

**Marketing Destinations Through Image Repair and Tourist Identity:
An evaluation study of Destination Management Organizations (DMOs) In
Egypt**

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Abstract

The increasing competition between destinations has led (DMOs) to innovate new marketing techniques so as to attract tourists and get their satisfaction and loyalty. Image plays a crucial role in tourist travel intention to a destination as it affects destination choices. The concepts of destination image repair and tourist identity are closely interrelated. Moreover, they affect destination marketing in the global competition. The purpose of this paper is to evaluate the retrospective efforts of (DMOs) in marketing the Egyptian destination through repairing destination's image and confirming its tourist identity. A quantitative analysis is employed based on 250 questionnaires distributed among employees working for (DMOs) in the Egyptian destination.

The study emphasized that marketing the Egyptian destination depends on the commonality role between destination image repair and its tourism identity confirmation. On the other hand, there is a deficiency in marketing efforts exploited by (DMOs) in Egypt, which in turn, leads to the lateness of tourism recovery in Egypt. Tourism marketers in the Egyptian destination should realize the importance of embedding the connotation of destination image repair and tourist identity confirmation in marketing destinations and affecting tourist's travel behavior. This paper suggests executable recommendations proposed for (DMOs') decision makers in Egypt to market the Egyptian destination through destination image repair and confirming the Egyptian destination identity.

Keywords marketing destinations, destination image repair, tourist identity, Destination Management Organizations (DMOs).

1.Introduction

Over recent years, many researchers (Govers and Go,2004 ; Hsu et al.,2004) paid an attention to the mutual relation between destination marketing competitiveness and its tourism image .Yuksel and Akgul (2007) stated that destination tourism image is an important factor during the process of destination selection. Many researchers (Camprubi et al., 2008: p.47; Markin,1974) assured that destination image is a kind of accumulated knowledge which affects tourist's travel behavior to a destination.

Destination marketing competitiveness stems from a network of ties between tourism image agents inside a destination and outside it. As these agents are responsible for creating the image of a destination, they are divided into two categories; the first, induced agents inside destination which contribute to the formation of tourism image inside a destination, and the

second, induced agents outside the destination which are tour operators and wholesalers of other destinations and have a vital role in marketing the destination (Gartner,1993).

Although many researchers (Govers and Go, 2004; Camprubi et al.,2008) confirmed that destination tourism image and destination tourist identity contribute to raising destination marketing competitiveness, tourism marketers within the Egyptian destination didn't benefit from the commonality role of destination image and its tourist identity during marketing the Egyptian destination, which caused the delay of tourism recovery in Egypt.

Accordingly, the purpose of this study is to evaluate the retrospective efforts of (DMOs), more specifically the ministry of tourism and the Egyptian tourist Authority, in marketing the Egyptian destination through repairing destination tourism image and confirming its tourist identity. The findings of this study can provide tourism marketers with an executable framework for raising marketing competitiveness of the Egyptian destination.

2. Literature review

2.1. Destination image

A destination image is conceptualized as a set of beliefs, ideas ,and impressions that a tourist has towards a destination (Crompton,1979).These impressions stem from a tourist's experience after his/her real visit to a destination (the complex image) or before his/her visit to a destination through promotional efforts exerted by DMOs to convince the tourist to visit a destination (induced image) (Dinnie,2010,p:42).Moreover, it is considered a crucial factor which affects tourists' travel behavior to a destination (Nelson, 2016,p:133), especially those who haven't previously visited the destination. According to (Abd el jalil,2010) strongly denounced that the success of a destination depends on the vital role of its image in affecting tourist's travel behavior to a destination and attracting tour operators to sell a destination.

Destination image strongly affects destination selection as destinations with a positive image are more likely to be visited than those with a negative one (Chon,1990; Echtner and Ritchie,1991 ;Um,1993; Pearce,2005;Iwashita,2006).From this perspective, it is necessary for destination marketers to understand how their image perceived by actual and potential tourists (Mwaura et al.,2013:p.80).

2.1.1. Components of destination image

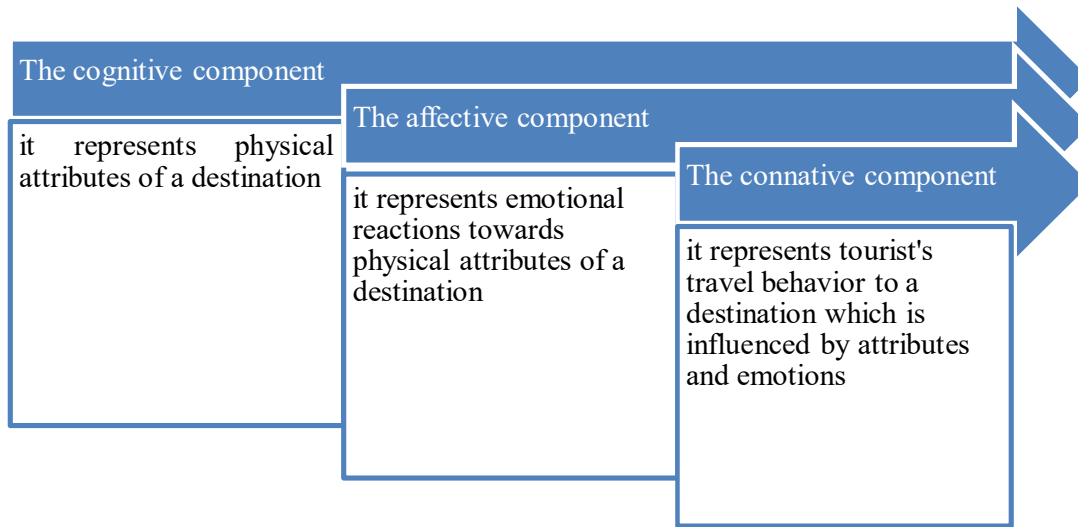


Figure 1: components of destination image

source: (Own elaboration)

2.1.2. Types of destination image

There are two types of a tourism destination image; 1. emitted image which is divided into three types ;1.1. global image which has evolved throughout history because of collective imagery ,1.2. temporary image, which is a result of the transmission of media, which sometimes is forgotten or is included in the collective imagery ,1.3. induced image which is promoted through marketing actions to influence travel decision makers within destinations. 2.perceived image which is the impression of a tourist towards a destination and affects his/her satisfaction and loyalty to a destination (Gali and Donaire,2005; Miossec,1977).

According to many researchers (Cooper et al.,2005; Vaughan,2007), a destination image can be formed in three stages: 1.the organic image which results from non-official organizations; 2.the induced image which results from official organizations within a destination; and 3. the complex image, which is formed after a tourist's actual visit to a destination.

According to the previous viewpoints, an induced image is formed through marketing efforts exerted by official organizations within a destination to influence tourist's travel behavior to a destination. From this perspective, this study aims at evaluating the marketing efforts of national tourism organizations in Egypt, especially the Egyptian tourism authority and the ministry of tourism, which are responsible for shaping induced image of the Egyptian destination.

2.1.3 Destination image repair

The success of any destination depends on its positive tourism image, which affects tourist's travel behavior to a destination (Abd El Jalil,2010; Morakabati et al.,2014).From this perspective, destination marketers should understand tourist's perception towards a destination which represents his/her destination image before launching their promotional campaigns (Beeton,2005), as a successful marketing campaign depends on realizing sources of image formation to repair the destination image and affect tourist's travel behavior to a destination (Mwaura et al.,2013:p.83).

Marketing a destination through organizing media-skills training, holding press conferences, creating press kits, opening information centers, and launching online testimonial campaigns by satisfied tourists will in turn contribute to repair negative image to a positive one and positively affect tourist's travel behavior to a destination (Coombs and Holladay,2010;Mwaura et al.,2013:p.82) as repairing an image will restore tourists' confidence in a destination (Mair et al.,2014).

This would justify the positive effect of tourism marketing on destination image repair. Thus, the first hypothesis was established:

- *H1*: Tourism marketing has a positive effect on destination image repair.

In the case of the Egyptian destination, Baloglu and Mangaloglu (2001) emphasized that Egypt has a positive image dated back to its historical sites and good climate. On the other hand, it has a negative image resulted from bad infrastructure, safety, and standards of hygiene and cleanliness. Morakabati et al. (2014) emphasized the security situation within a destination has an outstanding role in affecting its image as tourists get away from destinations with a lack of safety.

The lack of communication between inside induced agents and outside induced agents negatively affects destination marketing competitiveness (Camprubi et al.,2008:p.48).Based on (Gartner,1993) the importance of connecting inside induced agents with outside induced agents while marketing a destination. It is worthwhile to differentiate between the two types of induced agents. The first type is internal induced agents, i.e. (DMOs) who are responsible for creating a destination tourism image. The second type is external induced agents i.e., tour operators who aren't located in one destination and have a significant role in the process of destination selection.

Many researchers i.e., (Hudson and Ritchie ,2006; Schofield,1996) confirmed that film-induced tourism has an effective role in the process of induced image formation as many tourists prefer travelling to destinations featured in films and television series.

2.1.3.1. Image repair strategies

Academic researchers developed three major strategies for repairing destination image :1. source strategy, which focuses on replacing image formation sources that spread negative image of a destination; 2. audience strategy, which focuses on tourists' beliefs and perceptions of a destination; and 3. Message strategy, which denies any negative perceptions of a destination (Avraham,2016:p.42).

2.2. Tourist identity

According to (Ghodeswar,2008:p.6; Wang,2011:p.3) destination marketing was defined as a tourist-centered approach which displays a destination’s tourism identity, so many destinations assure their tourist identities through tourism exhibitions, cultural events , sports activities, themes , shows , and celebrities .Moreover, it is widespread practice that successful national tourism organizations launch marketing campaigns to repair the tourist image of a destination and create destination preferences among other competitor destinations. This image intends to convey the overall experience a potential tourist can expect within a destination. Moreover, it should be supported by different elements of destination’s identity, which are, history, politics, geography, economy, technology, culture and social management (Pomering, 2013.p:66). The positive effect of tourism marketing on confirming destination tourist identity has been indicated. Moreover, positive effect of destination image repair on confirming its tourist identity has been clarified .From this point, the second and third hypotheses have been proposed:

- *H2*: Tourism marketing has a positive effect on destination tourist identity.
- *H3*: Destination image repair has a positive effect on its tourist identity.

Destination marketers should put into consideration how we see ourselves through destinations’ attributes “destination identity” and how a destination is seen by tourists “destination image”. From this perspective, Kalandides (2011) declared elements of destination identity, which are: destination image, destination infrastructure, destination relations, and the natives of a destination and their attitude towards tourists. Accordingly, the fourth hypothesis was established:

- *H4*: tourist identity of a destination has a positive effect on its image repair.

According to (Blain et al.,2005: p.332; Lin et al.,2011; Pomering, 2013:p.67) food and destination logo are considered powerful tools in confirming destination identity. In addition, (DMOs) should illustrate the role of local community (indigenous) in confirming destination identity within their tourism marketing campaigns.

(Table :1) Marketing destinations through image repair and tourist identity

Marketing destinations through image repair and tourist identity	Authors
<p><u>Marketing Destinations (MDs)</u> 1.launching Safety and security precautions 2.Monitoring standards of hygiene 3.holding press conferences 4.Organizing outdoor tourism exhibitions and cultural events 5.Opening outdoor tourism offices in new tourist markets 6.supporting co-operation between DMOs and tour operators</p>	<p>(Baloglu and Mangaloglu ,2001; Coombs and Holladay,2010; Mwaura et al., 2013:p.82;Morakabati et al.,2014)</p>

<p><u>Image Repair (IR)</u> 1.qualifying staff of DMOs with media-skills training courses. 2.Organizing familiarization trips for celebrities and spreading their positive word-of-mouth. 3.launching online testimonial campaigns by satisfied tourists 4.Launching offline testimonial campaigns by satisfied tourists</p>	<p>(Gartner,1993;Beeton,2005;Ghodeswar, 2008:p.6; Wang,2011:p.3; Mwaura et al.,2013:p.82;Camprubi et al., 2008 :p.48)</p>
<p><u>Tourist Identity (TI)</u> 1-supporting Film-induced tourism 2. supporting its local Food 3.designing a logo which reflects tourist elements of a destination 4.Identifying the identity of natives</p>	<p>(Schofield,1996; Blain et al.,2005:p.332; Hudson and Ritchie ,2006 Lin et al.,2011;Pomering,2013:p.67)</p>

(Source: own elaboration)

3.Research methodology

3.1. Data collection and procedure

Data collection was performed through a cross-sectional survey which has been conducted on (DMOs); the Egyptian Tourist Authority (ETA) and the Egyptian Ministry of Tourism. The fundamental purpose of the survey was to gather data through distributing 250 questionnaires between employees working for (DMOs). a total of 210 responses were obtained,10 uncompleted questionnaires were removed leaving 200 usable questionnaires and yielding a response rate of 80%.

3.2. Measures

The survey tools were derived from the literature review (Table:1) which indicated marketing destinations through image repair and tourist identity confirmation. Tourism marketing is the independent variable, image repair and tourist identity confirmation are dependent variables. In addition, marketing destinations scale consists of 6 items, image repair scale consists of 4 items and tourist identity scale consists of 4 items. The scale items were evaluated through a five-point Likert scale which ranging from (1) Not at all interested to (5) very interested. Different statistical measures were applied on respondents' survey; mean, standard deviation (table :2) and regression (tables 3,4,5).

3.3. Data analysis

Based on (Cardis,2019) data analysis is executed according to the type and the number of variables to analyze. In addition, the statistical techniques to analyze variables are tables of frequencies, mean and standard deviation. This study adapted a quantitative analysis where 200 questionnaires have been analyzed through statistical package for the social sciences (SPSS 22). a quantitative analysis measures the relation between two variables: an independent variable (which is called an experimental or predictor factor) is a variable that is being manipulated to notify its effect on a dependent variable (which is called an outcome variable). (Apuke,2017).

4. Results

(Table :2) Respondents' survey analysis

Marketing destinations through image repair and tourist identity	N	Mean	Std.deviation
<u>Marketing Destinations (MDs)</u>			
1.launching Safety and security precautions	200	3.7750	1.36885
2.Monitoring standards of hygiene	200	1.5850	1.02373
3.holding press conferences	200	3.6200	1.14110
4.Organizing outdoor tourism exhibitions and cultural events	200	3.6950	1.16134
5.Opening outdoor tourism offices in new tourist markets			
6.supporting co-operation between DMOs and tour operators	200	1.6150	1.02078
<u>Image Repair (IR)</u>			
		2.6100	1.31398
1.qualifying staff of DMOs with media-skills training courses.	200	2.2300	1.21013
2.Organizing familiarization trips for celebrities and spreading their positive word-of-mouth.	200	2.8900	1.15088
3.launching online testimonial campaigns by satisfied tourists	200	1.7050	0.99141
4.Launching offline testimonial campaigns by satisfied tourists	200	3.0150	1.15388
<u>Tourist Identity (TI)</u>			
1-supporting Film-induced tourism	200	1.8950	1.22944
2. supporting its local Food	200	4.2250	0.93205
3.designing a logo which reflects tourist elements of a destination	200	3.0000	1.44236
4.Identifying the identity of natives	200	2.2550	1.29552

Table (3) multi regression

	B**	t-test	sig
Image Repair	0.932	36.09	0.001
Tourist Identity	0.836	21.40	0.001

Predictor  Marketing destinations

Table (4) simple regression

	B**	t-test	sig
Image repair	0.542	7.58	0.001

predictor  Tourist identity

Table (5) simple regression

	B**	t-test	sig
Tourist identity	0.579	9.99	0.001

Predictor  Image repair

** : Significant at a probability level less than 0.001

4.1. Reliability and validity of measurement

(Table:6) Reliability Statistics of marketing destinations

Cronbach's Alpha	N of Items
0.746	6

Cronbach's alpha estimates 75% which indicates that the items of scale are correlated to each other as the acceptable values of alpha is ranging from 70% to 90% (Bland & Altman, 1997).

(Table:7) Reliability statistics of Image repair

Cronbach's Alpha	N of items
0.756	4

Cronbach's alpha estimates 76% which indicates that the items of image repair scale are consistent and correlated to each other.

(Table:8) Reliability of Tourist identity

Cronbach's Alpha	N of items
0.743	4

Cronbach's alpha estimates 74% which indicates that the items of tourist identity scale are correlated.

5. Discussion and testing hypotheses

The aim of this study is to evaluate the role of (DMOs) in marketing the Egyptian destination through image repair and tourist identity. The results indicated the effect of tourism marketing ($b=0.932$, $P<.001$, $t= 36.09$) on destination image repair is significant and the coefficient is positive. This supports hypothesis 1 which indicated that tourism marketing has a positive effect on destination image repair. In addition, it is consistent with previous studies such as those by (Hsu et al.,2004; Govers and Go,2004) who paid an attention to the mutual relation between destination marketing competitiveness and its tourism image and (Yuksel and Akgul ,2007) who stated that destination tourism image is a crucial factor during the process of a destination selection.

The results also indicated that there is a positive significant ($b=0.836$, $P<.001$, $t= 21.40$) impact of tourism marketing on tourist identity which support hypothesis 2 which indicated that tourism marketing has a positive effect on destination tourist identity. This result is consistent with previous studies such as those by (Wang, 2011: p.3; Ghodeswar,2008: p.6) who defined destination marketing as a tourist-centered approach which displays destination's tourism identity.

The results indicated a positive significant ($b=0.579$, $P<.001$, $t= 9.99$) impact of image repair on destination tourist identity, which support hypothesis 3 and indicated that destination image repair has a positive effect on confirming destination tourist identity. This result is consistent with previous studies such as those by (Govers and Go ,2004; Camprubi et al.,2008) who confirmed that destination tourism image should reflect destination tourist identity, which in turn, contributes to raise destination marketing competitiveness and positively affects tourist's satisfaction and his/her loyalty to a destination

The results indicated that tourist identity has a positive significant ($b=0.542$, $P<.001$, $t= 7.58$) impact of destination image which support hypothesis 4 which indicated that destination tourist identity has a positive effect on destination image repair .This result is consistent with previous studiesby (Kalandides ,2011) who declared elements of destination identity which are; destination image, destination infrastructure, destination relations, and the natives of a destination and their attitude towards tourists .

6.Implications

Destination Management organizations (DMOs) in Egypt (especially the ministry of tourism and the Egyptian Tourist Authority) should apply an “*Audience strategy*” while marketing the Egyptian destination. This strategy concerns with the realization of beliefs and perceptions of tourists about a destination. Egypt may repair its tourist image and confirm its tourist identity through the following steps, which involve co-operation between various governmental organizations within the Egyptian destination.

1. Co-operation between DMOs and the ministry of Interior Affairs to maintain safety and security precautions within the Egyptian destination (airports, sightseeing, hotels, restaurants, etc.....)
2. Co-operation between DMOs and the ministry of environment to monitor standards of hygiene and cleanliness within the Egyptian destination
3. Co-operation between DMOs and the ministry of culture in the following:
 - 3.1. Holding press conferences, tourism exhibitions, and cultural events
 - 3.2. producing tourist films which focus on the Egyptian tourist identity
 - 3.3. launching tourism awareness campaigns for the Egyptian people
4. Co-operation between DMOs and tour operators from different countries to organize familiarization trips for them and for celebrities to visit Egypt.
5. Launching marketing campaigns which involve word-of-mouth of tourists who experienced the Egyptian destination
6. Co-operation between DMOs and the ministry of culture in holding cultural events and exhibitions for foreigners who live in Egypt.

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تسويق المقاصد السياحية من خلال تصحيح الصورة السياحية والتأكيد على الهوية السياحية: دراسة تقييمية لمنظمات ادارة المقصد السياحى فى مصر

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الملخص:

تهدف هذه الدراسة الى تقييم دور المنظمات السياحية الرسميه فى التسويق للمقصد السياحى المصرى من خلال تصحيح الصورة الذهنيه والتاكيد على الهوية السياحية للمقصد السياحى المصرى .وقد اتبعت الدراسة المنهج الكمى من خلال توزيع 250 استمارة استقصاء على العاملين بالمنظمات السياحية الرسميه فى مصر(وزارة السياحه والهيئه المصريه العامه للتنشيط السياحى). ومن خلال تحليل الاستثمارات تم التوصل الى وجود قصور فى اساليب التسويق السياحى للمقصد المصرى واتباع اساليب تقليديه . وقد اقترحت الدراسة توصيات قابله للتنفيذ للتسويق السياحى المصرى من خلال تصحيح الصورة الذهنيه والتاكيد على الهوية السياحية للمقصد السياحى المصرى.

الكلمات الداله: التسويق للمقصد السياحى، تصحيح الصورة الذهنيه، التاكيد على الهوية السياحية

