliefs. These are beliefs about the normative expectations of others and motivation to comply with these expectations. It relates to a person's perception of the social environment surrounding the behaviour. Furthermore a tourist behaves in a manner which depends on the expectations of important referent groups or individuals for example spouse, friends and family. This aspect therefore analyses the beliefs of the tourist whether most people approve or disapprove intended behaviour. H Simon (1997) supported this analysis through highlighting that the tourist`s perfect decision or rational actions towards visiting (both for the first time and revisiting) or recommending a destination cannot be formed by collecting adequate information but by the social environment where the tourists are present or belong.

2.4.2.3 Perceived Behavioural Control

This refers to the individual's perception of the extent to which performance of the behaviour is easy or difficult (Ajzen, 1991). It increases when individuals perceive they have more resources and confidence (Lee and Kozar, 2005). This aspect refers to beliefs about the availability of aspects that may facilitate or impede performance of the behaviour and the perceived power of these factors. Furthermore perceived behavioural control refers to a tourist`s perception of the difficulty or ease of partaking on the behaviour of interest which is visiting a destination for the first time or revisiting and also recommending the destination. According to S McLeod (2007), the most of the features of the behaviour of a tourist were already formed in the early days of the childhood stage for example a child can adopt the behaviour his or her parents have towards a certain destination and will grow up behaving in a similar manner.

Expectations such as motivation, performance, and feelings of frustration associated with repeated failures determine effect and behavioural reactions (Bandura 1977). Expectations can be divided into two distinct groups which are self-efficacy and

outcome expectancy. Self-efficacy is therefore the conviction that a tourist can visit a destination looking at constraints like time and money whilst outcome expectancy is the tourist`s estimation or perception that a visit to a destination will result in satisfaction. As a general rule, the more favourable the attitude and subjective norm, and the greater the perceived control, the stronger should be the person's intention to visit (both for the first time and revisiting) and recommend.
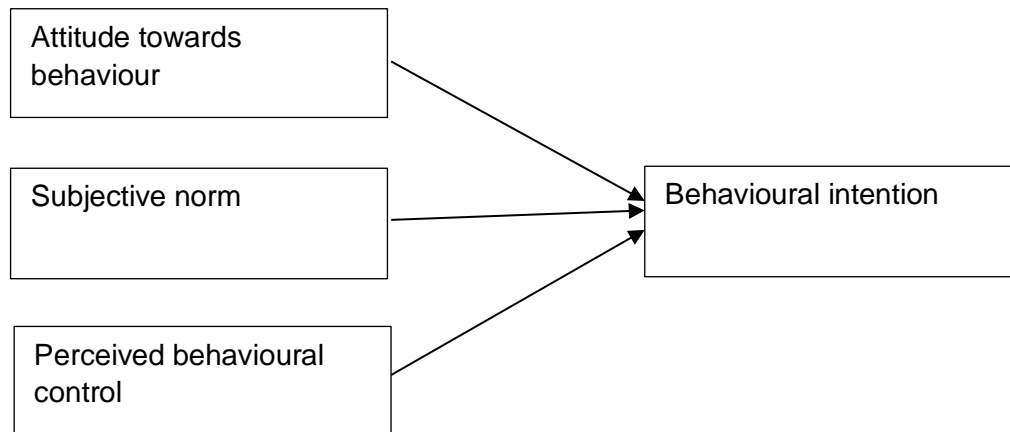
Figure 2.2 Theory of Planned Behaviour Framework (Ajzen 1991)

2.4.3 Tourist Decision Making Process

- **Problem recognition** – This is the first stage and this is when a tourist identifies the need to visit a destination

- **Information search** – Since the need to travel would have been established, the tourist begins to investigate or search different options regarding the destination to visit through looking at the different destinations. Information can be searched on various platforms for example the internet or recommendations from family and friends.

- **The evaluation of alternatives** – Once all the options have been gathered, the tourist critically analyses the alternatives or options in order to come up with a preferred destination.

- **The visit decision** – A preferred destination is selected and this stage is whereby the intent to travel is finally converted into an actual visit.

- **The post-visit reaction** – This is after experience whereby the tourist will now evaluate his or her experience and this can result in either satisfaction or dissatisfaction. When satisfied, the tourist is likely to return again or recommend

the destination to others but when dissatisfied the issue of post visit dissonance rises resulting in negative Word Of Mouth (WOM).

According to Blasco et al (2014), understanding tourist behaviour and travel motivation is important since these contribute to decision making. There are two broad determinants which affect the way tourists act:

- **Individual determinants** –internal factors, that is, those attributes within an individual for example occupation, age or way of life, personality, and psychological factors.
- **Environmental determinants** –external factors, that is, the surrounding factors or those factors not within an individual for example culture and social class

2.4.4 Typology of Tourists

This refers to an analysis of the different types of tourists and their respective behaviour. There are low risks versus risk taking tourists and according to Page (2009), the issue of personal factors is important for the assessment of these tourists. Personal factors can influence the sources of information through which tourist use when searching about destinations to visit (Ashworth and Isaac 2012). According to Aksoy and Kiyci (2011) different cultures and nations may have different opinions and perceptions of a destination therefore a destination should effectively distinguish between different types of tourists.

There are many theories regarding the types of tourist and Cohen`s theory which was cited in Burns (1999) is one of the well-known theory. Cohen et al (2014) highlights that there are four types namely organised tourists, individual-mass tourists, explorers and drifters. However other commentators identified other typology theories which are more complex than Cohen`s and according to Isaac R (2009), there are conventional tourists and those who show less concern about choosing a destination based on safety factors. Above all, researchers agree that there are different types of tourists and they behave in different forms (Constantoglou and Coccossis, 2006).

Constantoglou and Coccossis (2006) also stated that typology can be based on the lifestyle and value system of the tourists (their psychographic make up) ranges from the allocentric (those who actively seek out the exotic or untouched destination) to the psychocentric (those who choose destinations perceived as safe).

2.5 Summary of Chapter

The chapter discussed destination familiarity, destination image and behavioural intentions. In order to understand the behaviour of tourists it is important to analyse theories of behaviour and this study focussed on the theory of reasoned action and the theory of planned behaviour since they particularly focus on behavioural intentions of tourists. Moreover, it is also important to understand how an image of a destination is formed since that image according to the study has an impact on behavioural intentions of tourists. The chapter indicated that image is formed when tourists are familiar or knowledgeable about a destination and its attributes.

3. CHAPTER   OVERVIEW OF ZIMBABWE

3.1 Introduction

Tourism is a pillar of the economy of a destination therefore positive performance of tourism activities within a destination result in better performance of the economy of the destination. In order to attract visitors, destinations should portray positive images maybe through effective marketing of the destinations. Zimbabwe is a tourist destination located within the Southern part of the African continent and this chapter will highlight an overview of the tourism performance of the destination and also tourism arrival statistics from 2006 to 2016.

3.2 Zimbabwe's Tourism Performance

Zimbabwe has the potential of becoming one of the best destinations in Africa; this is evidenced by the fact that in 2011 the International Leisure magazine voted Zimbabwe as the best climate destination for the year 2010. However the destination has been subjected to negative publicity especially from overseas countries and this has resulted in the promotion of regional tourism whereby most arrivals are from African countries as compared to arrivals from overseas. According to GOZ (2011), Zimbabwe should improve its tourism infrastructure since this is affecting the destination to some extent for example few direct flights affects air travel connectivity.

3.2.1 Tourist Arrival Statistics for the Period from 2006 up to 2016

The observed statistics according to www.zimbabwetourism.net indicated that more arrivals were from African countries as compared to overseas countries. It is also evidenced that most of these arrivals were from the Southern African countries such as Mozambique, South Africa, Botswana and Zambia. However on average, South Africa is the major source market since it accounts for the majority of the arrivals.

Table 3.1 Tourists Arrivals between 2006-2010

	2006	2007	2008	2009	2010
African Tourists	2 083 017	2 290 608	1 732 167	1 680 082	1 951 971
Overseas Tourists	203 555	222 596	224 275	337 182	287 194

Table 3.2 Breakdown of African Tourist Arrivals Received in 2010

SOURCE COUNTRY	ARRIVALS
ANGOLA	2 285
BOTSWANA	114 718
DRC	15 751
EGYPT	641
GHANA	1 428
KENYA	8 509
LESOTHO	4 957
MALAWI	67 291
MAURITIUS	1 066
MOZAMBIQUE	131 653
NAMIBIA	19 917
NIGERIA	1 862
SEYCHELLES	434
SOUTH AFRICA	1 368 238
SWAZILAND	14 378
TANZANIA	8 454
UGANDA	2 893
ZAMBIA	168 722
OTHER	18 774
TOTAL	1 951 971

Table 3.3 Tourist Arrivals between 2011-2015

	2011	2012	2013	2014	2015
African Tourists	2 042 019	1 562 622	1 570 799	1 600 496	1 760 690
Overseas Tourists	381 261	231 608	261 771	279 532	295 898

Table 3.4 Breakdown of African Tourists Received in 2015

SOURCE COUNTRY	ARRIVALS
ANGOLA	1 308
BOTSWANA	70 354
DRC	26 422
EGYPT	331
GHANA	791
KENYA	6 425
LESOTHO	13 685
MALAWI	320 181
MAURITIUS	944
MOZAMBIQUE	181 435
NAMIBIA	9 963
NIGERIA	502
SYCHELLES	1 358
SOUTH AFRICA	744 627
SWAZILAND	14 676
TANZANIA	26 495

UGANDA	3 432
ZAMBIA	327 559
OTHER AFRICA	10 202
TOTAL	1 760 690

Table 3.5 Tourists Arrivals in 2016

SOURCE	2016
African Tourists	1 848 935
Overseas Tourists	318 751
TOTAL	2 167 686

Table 3.6 Breakdown of African Tourists Received in 2016

SOURCE COUNTRY	ARRIVALS
ANGOLA	5 409
BOTSWANA	94 347
DRC	26 223
EGYPT	485
GHANA	2 333
KENYA	7 476
LESOTHO	9 320
MALAWI	409 302
MAURITIUS	1 497
MOZAMBIQUE	179 684

NAMIBIA	12 889
NIGERIA	2 641
SYCHELLES	6 753
SOUTH AFRICA	736 993
SWAZILAND	14 661
TANZANIA	21 706
UGANDA	4 440
ZAMBIA	310 495
OTHER AFRICA	10 281
TOTAL	1 848 935

3.3 Summary of Chapter

The Zimbabwean tourism industry contributes significantly to the economic performance of the destination. Zimbabwe has the potential to attract more tourists but due to factors like negative publicity and poor promotional strategies, the destination is performing poorly in terms of attracting tourists. The destination receives more arrivals from African tourists as compared to overseas tourists.

4. CHAPTER   RESEARCH METHODOLOGY

4.1 Introduction

This chapter outlines the following:

- Research design

- Conceptual framework and hypotheses

- Research approach

- Data sources

- Sampling design

- Research instrument

- Validity and reliability

- How data is to be analysed.

- Ethical consideration

4.2 Research Design

Research design refers to a technique of investigation which is structured with the purpose of getting solutions to given questions (Cooper et al 2005). According to Creswell (2013) an effective research design is one that is able to give appropriate explanations of the concerned issues at hand through allowing relevant strategies and policies to be applied in order to solve these concerned issues. The design of this study is therefore based on that assertion and adopted the descriptive design.

4.3 Conceptual Framework and Hypotheses

The model shows how destination familiarity contributes to the creation of the image of Zimbabwe and how that image created impacts on behavioural intentions.

4.3.1 Proposed Hypotheses

H1- There is a significant and positive relationship between destination familiarity and destination image

H2- There is a significant and positive relationship between destination image and behavioural intentions.

```
┌──────────────┐        ┌──────────────┐        ┌──────────────┐
│ Destination  │───────▶│ Destination  │───────▶│ Behavioural  │
│ Familiarity  │        │ image        │        │ intentions   │
└──────────────┘  H1    └──────────────┘  H2    └──────────────┘
```
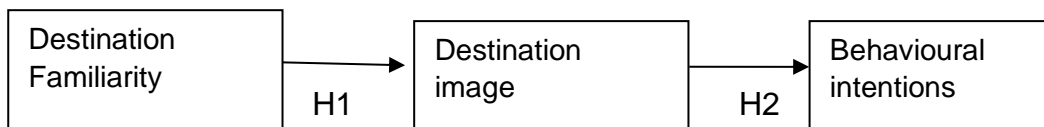
Figure 4.1 Conceptual Framework

4.3.2 Brief Explanation of the Hypotheses

H1 – The level of familiarity or knowledge towards a destination has a major influence on the image of the destination since image is a product of the knowledge the tourists have about a destination. This therefore means that the level of knowledge the tourists have towards a destination will determine their image of the destination.

H2 – The image tourists have towards a destination has a major influence on the intended actions of the tourists towards visiting and recommending the destination. This therefore means that when the image is positive, tourist will tend to be more willing to visit (both for the first time and revisiting) and recommend a destination but when the image is negative then tourist will be less willing to visit (both for the first time and revisiting) and recommend the destination.

4.4 Research Approach

The study adopted a quantitative form which refers to the numerical representation of data. Quantitative research involves the exploring, measuring and determining of attitudes towards certain phenomena (Kumar 2011). The study used a deductive approach because there was the use and testing of hypotheses obtained from different theories in order to test the relationship of variables.

4.5 Data Sources

4.5.1 Primary Data Sources

This refers to the direct approach whereby data or information is collected straight from sources through instruments such as observation, interviews and questionnaires. According to Kothari (2004), a survey can be implemented in order to collect primary

data. The researcher collected data through questionnaires which were administered on a sample size of African students except Zimbabweans at Near East University. Collecting primary data is a lengthy and expensive process but it is important for this study because the results obtained or the data collected specifically and directly address the objectives of the research. In other words primary data sources were used because the data collected is first hand data which is tailor made for the study.

4.5.2 Secondary Data Sources

This refers to the collection of data or information that is already available and it is collected from secondary sources like journals, published or unpublished documents and books. This study used secondary data from journals and also from websites like the Zimbabwe Tourism Authority official website to obtain breakdown figures of annual arrivals. Secondary data is less expensive to collect since the data is already available although the data would not have been collected specifically for the study at hand.

4.6 Sampling Design

4.6.1 Target Population and Sample Size

The study targeted the population of African students studying at Near East University except Zimbabweans. The population is 1800 African students except Zimbabweans and the figure was obtained from the Near East African Students Association office which is under the dean of students department. The study targeted this population except Zimbabweans because the study does not focus on domestic tourism.

A sample size was then selected from the population and the researcher used a sample size of 317 students. According to Kothari (2004) a sample is a selection of items for inquiry. This figure was obtained from Krejcie R V and Morgan D W (1970) since they indicated that for a population of 1 800 subjects, 317 is the appropriate sample size at 95% confidence level. Uma Sekaran, (2003), stated that a sample size should not be too large and also it should not be too small. In addition to support this sample size, Roscoe (1975) proposed a rule of thumb technique whereby the author established that sample sizes for most research papers should range from 30 to 500 subjects.

Table 4.1 Determining Sample Size from a Given Population

Population	Sample size
1 800	317

4.6.2 Response Rate

The study`s sample size was 317 respondents and 210 responses were used for the analysis of this study. The response rate for the study was therefore 66%. Cooper and Hedges (1994) indicated that a minimum of 50% response rate is satisfactory in the analysis of results obtained from a study.

Table 4.2 Determining the Response Rate

Sample Size	Distributed Questionnaires	Questionnaires used for Analysis	Response Rate
317	317	210	66%

4.6.3 Sampling Methods

The researcher adopted the convenience sampling method. Convenience sampling is a type of non-probability or non-random sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate were included for the purpose of the study (Dörnyei, Z. 2007). The convenience sampling method was used because it was convenient since the respondents or research subjects were readily available in order to quickly obtain data since there was a time constraint.

4.7 Research Instrument

The study utilised the usage of questionnaires as the research instrument and according to Kumar (2011), a questionnaire comprises of written down questions given to respondents to answer within a framed guideline.

4.7.1 Design of the Questionnaire

The questionnaire had 4 sections and majority of the questions were mostly formed in an attitudinal question format presented in a 5-point Likert scale, which is referred to by Bryman and Bell (2007) as a popular method for measuring opinions in questionnaires.

Section 1 comprised of demographic characteristics which included gender, marital status, age, level of education, country of origin and lastly a question to determine whether one had previously visited Zimbabwe.

Section 2 focussed on destination familiarity in order to determine whether the respondents were knowledgeable about Zimbabwe and its attributes. The first question

in this section was based on Sonmez and Sirakaya (2002) whereby respondents had to give a self-rated response regarding a question measuring their level of familiarity with Zimbabwe and a five point Likert scale was used (1- not at all familiar, 2-slightly familiar, 3- fairly familiar, 4- quite familiar, 5- very familiar). The second question in this section was to determine the source of information the respondents used to learn about Zimbabwe according to Kim, Pennington-Gray (2004). The final question in this section consisted of items which measured the knowledge of the respondents and this was adopted from Kim, Pennington-Gray (2004) and a five point Likert scale was used (1- very false, 2- false, 3- not sure, 4- true, 5- very true).

Section 3 measured destination image and the questions used a five point Likert scale (1- strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree).The questions or items for this section were developed or derived from lists of destination image dimensions and items by Echtner and Ritchie (2003). Moreover, according to Echtner and Richie (2003) it is essential to measure the overall image of a destination therefore the overall image status of Zimbabwe was measured according to these authors. Respondents were requested to determine whether the image was very poor, poor, neutral, good or very good.

Section 4 focussed on behavioural intentions and the intentions were measured according to Tian-Cole et al (2002) since this author measured behavioural intentions. A five point Likert scale (1- strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree) was used.

4.8 Validity and Reliability

According to Pickles and Bailey (1999), a research instrument must be subjected to validity tests before it can be finally distributed. A pilot testing was also done by the researcher and this was conducted at the Near East Library Cafe where random Africans were selected. 10 questionnaires were therefore administered to 10 students in order to identify any weaknesses of the questionnaire for example whether the respondents understood the questions. Kumar (2011) highlighted that pilot testing helps in determining whether respondents were interpreting the questions in the way that the researcher meant.

The researcher used Cronbach`s alpha to determine the reliability of the measurement tool and the Cronbach`s coefficient for destination familiarity, destination image and

behavioural intentions were 0.82, 0.939 and 0.876 respectively. This shows an excellent reliability since Field (2009) suggested that the Cronbach`s alpha's general minimum value is 0.70.

4.9 Data Analysis

The data was analysed through the usage of the Statistical Package for Social Sciences (SPSS) version 23. Descriptive statistics and frequencies were used and this included cross tabulation which was used in order to analyse the influence of country of origin and previous visit on the three variables which were (destination familiarity, destination image and behavioural intentions). Moreover correlation, ANOVA and regression were used in order to determine the significance and positive relationships between variables therefore these methods were appropriate for analysing the proposed hypotheses of the study.

4.10 Ethical Consideration

Ethics are referred to as important principles which govern what is regarded as good or bad human conduct Carr (2006). The researcher was guided by these principles during the course of the study and these principles were applied during each stage of the study.

The researcher took note of these considerations:

- The respondents were given clarification and explanation regarding the study
- The participants were guaranteed anonymity
- The respondents were given confidential assurance regarding their responses
- The respondents were offered a platform to discontinue or decline the study.

4.11 Summary of Chapter

This section outlines the methods which were implemented in carrying out this study. It explains all the stages taken by the researcher and also justifies the reasons why those stages and methods were used. It outlines the sample size selected, instrument used to obtain data and how variables were measured, how validity of this instrument was measured and lastly how data was analysed and presented.

5. CHAPTER   RESULTS OF THE STUDY

5.1 Introduction

The results were obtained from a sample of African students except Zimbabweans at Near East University. The study indicated that familiarity with Zimbabwe has a major effect on the destination`s image and that image created influences behavioural intentions.

5.2 Response Rate

The study`s sample size was 317 respondents and from the 317 targeted respondents, 210 responses were used for the analysis of this study. The response rate for the study was 66% as highlighted in table 5.1. This percentage response rate is appropriate for the validation of the results obtained from the study. This is supported by Mugenda (2003) who stated that any response rate which is above 50% is conducive for a study.

Table 5.1 Response rate

Respondents	Questionnaires administered	Questionnaires available for analysis	Response rate (%)
NEU African Students	317	210	66%
Total	317	210	66%

5.3 Reliability Analysis of the Instrument

The questionnaire had different sections and each section had attributes measuring that section. There were items measuring destination familiarity, destination image and then behavioural intentions. According to Nunnally 1978, a 0.7 minimum level was achieved. These results in table 5.2 indicate that there is an appropriate and excellent level of reliability.

Table 5.2 Reliability Statistics

Variable	Cronbach's Alpha	Number of items
Destination familiarity	0.82	14
Destination image	0.939	13
Behavioral intention	0.876	4

5.4 Descriptive statistics of variables

5.4.1 Gender of Respondents

Table 5.3 outlines the gender of the respondents and it indicates that there were 210 total respondents and from those respondents 150 respondents (71.4% of total respondents) were male and 60 respondents (28.6% of total respondents) were female.

Table 5.3 Gender

		Frequency	Percent
Valid	Male	150	71.4
	Female	60	28.6
	Total	210	100.0

5.4.2 Marital Status of Respondents

The results as indicated in table 5.4 highlighted that of the 210 total respondents, 177 respondents (84.3% of total respondents) were single and 33 respondents (15.7% of total respondents) were married.

Table 5.4 Marital Status

		Frequency	Percent
Valid	Single	177	84.3
	Married	33	15.7
	Total	210	100.0

5.4.3 Age of Respondents

There were different age groups used for the study and the results obtained were tabulated in table 5.5.The table indicated that of the total respondents, 142 respondents (67.6% of total respondents) were 20-24years old.40 respondents (19% of total respondents) were 25-29years old,14 respondents (6.7% of total respondents) were 34-39 years old,9 respondents (4.3% of total respondents) were 35-39 years old and 5 respondents (2.4% of total respondents) were 40 years and above.

Table 5.5 Age of Respondents

		Frequency	Percent
Valid	20-24 years	142	67.6
	25-29 years	40	19.0
	39-34 years	14	6.7
	35-39 years	9	4.3
	40 years and above	5	2.4
	Total	210	100.0

5.4.4 Level of Education of Respondents

The level of education statistics of the respondents as indicated in table 5.6 were as follows; of the total respondents,155 respondents (73.8% of total respondents) were undergraduate students and 55 respondents (26.2% of total respondents) were postgraduate students.

Table 5.6 Level of education

		Frequency	Percent
Valid	Undergraduate	155	73.8
	Postgraduate	55	26.2
	Total	210	100.0

5.4.5 Countries of Origin of Respondents

The results as tabulated in table 5.7 highlighted that the majority of the respondents were from Nigeria which had 58 respondents (27.6% of total respondents), Sudan with 30 respondents (14.3% of total respondents), Egypt with 29 respondents (13.8% of total respondents), Kenya with 27 respondents (12.9% of total respondents), South Africa with 20 respondents (9.5% of total respondents), Zambia with 13 respondents (6.2% of total respondents), Namibia with 10 respondents (4.8% of total respondents), Botswana with 9 respondents (4.3% of total respondents), Tanzania with 9 respondents (4.3% of total respondents), Rwanda with 3 respondents (1.4% of total respondents),Cameroun with 2 respondents (1% of total respondents).

Table 5.7 Country of Origin

		Frequency	Percent
Valid	Botswana	9	4.3
	Cameroun	2	1.0
	Egypt	29	13.8
	Kenya	27	12.9
	Namibia	10	4.8
	Nigeria	58	27.6
	Rwanda	3	1.4
	South Africa	20	9.5
	Sudan	30	14.3
	Tanzania	9	4.3
	Zambia	13	6.2
	Total	210	100.0

5.4.6 Determining Previous Visit

The results highlighted that of the total respondents; 68 respondents (32.4% of total respondents) had visited Zimbabwe before whilst 142 respondents (67.6% of total respondents) had never visited Zimbabwe before. Table 5.8 illustrates these results.

Table 5.8 Determining Previous Visit

		Frequency	Percent
Valid	Yes	68	32.4
	No	142	67.6
	Total	210	100.0

5.4.7 Destination Familiarity Descriptive Statistics

5.4.7.1 Self-rated Familiarity of the Respondents

The findings indicated that the majority of the respondents were to some extent familiar or knowledgeable about the destination since only 15 respondents (7.1 % of total respondents) were not at all familiar with Zimbabwe. 88 respondents (41.9% of total respondents) were slightly familiar with Zimbabwe, 36 respondents (17.1% of total respondents) were fairly familiar with Zimbabwe, 50 respondents (23.8% of total respondents) were quite familiar with the destination and lastly 21 respondents (10% of total respondents were very familiar with the destination).

Table 5.9 Self-rated Familiarity of the Respondents

		Frequency	Percent
Valid	Not at all familiar	15	7.1
	Slightly familiar	88	41.9
	Fairly familiar	36	17.1
	Quite familiar	50	23.8
	Very familiar	21	10.0
	Total	210	100.0

5.4.7.2 Sources of Information about Zimbabwe

The results indicated that news programs were mostly used in order to learn or obtain information about Zimbabwe since 100 respondents indicated that they learnt about Zimbabwe through news programs. The second most used source of information was the influence of friends and relatives since 52 respondents indicated that they obtained information about Zimbabwe from friends and relatives. 18 respondents indicated that they learnt about Zimbabwe through documentaries about the destination. 12 respondents learnt from travel agents and also another 12 respondents learnt about

Zimbabwe from classes at school.7 respondents indicated that, they learnt about Zimbabwe from magazine articles and 5 respondents used the destination`s website. Finally only 4 respondents learnt about Zimbabwe through reading books and this was the least number of respondents.

Table 5.10 Source of Information about Zimbabwe

		Frequency	Percent
Valid	Friends and relatives	52	24.8
	Books	4	1.9
	Travel agents	12	5.7
	Classes at school	12	5.7
	News program	100	47.6
	Website	5	2.4
	Magazine articles	7	3.3
	Documentaries	18	8.6
	Total	210	100.0

5.4.7.3 Knowledge based Familiarity Mean Scores

The majority of the respondents indicated that they were not sure of their responses on the following items since the overall mean was 3.4836, which is a low figure since it is below 3.5.The breakdown of mean scores were as follows ; Zimbabwe is easy to search for (M=3.01; SD=1.03),it is a small nation (M=3.10; SD=1.07), Zimbabwe is rich in attractions (M=3.01; SD=1.16),Zimbabwe has a welcoming atmosphere (M=3.06; SD=1.07),Zimbabwe is popular amongst Africans (M=3.06; SD=1.03), Victoria Falls is found in Zimbabwe also had one of the lowest means (M=2.88; SD=1.06),Zimbabwe became independent in 1980 (M=3.46; SD=0.67), Zimbabwe has a local currency had the least mean score (M=2.77; SD=0.99). However the majority of the respondents indicated that the following were true; Zimbabwe is a member of the African Union and this had the highest mean score (M=4.33; SD=0.55), Harare is the capital city of Zimbabwe (M=3.99; SD=0.73), Christianity is dominant (M=3.98; SD=0.79), Zimbabwe was a British colony (M=3.93; SD=0.68), Zimbabwe is in Southern Africa (M=4.08; SD=0.84) and lastly Zimbabwe is a landlocked nation (M=4.03; SD=0.73).

Table 5.11 Mean Scores of Knowledge based Familiarity with Zimbabwe

	N	Mean	Std. Deviation
Easy to search	210	3.0143	1.03285
Zimbabwe is a small nation	210	3.1095	1.07712
Richness in attractions	210	3.0190	1.16964
Welcoming atmosphere	210	3.0667	1.07398
Victoria Falls is in Zimbabwe	210	2.8857	1.06994
Zimbabwe is popular amongst Africans	210	3.0667	1.03310
Zimbabwe became independent in1980	210	3.4619	.67134
Zimbabwe has a local currency	210	2.7762	.99396
Christianity is dominant	210	3.9857	.79157
Zimbabwe is a member of AU	210	4.3381	.55766
Harare is capital city	210	3.9905	.73849
Zimbabwe was a British colony	210	3.9333	.68149
Zimbabwe is in Southern Africa	210	4.0857	.84846
Zimbabwe is landlocked	210	4.0381	.73105
THE OVERALL MEAN = 3.4836			

5.4.7.4 Destination Familiarity Cross tabulation Analysis

Cross tabulation was necessary to identify the influence of the following on familiarity

- Country of origin
- Previous visit

5.4.7.4.1 Familiarity and Country of Origin Relationship

The majority of the respondents from Southern Africa (South Africa, Botswana, Zambia, and Namibia) indicated high levels of familiarity with the destination. However the majority of the respondents from other parts of Africa that is North Africa, West Africa and East Africa indicated low levels of familiarity with Zimbabwe.

Table 5.12 Familiarity and Country of Origin Relationship

		Familiarity					
		Not at all familiar	Slightly familiar	Fairly familiar	Quite familiar	Very familiar	Total
Country of origin	Botswana	0	0	2	5	2	9
	Cameroun	0	0	1	1	0	2
	Egypt	1	10	16	1	1	29
	Kenya	5	6	8	8	0	27
	Namibia	0	2	2	5	1	10
	Nigeria	6	32	4	12	4	58
	Rwanda	0	3	0	0	0	3
	South Africa	0	5	1	8	6	20
	Sudan	3	22	0	5	0	30
	Tanzania	0	5	1	1	2	9
	Zambia	0	3	1	4	5	13
Total		15	88	36	50	21	210

5.4.7.4.2 Familiarity and Previous Visit Relationship

The majority of the total respondents had not previously visited Zimbabwe and these respondents, the majority of them indicated low levels of familiarity with Zimbabwe. However the majority of the respondents who had visited Zimbabwe indicated that they had high levels of familiarity with Zimbabwe therefore they had more knowledge about the destination`s attributes.

Table 5.13 Familiarity and Previous Visit Relationship

		Familiarity					
		Not at all familiar	Slightly familiar	Fairly familiar	Quite familiar	Very familiar	Total
Have you visited before	Yes	0	8	8	39	13	68
	No	15	80	28	11	8	142
Total		15	88	36	50	21	210

5.4.8 Destination Image Descriptive Statistics

5.4.8.1 Destination Image Mean Scores

Pleasant climate had the highest mean score (M=3.3762; SD=1.14349) indicating that the majority of the respondents were neutral however the lowest mean scores were on safety and convenience of transport (M=2.50 and M=2.46 respectively) whereby the majority of the respondents disagreed that Zimbabwe was a safe place and had convenient transport. In general, the image items had low mean scores since the overall mean score was 2.7216.

Table 5.14 Destination Image Mean Scores

	N	Mean	Std. Deviation
Pleasant climate	210	3.3762	1.14349
Cleanliness	210	2.6762	1.17384
Beautiful scenery	210	2.7095	1.28533
Variety tourist attractions	210	2.5476	1.27925
Shopping facilities	210	2.6619	1.25465
Vibrant nightlife	210	2.6810	1.23665
Quality service	210	2.7952	1.26830
Quality roads	210	2.7333	1.25096
Relaxation	210	2.7190	1.26873
Tasty cuisines	210	2.7476	1.21715
Safe place	210	2.5000	.83150
Convenient transport	210	2.4667	.96411
Tourist information places	210	2.7667	.87377
OVERALL MEAN SCORE = 2.7216			

5.4.8.2 Overall Image of Zimbabwe

The majority of the respondents stated that Zimbabwe had a poor image as highlighted by the 93 respondents (44.3% of total responses). However 57 respondents (27.1% of total responses) stated that the image was good, 27 respondents (12.9% of total responses) were neutral, 18 respondents (8.6% of total responses) stated that the destination had a very good image and lastly 15 respondents (7.1% of total responses) stated that the destination had a very poor image.

Table 5.15 Overall Image of Zimbabwe

		Frequency	Percent
Valid	Very poor	15	7.1
	Poor	93	44.3
	Neutral	27	12.9
	Good	57	27.1
	Very good	18	8.6
	Total	210	100.0

5.4.8.3 Destination Image Cross-tabulation Analysis

Cross tabulation was necessary to identify the influence of the following on the overall image of Zimbabwe

- Country of origin
- Previous visit

5.4.8.3.1 Zimbabwe`s Image and Country of Origin Relationship

These results indicated that the perception of Zimbabwe`s image varied from one country to another since some countries had an average positive image whilst others had an average negative image. On average the majority of the respondents from Southern African countries (Namibia, South Africa, Zambia and Botswana) had a positive image for the destination whilst the majority of the respondents from other African countries had a negative image for Zimbabwe.

Table 5.16 Zimbabwe`s Image and Country of Origin Relationship

		Zimbabwe image					
		Very poor	Poor	neutral	Good	Very good	Total
Country of origin	Botswana	0	0	1	6	2	9
	Cameroun	0	1	0	1	0	2
	Egypt	3	21	1	3	1	29
	Kenya	5	12	0	8	2	27
	Namibia	1	0	3	5	1	10
	Nigeria	1	28	12	12	5	58
	Rwanda	0	2	1	0	0	3
	South Africa	2	2	1	14	1	20
	Sudan	3	21	2	2	2	30
	Tanzania	0	2	4	2	1	9
	Zambia	0	4	2	4	3	13
Total		15	93	27	57	18	210

5.4.8.3.2 Zimbabwe`s Image and Previous Visit Relationship

These results indicated that on average, the majority of the respondents who had visited Zimbabwe before had a positive image for Zimbabwe but the majority of those respondents who had not visited Zimbabwe had a negative image for Zimbabwe.

Table 5.17 Zimbabwe`s Image and Previous Visit Relationship

		Zimbabwe image					
		Very poor	poor	Neutral	Good	Very good	Total
Have you visited before	Yes	2	8	7	38	13	68
	No	13	85	20	19	5	142
Total		15	93	27	57	18	210

5.4.9 Behavioural Intentions Descriptive Statistics

5.4.9.1 Behavioural Intention Mean Scores

The least mean score (M=2.5524) was the specific likeliness or intention to visit as next holiday destination whilst the likeliness to recommend others to visit Zimbabwe had the highest mean score (M=2.8952).The mean scores were generally very low since the overall mean was 2.7333 and this therefore indicates that the majority of the responses ranged from disagreeing to being neutral in relation to behavioural intentions.

Table 5.18 Behavioural Intentions Mean Scores

	N	Mean	Std. Deviation
Likeliness to recommend others	210	2.8952	1.25598
General likeliness to visit (either for the first time or revisiting) in future	210	2.8333	1.22800
Specific likeliness to visit (either for the first time or revisiting) as next holiday destination	210	2.5524	1.11089
I will be willing to pay a higher rate to visit (either for the first time or revisiting) Zimbabwe	210	2.6524	1.14420
OVERALL MEAN SCORE = 2.7333			

5.4.9.2 Visiting and Recommending Cross tabulation Analysis

Cross tabulation was necessary to identify the influence of the following on behavioural intentions in relation to visiting and recommending Zimbabwe.

- Country of origin
- Previous visit

5.4.9.2.1 Intention to Visit Zimbabwe and Country of Origin Relationship

In general, the majority of the respondents from Southern African countries (Namibia, South Africa, Zambia and Botswana) had the intention to visit (either for the first time or revisiting) Zimbabwe whilst the majority of respondents from other parts of Africa (West Africa, North Africa and East Africa) did not have the intention to visit Zimbabwe.

Table 5.19 Intention to Visit Zimbabwe and Country of Origin Relationship

		Intention to visit					
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Country of origin	Botswana	0	2	3	2	2	9
	Cameroun	0	0	1	0	1	2
	Egypt	7	17	0	5	0	29
	Kenya	3	13	0	8	3	27
	Namibia	1	3	3	1	2	10
	Nigeria	1	36	3	9	9	58
	Rwanda	0	0	2	1	0	3
	South Africa	0	4	2	4	10	20
	Sudan	1	20	4	4	1	30
	Tanzania	0	5	3	1	0	9
	Zambia	2	3	3	3	2	13
Total		15	103	24	38	30	210

5.4.9.2.2 Intention to Visit Zimbabwe and Previous Visit Relationship

These results indicated that on average, the majority of the respondents who had visited Zimbabwe before had the intention to revisit the destination but the majority of those respondents who had not visited Zimbabwe did not have the intention to visit the destination.

Table 5.20 Intention to Visit Zimbabwe and Previous Visit Relationship

		Intention to visit					
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Have you visited before	Yes	3	9	9	26	21	68
	No	12	94	15	12	9	142
Total		15	103	24	38	30	210

5.4.9.2.3 Intention to Recommend and Country of Origin Relationship

The results indicated that, the majority of the respondents from Southern African countries (Namibia, South Africa, Zambia and Botswana) had the intention to recommend Zimbabwe to potential tourists whilst the majority of respondents from other parts of Africa (West Africa, North Africa and East Africa) did not have the intention to recommend Zimbabwe

Table 5.21 Intention to Recommend Zimbabwe and Country of Origin Relationship

		Intention to Recommend					
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total
Country of origin	Botswana	0	0	1	6	2	9
	Cameroun	0	0	1	0	1	2
	Egypt	4	20	1	3	1	29
	Kenya	4	12	0	9	2	27
	Namibia	1	2	2	3	2	10
	Nigeria	5	27	9	11	6	58
	Rwanda	0	1	2	0	0	3
	South Africa	1	4	1	6	8	20
	Sudan	3	20	2	3	2	30
	Tanzania	0	2	4	1	2	9
	Zambia	0	4	2	2	5	13
Total		18	92	25	44	31	210

5.4.9.2.4 Intention to Recommend Zimbabwe and Previous Visit Relationship

These results indicated that on average, the majority of the respondents who had visited Zimbabwe before had the intention to recommend the destination to potential tourists but the majority of those respondents who had not visited Zimbabwe did not have the intention to recommend the destination.

Table 5.22 Intention to Recommend Zimbabwe and Previous Visit Relationship

		Intention to recommend					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	Total
Have you visited before	Yes	1	10	5	29	23	68
	No	17	82	20	15	8	142
Total		18	92	25	44	31	210

5.5 Analysis of the Relationships of the Variables of the Study

The study proposed two hypotheses and these were tested using correlation, ANOVA and linear regression analysis. These tests enabled the conclusion of whether to accept or reject the proposed hypotheses.

5.5.1 Analysis of Hypotheses

5.5.1.1 Correlation of variables.

The findings indicated significant and positive correlation relationships among variables. This therefore means that there is a significant and positive relationship between destination familiarity and destination. In addition the correlation findings also indicated a significant and positive relationship between destination image and behavioural intentions. This therefore means that in the case of Zimbabwe, when the tourists and potential tourist are more familiar with the destination they formulate a positive image of the destination and this will lead to positive behavioural intention due to likeliness to either visit or recommend.

Table 5.23 Correlation Analysis for Destination Familiarity, Destination Image and Behavioural Intentions

		Destination familiarity	Destination image	Behavioral intention
Destination familiarity	Pearson Correlation	1	.809**	.733**
	Sig. (2-tailed)		.000	.000
	N	210	210	210
Destination image	Pearson Correlation	.809**	1	.830**
	Sig. (2-tailed)	.000		.000
	N	210	210	210
Behavioral intention	Pearson Correlation	.733**	.830**	1
	Sig. (2-tailed)	.000	.000	
	N	210	210	210

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

5.5.1.2 Analysis of Hypothesis 1

There is a significant and positive relationship between destination familiarity and the image of Zimbabwe

The results obtained from this study supported the hypothesis. This therefore means that familiarity with Zimbabwe has a significant effect on the image of the destination. This relationship is supported by the 0.00 significance level which is below the p value of 0.05, showing a strong and significant relationship between destination familiarity and Zimbabwe`s image.

Table 5.24 ANOVA Analysis for Destination Familiarity and Destination Image

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	107.868	1	107.868	393.749	.000[b]
	Residual	56.982	208	.274		
	Total	164.849	209			

Moreover a test for linearity using linear regression was done which indicated an R squared value of 0.654. This accounts that 65.4% of the differences or variances in the image of a destination can be explained by the differences or variances in destination familiarity, meaning there was a positive relationship. This therefore means that this study accepted the proposed hypothesis since there was a significant and positive relationship.

Table 5.25 Linear Regression between Destination Familiarity and Destination Image

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809[a]	.654	.653	.52340

5.5.1.3 Analysis of Hypothesis 2
There is a significant and positive relationship between destination image and behavioural intentions

These results supported the stated hypothesis since it was clear that the image of a destination has a significant effect on behavioural intentions meaning when image is positive the tourists are likely to visit (either for the first time or revisiting) and to recommend Zimbabwe. This hypothesis was supported by the significance value of 0.00 which was below the p value of 0.05.

Table 5.26 ANOVA Analysis for Destination Image and Behavioural Intentions

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	147.893	1	147.893	461.376	.000[b]
	Residual	66.674	208	.321		
	Total	214.567	209			

In addition linear regression was used to test for linearity and it indicated an R squared value of 0.689. This highlights that 68.9% of the differences or variances in behavioural intentions are explained or justified by the differences or variances in the destination`s

image, meaning there was a positive relationship. This overally means that the study accepted this proposed hypothesis since there was a significant and positive relationship.

Table 5.27 Linear Regression between Destination Image and Behavioural Intentions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830ᵃ	.689	.688	.56617

5.6 Summary of Chapter

The chapter outlined and presented all the findings obtained from the study and these findings were tabulated and described in order to add meaning to the findings and the findings were in accordance to the study`s objectives. Furthermore the hypotheses proposed by the study were tested using Correlation, ANOVA and linear regression and the two hypotheses were accepted. Chapter 6 will give an improved discussion of the findings and will also outline conclusions and recommendations obtained from the study.

6. CHAPTER   DISCUSSION AND CONCLUSION

6.1 Introduction

The overall aim of the study was to investigate the impact of the image of Zimbabwe on the behavioural intentions of African students except Zimbabweans at Near East University. The study also outlined the role played by destination familiarity in creating Zimbabwe`s image which will in turn have an effect on behavioural intentions. This chapter therefore focussed on:

- Discussion of findings
- theoretical contribution of the study
- the practical contributions of the study
- limitations and recommendations for future studies
- conclusions

6.2 Discussion of Findings

The study focussed on African students at Near East University except Zimbabweans in order to have an insight on the general perceptions of African tourists since they contribute the most in terms of arrivals to Zimbabwe. There were many findings in relation to the objectives of the study.

The majority of the respondents were to some extent familiar or knowledgeable about Zimbabwe therefore they had the capacity to effectively participate in this study. According to Mc Kay and Fesenmaier (1997), in order to effectively study a destination, it is crucial to use a population that is to some extent familiar with the destination in order to obtain relevant and meaningful data. Level of familiarity was however measured basing on two methods which were the self-rated familiarity method which is highly subjective and the knowledge based familiarity method which is regarded as the more reliable one according to Kim & Pennington-Gray (2004).

According to the self-rated principle by Baloglu (2001) and Prentice (2004), it was identified that the extent of familiarity varied since some were slightly familiar, some were fairly familiar, some were quite familiar, some were very familiar and very few were not familiar at all. On average, the results indicated low levels of familiarity since the majority of the respondents indicated low levels of familiarity and this was also identified when the knowledge based principle by Kim & Pennington-Gray (2004) was implemented, whereby the majority of the respondents were either not sure or gave wrong responses about the questions or items asked.

These results were in contrast to what the researcher expected since the researcher had the perception that the majority of the African population had high levels of familiarity with Zimbabwe. This therefore means that many Africans are not familiar or knowledgeable about Zimbabwe as a destination therefore they are less aware of the tourism products offered by the destination. According to McKay and Fesenmaier (1997), when tourists are more familiar with a destination, they become attracted to the destination especially in the case of less known destinations and destinations affected by negative publicity.

Most respondents became familiar with Zimbabwe or learnt about Zimbabwe through news programs that is, the international news channels like CNN, BBC, and France 24. This is mainly because most African countries have access to western news channels since these African countries are former colonies of Western countries; however their levels of familiarity were still low since news channels do not have adequate coverage about the destination in terms of its tourism attributes. This therefore means that the majority of the respondents involuntarily learnt about or became familiar with Zimbabwe and this was in relation to similar findings by Snepenger et al (1990) who suggested that tourists who are less familiar with a place or destination usually depend on the media to obtain knowledge about the destination.

Moreover, another major finding was that country of origin and previous visit contributed to the variances in the level of familiarity. The majority of the respondents who had previously visited Zimbabwe were more knowledgeable about the destination than the respondents who had never visited Zimbabwe. In addition the majority of the respondents from Southern Africa were also more knowledgeable about Zimbabwe

than the respondents from other parts of Africa (North Africa, East Africa and West Africa). These gaps in familiarity should be reduced therefore there is need to improve the familiarity levels of those who are less familiar with Zimbabwe.

The destination portrays on average a negative image as indicated by the results obtained. The image section had low mean scores and the reason for this was the issue that the majority of the respondents had low familiarity levels with Zimbabwe therefore their perceptions relied on limited information they received from for example media sources where Zimbabwe is negatively portrayed due to the negative publicity affecting the destination. This resulted in the majority of the respondents indicating that they had a negative image of Zimbabwe. Furthermore the image the respondents had also varied in relation to previous visit and country of origin of the respondents.

The majority of the respondents who had previously visited Zimbabwe had a positive image of Zimbabwe and the majority of those who had not previously visited Zimbabwe had a negative image. In addition the majority of respondents from Southern Africa had a positive image of Zimbabwe whilst the majority of the respondents from other parts of Africa (North Africa, East Africa and West Africa) had a negative image. This therefore indicates gaps in image perception therefore these gaps should be reduced through effectively and aggressively promoting Zimbabwe. According toKotler et al (1993), promoting a destination through advertisements makes the destination more appealing to the targeted tourists resulting in the tourists having a better image or more positive image of the destination.

In general, the respondents had on average low levels of familiarity with Zimbabwe, had a negative destination image and were both unlikely to visit the destination and recommend the destination to potential tourists. This is because tourists visit a destination that they perceive to be portraying a positive image in order to have confidence of satisfaction after visit. Confidence of satisfaction is only reached when an individual has adequate knowledge about the tourism attributes within a destination and also has a positive image of the destination.

Behavioural intentions of the respondents were also affected by previous visit to Zimbabwe and the country of origin of the respondents. The respondents who had

previously visited Zimbabwe, the majority of them expressed the desire to revisit and recommend the destination whilst the majority of those who had not visited Zimbabwe were unlikely to visit and recommend the destination. Moreover the majority of the respondents from Southern Africa showed intentions to visit and recommend Zimbabwe whilst the majority of the respondents from West Africa, East Africa and North Africa highlighted negative intentions towards visiting and recommending Zimbabwe. These gaps were due to different image perceptions of Zimbabwe.

6.3 Theoretical Contribution of the Study

This study contributed destination familiarity as a major variable which enables a clear understanding of how a tourist formulates an image of a destination which will result in the establishment of behavioural intentions. The field of the impact of destination image is a widely studied field and different studies implement different strategies however this study was unique since it applied the concept of destination familiarity in terms of the level of knowledge a tourist has about a destination. This knowledge will therefore result in the formation of an image of a destination which will in turn influence the behavioural intentions of the tourist.

6.4 Practical Contributions of the Study

The results of the study provided useful practical contributions towards tourism service providers within the destination. Since destination familiarity influences the image of a destination it is important for tourism service providers to investigate about this aspect in order to improve tourism arrivals at a destination. The tourist arrivals are major revenue generating aspects therefore service providers should work towards improving their services in order to attract tourists.

It is important for tourism service providers to improve the knowledge the tourists and potential tourists have about Zimbabwe`s attributes and this is done through the effective and efficient promotion of those attributes the destination offers. The promotion of these attributes will improve the knowledge the tourists have towards a destination and it will also reduce the negative publicity affecting Zimbabwe which faces a lot of criticism and stigmatisation from Western Media.

Furthermore effective promotion will reduce the gaps identified by the study for example gap caused by previous visit to the destination since the gap was very significant in the sense that the majority of the respondents who had visited Zimbabwe

had an opposite perception towards Zimbabwe as compared to the majority of those who had not visited Zimbabwe. There was also a huge gap caused by the countries of origin of the tourists.

A very effective way of promoting Zimbabwe is the use of highly credible regional and international travel magazines and travel guides Gartner (1993). Tourism service providers should use these sources since they are regarded as neutral and not biased towards a destination therefore tourists tend to value them to a greater extent and they rely on their publications and promotions. This was emphasized by Crotts (1999) who suggested that sources of information which are neutral are very effective marketing tools.

Furthermore service providers should practise market research. The destination through the ministry of tourism can partake on surveys to determine the knowledge and image perceptions of African tourists towards Zimbabwe in order to identify areas or places which need more attention and this will facilitate an effective aggressive marketing process. In addition market research will enable the destination to effectively target its market.

When a destination targets the appropriate market, the targeted tourists will be satisfied with the services offered and this will improve the image of a destination resulting in tourists having the desire to visit and recommend the destination. However the tourism industry is a very dynamic industry, it is important for the tourism service providers within a destination to constantly evaluate the image they are portraying to the tourists. This was supported by Dichter (1985), who postulated that destination image is not static or stagnant but continuously changes therefore it should be effectively evaluated and managed. This will enable the service providers to have an image that matches current trends within the tourism industry.

6.5 Limitations and Recommendations for Future Studies
The majority of the questions on the research instrument were closed questions and this resulted in respondents being limited in terms of their responses however the researcher recommends the usage of a research instrument with more open ended questions in order to have a holistic perspective of the study.

The sample size of the study was obtained from a single institution which is Near East University therefore the findings of this study were based only on the views of the respondents used for this study. It is recommended that in future a bigger population consisting of a more diverse sample size should be used in order to improve the validity of the results obtained. There were also time and money constraints in carrying out the study therefore future researchers should seek funding and also set longer time frames for their studies.

The study focussed only on the tourist`s perspective of the concept at study and this results in the limited understanding of the whole concept therefore it is important that in future, researchers analyse this concept from the service provider`s perspective as well in order to understand the activities these service providers are partaking on in order to improve the image of the destination.

One of the biggest limitation of this study was the issue that the majority of the total respondents had low levels of familiarity with Zimbabwe this therefore means that their perceptions regarding the image of Zimbabwe was highly dependent on the limited information they had about the destination resulting in the respondents offering information which is not highly reliable. However, to reduce this limitation a similar study can be done but focusing on only the tourists who have previously visited Zimbabwe since they have high familiarity levels with the destination.

6.6 Conclusion

The overall study focussed on the impact of Zimbabwe`s image on behavioural intentions of African students except Zimbabweans at Near East University. From this study, it can be deduced that Zimbabwe`s image has a great impact on the behavioural intentions of African tourists. The study proposed two hypotheses and these hypotheses enabled a clearer understanding of the study at hand.

The first hypothesis was that there is a significant and positive relationship between destination familiarity and the image of Zimbabwe. The findings proved this relationship since the tests indicated a significant and positive relationship. In order to attach an image to a destination, a tourist should be familiar with the destination and the variances in image perceptions were as a result of the variances in familiarity levels with Zimbabwe.

In addition the second hypothesis indicated that there is a significant and positive relationship between destination image and behavioural intentions and the relationship was proved to be significant and positive therefore when tourists have a negative image of a destination they are less likely to both visit (either for the first time or revisiting) and recommend the destination but when the tourists have a positive image they are more likely to both visit (either for the first time or revisiting) and recommend the destination.

Destination familiarity is an important factor especially in the case of Zimbabwe which is strongly affected by negative publicity. This was similar to Campo and Alvarez (2014) experimental study which found that Turkish and Spanish respondents who studied tourism brochures about Israel (a nation strongly affected by negative publicity) had better or more positive images of the destination than the respondents who were not exposed to these tourism brochures. Similarly the majority of the respondents had negative perceptions towards Zimbabwe mainly due to negative publicity towards the destination.

The study indicated low levels of familiarity with Zimbabwe since the majority of the respondents had low levels of familiarity with Zimbabwe and this means that the majority of the African tourists are less knowledgeable about Zimbabwean tourism attributes. In addition the majority of the respondents had a poor image or negative image of the destination and from this finding it can be deduced that the majority of the African tourists have a negative image of Zimbabwe and this is mainly because they are not adequately familiar or knowledgeable about the destination. Moreover the majority of the respondents indicated negative behavioural intentions due to the negative image they had, meaning they were unlikely to visit and recommend Zimbabwe. This finding gives an insight that the majority of African tourists do not have intentions to visit and recommend Zimbabwe.

The destination has been portrayed as a country stricken with political violence although this issue has been widely exaggerated by western media yet the majority of the African tourists have access to western media since most African nations are former colonies of Western countries. The destination through the ministry of tourism should respond through constantly reiterating the safety of visiting Zimbabwe through usage of platforms like social media, websites and promotional videos. The destination

should also give strong emphasis on the attractions and activities the destination has to offer.

The tourism ministry of Zimbabwe should play a huge role in effectively promoting the destination through practising aggressive marketing in order to improve familiarity levels with Zimbabwe. This promotion will rejuvenate the image of Zimbabwe and will result in positive behavioural intentions. In other words when tourists have a positive image of Zimbabwe, they are more likely to visit the destination and they are also likely to recommend the destination to potential tourists.

Furthermore Zimbabwe should improve its marketing strategies in countries from other parts of Africa that is North Africa, West Africa and East Africa since the majority of the respondents from these countries had negative perception towards the destination. They were less knowledgeable about the attributes the destination offers compared to respondents from Southern Africa who were very much familiar with Zimbabwe. Zimbabwe should therefore educate the tourists from these countries through constantly participating in African tourism meetings and forums and also establishing satellite offices in these regions in order to effectively promote the destination.

There is also need to improve the engagement the destination has with potential tourists (those people who have never previously visited the destination). This improvement can be facilitated through the usage of a more interactive and attractive website that is easily accessible. The website will therefore act as a source where potential tourists can have clearer ideas about what Zimbabwe offers even without having previously visited the destination.

Besides practising marketing activities in order to promote the image of the destination, Zimbabwe should also improve its infrastructure particularly roads and airports since these are crucial for tourism. Air connectivity should be improved in order to make the destination more accessible. The roads need to be upgraded since most tourists from the Southern African region visit Zimbabwe using road transportation.

Furthermore the ministry should engage the locals in tourism operations so that they participate in uplifting the image of Zimbabwe through word of mouth marketing, promotion on social media platforms and also practising great hospitality services to

visitors. These practises will result in visitors or tourists having a positive image towards Zimbabwe and they will also practise positive intentions in terms of visiting and recommending the destination.

Through engaging these practises proposed, the destination will be able to bridge the gaps found by the study and this will result in better tourism performance of Zimbabwe since the destination will have an improved image resulting in improved African tourist arrivals. Dichter (1985) suggested that, due to the nature of the tourism product, the image a destination portrays has a huge impact on the perceptions of the targeted tourists towards that destination.

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APPENDIX: QUESTIONNAIRRE

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This questionnaire is designed to collect data to analyse the impact of destination image on behavioural intentions. The respondents are highly encouraged and persuaded to respond to the statements in this questionnaire in the most truthful and objected way possible. Your participation in facilitating this study will be highly appreciated.

Kindly tick in the space provided with the correct answer or supply the required information where required.

SECTION 1: DEMOGRAPHIC CHARACTERISTICS

1. Gender

Male ☐   Female ☐

2. Marital status

Single ☐   Married ☐

3. Age

20-24 ☐   25-29 ☐   30-34 ☐   35-39 ☐   40 and above ☐

4. Level of education

Undergraduate ☐   Postgraduate ☐

5. Country of origin………………………………………………………………………

6. Have you ever visited Zimbabwe before?

YES ☐   NO ☐

SECTION 2: DESTINATION FAMILIARITY

7. How knowledgeable or familiar do you consider yourself to be with Zimbabwe?

Not at all Familiar ☐ Slightly Familiar ☐ Fairly Familiar ☐ Quite Familiar ☐ Very Familiar ☐

8. What types of information sources prior to today have you used to learn about Zimbabwe?

Friends or relatives ☐   Books ☐   Travel Agents ☐   Classes at School ☐

News programs ☐   Website ☐   Documentaries ☐   Magazine articles ☐

Other source……………………………………………………………….

9. The following items reflect the knowledge you have about the destination .Please use the scale below and tick where appropriate.

> **(1) very false   (2) false   (3) not sure (4) true (5) very true**

	1	2	3	4	5
It is easy to search for information about Zimbabwe					
Zimbabwe is a small nation					
Zimbabwe is rich in attractions					
Zimbabwe has generally a welcoming atmosphere					
Victoria Falls (one of the greatest wonders of the world) is found in Zimbabwe					
Zimbabwe is popular amongst Africans					
Zimbabwe became independent in 1980					
Zimbabwe has a local currency					
Christianity is Zimbabwe's dominant religion					
Zimbabwe is a member of the African Union					
Harare is the capital city of Zimbabwe					
Zimbabwe was once a British colony					
Zimbabwe is a Southern African nation					
Zimbabwe is a landlocked nation (no sea beaches)					

SECTION 3: DESTINATION IMAGE

10. The following items reflect on your perception of Zimbabwe as a tourist destination. Please use the scale below and tick where appropriate.

1. Strongly Disagree 2.Disagree   3.Nuetral   4.Agree   5. Strongly Agree

	1	2	3	4	5
The destination has a good and pleasant climate					
Overall cleanliness level of the destination is excellent					
There is beautiful scenery of the landscapes and nature					
There are a variety of tourist attractions to visit					
The destination has good shopping facilities					
There is vibrant nightlife and entertainment at the destination					
Good quality of services and service delivery					
The destination is a safe place to visit					
It is a good place for relaxation					
The destination offers enjoyable and tasty cuisines					
There are convenient transportation services to and within the destination					
There are quality roads and airports within the destination					
Easy availability of places offering tourists information					

11. What is your overall perception regarding the state of Zimbabwe`s image as a tourist destination?

Very poor ☐   Poor ☐   Neutral ☐   Good ☐   Very good ☐

SECTION 4: BEHAVIOURAL INTENTIONS

12. The following items reflect on intentions in behaviour towards Zimbabwe. Please use the scale below and tick where appropriate.

1. Strongly disagree   2.Disagree   3.Neutral   4.Agree   5.Strongly agree

	1	2	3	4	5
I will in general visit (either for the first time or revisiting) the destination in the future					
I will specifically visit (either for the first time or revisiting) Zimbabwe as my next holiday destination					
I will be willing to pay a higher rate to visit (either for the first time or revisiting) Zimbabwe					
I will recommend the destination to others					

THANK YOU FOR YOUR COOPERATION