



AN ASSESSMENT ON THE FACTORS OF TOURISM DESTINATION COMPETITIVENESS OF NORTH GONDAR ZONE, ETHIOPIA

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Abstract: *It is important that destinations are able to measure their competitiveness in order to identify their strengths and weaknesses and thereby will develop their future strategies. North Gondar's competitiveness as a tourist destination has not been studied in depth and analyzed and so, no study results out of research have been used for an efficient decision making in the sector. The aim of this study is to present the results of a survey on the factors of tourism destination competitiveness of north Gondar zone, Ethiopia from the supply-side standpoint. Both primary and secondary data were used in this research. Data was analyzed quantitatively using frequencies, percentages, means, medians, modes and standard deviations in SPSS. The study finds that it is only with 33% of the total attributes presented to the respondents that the destination was viewed to be competitive when almost all attributes were seen to be important for the competitiveness of the zone in the international tourism market. Responsible bodies might find the study findings and recommendations useful for providing insights on how to improve the competitiveness of North Gondar as a tourism destination.*

Key words: Tourism Destination Competitiveness; Destination Attractiveness; Tourism Superstructure; destination Management and Image

1. INTRODUCTION

People today travel to a place for a variety of reasons, one of which is to break the regular monotony of life. It has been said that every year more than 750 million people travel from their residential countries to tourism destination countries for leisure, business and other purposes (Jie and Camilla, 2005). Encouraging the development of the Travel & Tourism sector is more important today given its important role in job creation, at a time when many countries, such as in Africa, are suffering from high unemployment. The sector already accounts for 9 percent of GDP, a total of US\$6 trillion, and it provides 120 million direct jobs and another 125 million indirect jobs in related industries. This means that the industry now accounts for one in

eleven jobs on the planet, a number that could even rise to one in ten jobs by 2022 (World Economic Forum, 2013). Destinations lie at the very heart of the travel and tourism system, representing as they do a mix of products that collectively provide a tourism experience to consumers (Ramona et al., 2009).

Ethiopia, a country composed of nine administrative regions and often expressed as a destination having rich tourism assets and diverse tourist attractions, which include cultural, historical and archaeological attractions, as well as a great variety of flora and fauna, is set to tap into its immense tourism potential in order to become one of Africa's top five tourist destinations by 2020 ([www.ethiopianunitydiasporaforum.com/news/ethiopia-envisions-to-be-top-5-tourist-destinations-in-](http://www.ethiopianunitydiasporaforum.com/news/ethiopia-envisions-to-be-top-5-tourist-destinations-in)

africa-by-2020/). Amhara region is one of the nine administrative regions in Ethiopia where the three out of the 10 UNESCO registered World Heritages of Ethiopia, are found. Under it the region has 11 administrative zones, one of which is the North Gondar Administrative Zone (Amhara Culture, Tourism and Parks Development *Tourism resources booklet*, 2014). is endowed with marvellous natural as well as manmade attractions which include churches and monasteries, national parks, medieval castles and palaces, natural forest, rivers and falls, beaches (northern shore of lake Tana), hot springs and spa, mountains, flora and fauna, etc.

Globalization, which resulted in the boom of the tourism sector, presents both opportunities and challenges to North Gondar to be and stay competitive in the tourism market. To ensure that the benefits from increasing globalisation are shared, all destinations need to guarantee that they have the necessary level of competitiveness (Dwyer in Jonker, 2004). The constantly growing number of travel destinations and the enhanced quality of existing ones put great pressure on those responsible for a given destination to find better ways to compete in the tourism marketplace and to do so in a sustainable manner. The first step in achieving these goals is to better understand those forces and success factors that determine the competitiveness of major tourism destinations. Success factors of a specific destination can then be identified and integrated to ensure sustainable growth for the destination within a competitive environment.

Though many studies have been made on the issue of destination competitiveness worldwide, there is a gap that no research has been conducted specifically at North Gondar zone level to be used by responsible bodies to measure the zone's

performance. It is with this in mind that this study sets out to fill this gap, having objectives of identifying the important factors of competitiveness of North Gondar zone as a tourist destination and measuring and reporting on the performance of the zone as a competitive tourism destination. Year after year, what the zone plans to achieve is to increase the volume of tourists who visit the zone and maximize their length of stay. However, North Gondar's competitiveness as a tourist destination has not been studied and analyzed and so no study results have been used for an efficient decision making in the sector.

2. OBJECTIVES OF THE STUDY

- 1) To assess North Gondar's competitiveness as an international tourist destination from a supply-side perspective.
- 2) To identify the important factors of competitiveness which determine the competitiveness of North Gondar as a tourist destination
- 3) To measure the performance of North Gondar's competitiveness as a tourist destination from the suppliers' perspective

3. REVIEW OF LITERATURE

People today travel for a variety of reasons. It has been said that every year more than 750 million people travel from their residential countries to tourism destination countries for leisure, business and other purposes (Jie and Camilla, 2005). Some of the reasons of travel include:

Health, Leisure, Visiting friends, Religious reasons, Business, Meetings, incentives, conventions and events, to see attractions, Educational reasons and Transit reasons (Kenner, 2003; Christopher, 2004;

Ray, 1994; Bob, 1993; Christopher and Chris, 1995). All these reasons may be categorized into two main categories –**business** or **leisure**. From these two broad categories it is possible to have a combination of business and leisure in one trip. These categories then come together and form a particular reason for travel (VUSSC).

Tourism, having its historic root attached to the movement of nomads from place to place in search of a better way of life, is simply travel for recreational, leisure or business purposes (GCSE Leisure & Tourism, 2009). “Tourism sector, an industry associated with leisure and travel, is one of the fastest growing service industries for many economies around the globe, main source of foreign income for appreciable number of developing countries.” (Imali N. Fernando & Wei Long, 2012)

Destinations are regarded as well-defined geographical areas, such as a country, an island or a town, with an amalgam of tourism products, offering an integrated experience to tourists (Buhalis, 2000; Gabriela, 2012). A demand-supply side perspective of destination definition is also given by Miroslaw (2012): “From a supply-side perspective, a tourist destination is an area with concentrated tourist-type offers. From a demand-side perspective, it is an area selected by tourists as a place to visit”. In addition, tourist destinations have been defined as areas with different natural and/or man-made features, that will attract non-local visitors or tourists (Georgulas in Jonker, 2004). These definitions reveal that a tourism destination is a “geographic area containing a critical mass of development” (Gunn in Jonker, 2004) and a unique cluster of attractions that satisfy and attract a sufficient number of non-local visitors (Jonker, 2004).

As Roger (2004) explains, “the concept of competitiveness has been widely debated and argued, most notably in competition between firms mainly, and to a lesser extent, A nation’s competitiveness is defined as “the degree to which it can, under free and fair market conditions, produce goods and services which meet the test of international markets, while simultaneously maintaining and expanding the real incomes of people over the long term” (ibid). But generally, as Gianluca (2013) argues, it can be concluded that studies have defined competitiveness either explicitly or implicitly as having more of something such as market share, profits, success, etc. than that of another destination.

Bringing the matter to tourism (destinations), the concepts of comparative and competitive advantage have been proposed in relevant to tourism destination (Ritchie & Crouch; Dwyer & in Fang, 2006). For a tourism destination, comparative advantage would relate to inherited or endowed resources such as climate, scenery, flora, fauna, etc., while competitive advantage would relate to created items such as the tourism infrastructure (hotels, attractions, transport network, etc.), festivals and events, the quality of management, skills of employees, government policy and so on (Fang, 2006). It is perceived that comparative advantage involve the resource available to a destination, whereas competitive advantage relate to a destination’s ability to effectively utilize the resource (ibid).

While there seems to be a consensus in the literature about the main objectives of competitiveness, there are various ways of explaining and measuring competitiveness in tourism literature (Gianluca 2013). Various models were developed to explain and/or measure destination competitiveness. And finally, as it has

already been said by Crouch and Ritchie (in Doris, 2006), a destination that has a tourism vision, shares the vision among all the stakeholders, has management which develops an appropriate marketing strategy and a government which supports tourism industry with an efficient tourism policy, may be more competitive than one that has never asked what role tourism is to play in its economy.

4. METHODOLOGY

This study attempted to obtain information concerning the current status of the phenomena with the single cross-sectional descriptive research design. As this study assesses the competitiveness of the zone as an international tourism destination from the suppliers' (service providers') perspective, to focus mainly on tourism stakeholders (hotels, lodges and restaurants; local travel agents, tour guides, government officials, tourism police, university and vocational training center hotel and tourism department lecturers, transport associations, NGOs, Ethiopian airlines) of these two woredas (Gondar and Debark) was found to be appropriate. Due to the fact that several tourism stakeholders with varying level experiences and different areas of location were targeted in this study, survey method was found to be appropriate both for the type of data to be collected and from the point of view of economic and time efficiency as well. A survey instrument was prepared based on literature review (the model developed by Ei Ei Khin et al., 2014) from the list of factors of tourism destination competitiveness in the way it achieves the objectives of the study. In designing the questionnaire, a five point Likert-type scale was used. The sample size (162) is about 60% of the total population (272). This also meant that 60% of all people in each target organization at both locations (Gondar and Debark) were to be taken. A

simple random probability sampling technique was employed so as to give equal opportunity to all elements in the population. The secondary source of data required a comprehensive study of both international as well as national literature. The quantitative data obtained from the survey was handled by using the statistical software SPSS to analyze means, medians, modes standard deviations, frequency distributions and percentages.

5. RESEARCH FINDINGS AND DISCUSSIONS

Importance of factors of destination competitiveness

Here, the views of respondents on the importance of a given set of factors which (directly or indirectly) affect the competitiveness of North Gondar zone as an international tourism destination are presented. In total, 36 attributes were identified from literature review (Ei Ei Khin et al 2014). These attributes or factors were then grouped into five categories. About the importance of each attribute (factor), respondents were presented with five response alternatives (Destination Attractions, Tourism Superstructure, General Infrastructure, Destination Management and Destination Image) to choose from: 1=Very unimportant, 2=Unimportant, 3=Neutral, 4=Important, 5=Very important.

5.1. DESTINATION ATTRACTIONS

Under this category, there are seven attributes namely, Comfortable climate for tourism, Natural landscape, Wonderful scenery, Cultural and historical attractions, Artistic and architectural design, Traditional art and crafts and Exotic and unique local custom.

Table 1. Results on the respondents' view on the importance of Destination Attractions

No	Factors/Attributes	Importance										Mean	Median	Mode	Sd*
		1*		2*		3*		4*		5*					
		freq	%	freq	%	freq	%	freq	%	freq	%				
1	Comfortable climate for tourism							11	6.5	159	93.5	4.94	5.00	5.00	.25
2	Natural landscape					2	1.2	5	2.9	163	95.9	4.95	5.00	5.00	.27
3	Wonderful scenery					1	.6	8	4.7	161	94.7	4.94	5.00	5.00	.26
4	Cultural and historical attractions					2	1.2	19	11.2	149	87.6	4.86	5.00	5.00	.38
5	Artistic and architectural design					1	.6	49	28.8	120	70.6	4.70	5.00	5.00	.47
6	Traditional art and crafts					3	1.8	45	26.5	122	71.8	4.70	5.00	5.00	.50
7	Exotic and unique local custom			1	.6	4	2.4	33	19.4	132	77.6	4.74	5.00	5.00	.53

5.1.1 Comfortable climate for tourism: The mean is '4.94' and the standard deviation is 0.25 which is very small and showing a strong agreement between the respondents on the high importance of

the attribute (comfortable climate for tourism) for the zone (North Gondar) to be competitive in the international tourism market.

5.1.2 Natural landscape: The mean value of the score is 4.95 (almost ‘5’) and the standard deviation is 0.27 which is very small and shows that respondents believe natural landscape is very important for North Gondar zone.

5.1.3 Wonderful scenery: The ‘mode’ also strengthens this as it shows that the most selected response alternative was ‘5’ which, of course, is ‘very important’. The mean value of the scores is 4.94 which also reinforce the high importance of the factor. And finally, the standard deviation (0.26) ascertains there is a very small variation among the respondents.

5.1.4 Cultural and historical attractions: With a mean value of 4.86 and standard deviation 0.38, it is clear that in the respondents’ mind, cultural and historical attractions hold a very important place for the competitiveness of North Gondar.

5.1.5 Artistic and architectural design: A large number (120 or 70.6%) of them saw a very high importance of the attribute for the competitiveness of North Gondar zone as a tourism destination in the international market. For further information, the mean (4.70), median (5) and standard deviation (0.47) are given and all suggest a strong feeling of respondents towards the high importance of the factor.

5.1.6 Traditional art and crafts: The average (mean) response alternative selected was 4.7 with a small standard deviation of 0.5. Altogether, the high importance this factor holds in the views of respondents is clearly visible.

5.1.7 Exotic and unique local custom: The mean (4.74), median (5) and standard deviation (0.53) all show the attribute is very important in the views of respondents.

In conclusion, the grand mean value of the category (Destination attractions) is 4.83 which mean that the respondents saw a high importance of all the seven attributes combined, and the standard deviation (0.12) which is very small also suggests that there is a minor difference among the respondents’ view on the importance of the category. The mean value of individual attributes under this category ranged from the least 4.70 (both Artistic & architectural design, and Traditional art & crafts) to the highest 4.95 (comfortable climate).

5.2. TOURISM SUPERSTRUCTURE

Under this category, there are eight attributes namely, Variety of accommodation, Quality service in accommodation, Variety of food and beverage services, Quality services in food and beverage services, Variety of evening entertainment, Tourism activities, Variety of shopping items and Presence of service providers.

Table 2. Results on the respondents’ view on the importance of Tourism Superstructure

No	Factors/Attributes	Importance										Mean	Median	Mode	Sd*
		1*		2*		3*		4*		5*					
		freq	%	freq	%	freq	%	freq	%	freq	%				

1	Variety of accommodation			1	.6	1	.6	10	5.9	158	92.9	4.91	5.00	5.00	.36
2	Quality service in accommodation			1	.6			5	2.9	164	96.5	4.95	5.00	5.00	.28
3	Variety of food and beverage services			1	.6	1	.6	10	5.9	158	92.9	4.91	5.00	5.00	.36
4	Quality services in food and beverage services			1	.6			6	3.5	163	95.9	4.95	5.00	5.00	.29
5	Variety of evening entertainment	1	.6	1	.6	3	1.8	101	59.4	64	37.6	4.33	4.00	4.00	.60
6	Tourism activities					1	.6	57	33.5	112	65.9	4.65	5.00	5.00	.49
7	Variety of shopping items			1	.6			30	17.6	139	81.8	4.81	5.00	5.00	.44
8	Presence of service providers					1	.6	11	6.5	158	92.9	4.92	5.00	5.00	.29

5.2.1 Variety of accommodation: The mean value of the scores is 4.91 (almost '5') and the standard deviation is 0.36 which is very small and shows that respondents believe variety of accommodation is very important for North Gondar zone to be competitive as a destination in the international tourism market.

5.2.2 Quality service in accommodation: The mean is 4.95 and the standard deviation is 0.28 which is very small and showing a strong

agreement between the respondents on the high importance of the attribute (quality service in accommodation) for the zone (North Gondar) to be competitive in the international tourism market.

5.2.3 Variety of food and beverage services: The mean (4.91), median (5) and standard deviation (0.36) are given and all suggest a strong feeling of respondents towards the high importance of the factor.

5.2.4 Quality services in food and beverage services:

The mean value of the scores is 4.95 and the standard deviation is 0.29, all leading to the conclusion that the respondents viewed the attribute as ‘very important’.

5.2.5 Variety of evening entertainment:

The mode (most selected choice) is ‘4’ and the mean is 4.33, which is even a bit more than saying ‘important’. The standard deviation (0.6) also shows that there was little variation between the respondents on their view of the factor as important for the competitiveness of the zone.

5.2.6 Tourism activities:

With a mean value of 4.65 and a standard deviation 0.49, the factor was perceived as more than ‘important’.

5.2.7 Variety of shopping items:

This is again reflected in the mean and standard deviation values: 4.81 and 0.44 respectively, which can all lead to a conclusion that respondents saw the attribute as ‘very important’ with a small variation.

5.2.8 Presence of service providers:

This attribute was seen by respondents as a very important factor

that could influence the competitiveness of North Gondar zone as a tourism destination in the international market.

In conclusion (as shown in Table 5.3), the grand mean value of the category (Tourism superstructure) is 4.80 which means that the respondents saw a high importance of all the eight attributes combined, and the standard deviation (0.22) which is very small also suggests that there is a minor difference among the respondents’ view on the importance of the category. The mean value of individual attributes under this category ranged from the lowest 4.33 (Variety of evening entertainment) to the highest 4.95 (both Quality service in accommodation and Quality services in food and beverage services).

5.3 GENERAL INFRASTRUCTURE

Under this category, there are six attributes (as shown in Appendix B and Table 4.6) namely, Various modes of transport, Smooth transportation within destination, Banking and financial services, Telecommunication services, Electric supply and Infrastructure to meet visitors needs.

Table 3. Results on the respondents’ view on the importance of General Infrastructure

No	Factors/Attributes	Importance										Mean	Median	Mode	Sd*
		1*		2*		3*		4*		5*					
		freq	%	freq	%	freq	%	freq	%	freq	%				
1	Various modes of transport					2	1.2	14	8.2	154	90.6	4.89	5.00	5.00	.34
2	Smooth transportation					3	1.8	15	8.8	152	89.4	4.88	5.00	5.00	.38

	within destination														
3	Banking and financial services					1	.6	9	5.3	160	94.1	4.94	5.00	5.00	.27
4	Telecommunication services					2	1.2	14	8.2	154	90.6	4.89	5.00	5.00	.34
5	Electric supply					2	1.2	7	4.1	161	94.7	4.94	5.00	5.00	.29
6	Infrastructure to meet visitors needs					1	.6	9	5.3	160	94.1	4.94	5.00	5.00	.27

5.3.1 Various modes of transport: Given this with a mean value of 4.89 and standard deviation 0.34 we can conclude that respondents saw high importance in the attribute.

5.3.2 Smooth transportation within destination: The mean value of the scores is 4.88 (well above 'important' and very close to 'very important') and the standard deviation is 0.38 which is very small and shows there is little variation between respondents on the view that this particular attribute is very important to North Gondar to be competitive as a tourism destination in the international tourism market.

5.3.3 Banking and financial services: The average response alternative chosen by the participants was 4.94 which is close to the '5' (the 'very important' response alternative) and, of course, the most selected response alternative was '5'. The standard deviation is very small (0.27) which reveals that there was little variation among respondents on the view of the importance of the factor.

5.3.4 Telecommunication services: The values of the mean and standard deviation are 4.89 and 0.34 respectively which reflect the fact that the attribute is very important.

5.3.5 Electric supply: The mean is 4.94 and the standard deviation is 0.29 which is very small and showing a strong agreement between the respondents on the importance of the attribute for the zone (North Gondar) to be competitive in the international tourism market.

5.3.6 Infrastructure to meet visitors needs: The mean (4.94) and the standard deviation (0.27) all suggest a strong opinion (with little difference) of the respondents about the importance of the attribute for the competitiveness of the zone as a tourism destination.

In conclusion (as shown in Table 4.3), the grand mean value of the category (General infrastructure) is 4.91 which means that the respondents saw a high importance of all the six attributes combined, and the standard deviation (0.03) which is very small also suggests that there is a minor difference

among the respondents' view on the importance of the category. The mean value of individual attributes under this category ranged from the lowest 4.88 (Smooth transportation within destination) to the highest 4.94 (Banking and financial services, Electric supply and Infrastructure to meet visitors needs).

5.4 DESTINATION MANAGEMENT

Under this category, there are eleven attributes (as shown in Appendix B and Table 4.7) namely, Cleanliness in destination, Safety and security,

Public bathrooms and restrooms, Multilingual signage, Easy access to get destination map/leaflets, Favorable policies to tourists, Cultural heritage preservation, Conservation of local tradition, Environmental conservation, Efficiencies of tourism and hospitality staff and Use of IT in destination. Views of participants on the importance of these attributes is presented and discussed below:

Table 4. Results on the respondents' view on the importance of Destination Management

No	Factors/Attributes	Importance										Mean	Median	Mode	Sd*
		1*		2*		3*		4*		5*					
		freq	%	freq	%	freq	%	freq	%	freq	%				
1	Cleanliness in destination			2	1.2	1	.6	9	5.3	158	92.9	4.90	5.00	5.00	.42
2	Safety and security					1	.6	4	2.4	165	97.1	4.96	5.00	5.00	.21
3	Public bathrooms and restrooms			1	.6			12	7.1	157	92.4	4.91	5.00	5.00	.34
4	Multilingual signage					3	1.8	32	18.8	135	79.4	4.78	5.00	5.00	.46
5	Easy access to get destination map/leaflets			1	.6	1	.6	16	9.4	152	89.4	4.88	5.00	5.00	.40

6	Favorable policies to tourists					2	1.2	13	7.6	155	91.2	4.90	5.00	5.00	.34
7	Cultural heritage preservation					1	.6	6	3.5	163	95.9	4.95	5.00	5.00	.24
8	Conservation of local tradition					1	.6	8	4.7	161	94.7	4.94	5.00	5.00	.26
9	Environmental conservation			1	.6	1	.6	7	4.1	161	94.7	4.93	5.00	5.00	.34
10	Efficiencies of tourism and hospitality staff			1	.6			8	4.7	161	94.7	4.94	5.00	5.00	.31
11	Use of IT in destination			1	.6			15	8.8	154	90.6	4.89	5.00	5.00	.36

5.4.1 Cleanliness in destination: The mean value of the scores is 4.90 and the standard deviation is 0.42, all leading to the conclusion that the respondents viewed the attribute as ‘very important’.

5.4.2 Safety and security: The average response alternative chosen by the participants was 4.96 (see the mean in Appendix B and Table 4.7) which is close to the ‘5’ (the ‘very important’ response alternative) and, of course, the most selected response alternative was ‘5’. The standard deviation is very small (0.21) which reveals that there was little variation among respondents on the view of the high importance of the factor.

5.4.3 Public bathrooms and restrooms: The mean value of the scores is 4.91 (above the ‘important’

response alternative) and the standard deviation is 0.34 which is very small and shows that respondents believe Public bathrooms and restrooms are very important.

5.4.4 Multilingual signage: With a mean value of 4.78 and a standard deviation 0.46, the factor was perceived as more than ‘important’.

5.4.5 Easy access to get destination map/leaflets: The mean (4.88) and the standard deviation (0.4) altogether ascertain that a high degree of importance of the attribute was seen by the respondents.

5.4.6 Favorable policies to tourists: This was strengthened by the fact that the mean value of the scores (4.9) and the standard deviation (0.34) which

all show that with a small difference the respondents saw a great importance of the attribute for the competitiveness of the zone as a tourism destination.

5.4.7 Cultural heritage preservation: The average (mean) response alternative selected was 4.95 with a small standard deviation of 0.24 which altogether, shows the importance this factor holds in the views of all respondents is clearly above ‘important’ and very close to ‘very important’.

5.4.8 Conservation of local tradition: With a small variation (standard deviation of 0.26) from the mean (4.94), this attribute happens to have a great effect on the competitiveness of the zone as a tourism destination in the views of the respondents and therefore, is very important.

5.4.9 Environmental conservation: The mean (4.93), median (5) and standard deviation (0.34) all suggest a strong feeling of respondents towards a high importance of the factor.

5.4.10 Efficiencies of tourism and hospitality staff: The mean is ‘4.94’ and the standard deviation is 0.31 which is very small and showing a strong

agreement between the respondents on their views of the importance of the attribute.

5.4.11 Use of IT in destination: This combined with the fact that the mean being 4.89 and standard deviation being 0.36, shows that a high importance is attached to the attribute by the respondents.

In conclusion (as shown in Table 4.3), the grand mean value of the category (Destination management) is 4.91 which means that the respondents saw a high importance of all the eleven attributes combined, and the standard deviation (0.05) which is very small also suggests that there is a minor difference among the respondents’ view on the importance of the category. The mean value of individual attributes under this category ranged from the least 4.78 (Multilingual signage) to the highest 4.96 (Safety and security).

5.5 DESTINATION IMAGE

Under this category, there are four attributes (as shown in Appendix B and Table 4.8) namely, overall price in destination, Ensured safety and security, Crowd of tourists and finally, Friendliness of local people.

Table 5 Results on the respondents’ view on the importance of Destination Image

No	Factors/Attributes	Importance										Mean	Median	Mode	Sd*
		1*		2*		3*		4*		5*					
		freq	%	freq	%	freq	%	freq	%	freq	%				
1	Overall price in destination					4	2.4	21	12.4	145	85.3	4.83	5.00	5.00	.44
2	Ensured safety							7	4.1	163	95.9	4.96	5.00	5.00	.20

	and security														
3	Crowd of tourists			4	2.4	12	7.1	24	14.1	130	76.5	4.65	5.00	5.00	.72
4	Friendliness of local people					2	1.2	8	4.7	160	94.1	4.93	5.00	5.00	.30

5.5.1 Overall price in destination: . The mean is 4.83 and the standard deviation is 0.44, all leading to the conclusion that the respondents saw this particular attribute as a very important one.

5.5.2 Ensured safety and security: The mean (4.96) with a standard deviation of 0.2 also shows that the respondents (with little difference) saw a high degree of importance in the factor for the competitiveness of the zone.

5.5.3 Crowd of tourists: The average response alternative selected was 4.65 and the standard deviation is 0.72 which all suggest a high importance of the attribute was seen by the respondents. So, whether a destination is crowded with tourists or not has a great effect on the image of the destination, as viewed by the respondents.

5.5.4 Friendliness of local people: With a mean of 4.93 and a standard deviation of 0.3, the result shows a very high importance of the attribute for the competitiveness of the zone as an international tourism destination.

In conclusion, the grand mean value of the category (Destination image) is 4.84 which means that the respondents saw a high importance of all the four attributes combined, and the standard deviation (0.14) which is very small also suggests that there is a minor difference among the respondents' view on the importance of the category. The mean value

of individual attributes under this category ranged from the least 4.65 (Crowd of tourists) to the highest 4.96 (Ensured safety and security).

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