

Destination Image, Perceived Value, and Overall Satisfaction: An Application in Douala-Cameroon

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Submitted to the
Institute of Graduate Studies and Research in
partial fulfillment of the requirement for the degree of

Master of Science
in
Tourism Management

Eastern Mediterranean University
September 2015
Gazimağusa, North Cyprus

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ABSTRACT

This work complement the study made by previous researchers on destination image who investigated precisely the relationship between destination image, perceived value, and overall satisfaction. Made in Douala-Cameroon, the particularity of this work reside on the fact that there is an implication for the local people (residents of this city).

The result of this research shows that destination image is positively linked to perceive value; destination image and overall satisfaction are positively linked; then perceive value plays the role of a mediator between destination image and overall satisfaction.

Some implications were mention but the most critical ones were focus on the government, the private sectors, and the local residents in issues such as the protection of goods and services, trust, and fairness if Douala-Cameroon is to be one of the best destination to visit in Cameroon and why not in the entire Africa.

Keywords: Destination image; Perceived value; Overall Satisfaction; Cameroon; Douala.

ÖZ

Bu çalışma tam olarak algılanan değer, genel memnuniyet ve hedef görüntü arasındaki ilişki araştırıldı ayrıca görüntü üzerinde önceki araştırmacılar tarafından yapılan çalışmayı tamamlayacak. Kamerun da yapılan bu çalışma özelliği yerel halk için bir anlamı var, öyle ki (bu şehrin sakinleri) üzerinde bulunur.

Bu araştırmanın sonucunda gösterir ki hedef görüntüsü olumlu şekilde bağlantılıdır algılanan değerle birlikte bu da olumlu olarak etkilidir genel memnuniyet değerleriyle.

Douala-Kamerun'un tüm Afrika'da değil, Kamerun'daki en iyi ziyaret noktalarından biri olması için bazı sonuçlardan bahsedildi ama en kritik olanları devlete odaklananlardı; özel sektörler ve yerel halk, mallar ve hizmetlerin korunması, güven ve adalet konuları.

Anahtar Kelimeler: Hedef Görüntü; Algılanan değer; Genel memnuniyet; Kamerun; Douala

ACKNOWLEDGMENT

Mostly I want to thank God almighty for his mercy and grace during the entire program. For without Him there is nothing I can do.

I also want to appreciate the great support I received for my supervisor Asst. Prof.

Dr. Rûchan Kayaman, who helped me in all I have to do. She taught me many methods; she guided and supported me during the whole process.

I would also thank all my lecturers and the whole faculty staff for the knowledge and support I gained in this University.

My gratitude for my Family (Younda) and friends for their financial, moral, and physical support.

You all made this work to come to pass. Thank you!

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Chapter 1

INTRODUCTION

The recent literatures that explain the impact of destination image on perceived value and the relationship between perceived value and overall satisfaction was wrote by Hallmann, Zehrer & Müller (2015). So according to the literature, destination image is related to perceived value and perceived value is positively related to overall satisfaction. So, this work, will investigate the relationships between destination image and perceive value, then perceived value and overall satisfaction.

Chapter 1 will be divided into 4 parts: First of all this work is going to introduce the problem statement; secondly, the purpose or the objective of the study; followed by the significance of the study; and contribution of the study to the literature review.

1.1 Problem Statement

The main problem statement here is to find out why tourism activities in DoualaCameroon did not yet emerge at it top level? What really limit tourists to visit this particular destination? What are the principal problems faced by the image of this town? What are the quality of tourist facilities? What is the behavior of the local community regard to the so called ‘new comers’ (tourists)? All these problems of Douala-Cameroon will help tourism planners to improve the quality of tourism activities, the number of tourists arriving in Douala as well as to fulfill tourist needs and wants effectively.

1.2 Objective of the Study

The aim of this study is to investigate the possible relationship between destination image and perceived value; and the relationship between perceived value and overall satisfaction.

1.3 Significance of the Study

This work is worthy because the finding will help both managers that are involved in tourism business in the economic city of Cameroon (Douala) to acknowledge and understand the real needs and wants of their target market, to identify the gap between the expectation and the reality in the field of Douala and adjust their business accordingly in order to be more competitive in the market environment.

Moreover, this study will create a sort of awareness to the local community mainly those who have a daily contact with tourists or who are opportune to encounter one of them in developing and building trust and a sense of security.

Furthermore, implication will also go to the government. So, this thesis will show the failure of Cameroon government to deliver suitable and appropriate public facilities such as the quality of tourist sites, accommodation, and transportation.

1.4 Contribution

This study contributes to the literature review in the sense that it looks at overall satisfaction which is a dimension the old literature did not emphasized much on.

Also this study was made in Douala-Cameroun and it focus on the customer perspective of Douala-Cameroon as a tourist destination.

It also considers demographic factors to examine the relationship between three variables: destination image, perceived value, and overall satisfaction. Also, there is an implication for the local people.

Chapter 2

TOURISM IN CAMEROON

2.1 Tourism Trends in the World an Overview

On June 5th 2015, the Secretary General Taleb Rifai of the World Tourism Organization (UNTWO) in his speech mentioned that, all around the world more than a billion of tourists travel across international borders each year. Most of travelers share the goal of discovering the natural resources and the biodiversity of the World. This has its own accompanying hazards to the physical environments of those sites been visited by these tourists. But, if each tourist visiting these destination make a little move towards the guaranty of the cleanliness of these environment, it will be a billion of move which could bring about a change. Therefore, he was joining himself to the international community and was inviting all tourists to make effort while travelling to protect our environment. In addition, companies involved in tourism and hospitality businesses should make it a main point in their list of social responsibilities to ensure that their immediate environments and that of the neighboring communities are well kept to reduce environmental degradation.

Worldwide, it is known that tourism is one of the main source of income in the world today (Honey, 2009). This because international tourism ranked as the fourth largest industry in the world and international tourism arrival has increased to 1.13 billion in 2014 up from 1087 million in 2013. International tourist receipt has grown from US \$

2 billion in 1950, to about 1245 billion in 2014 (UNWTO). The 46 million extra tourists traveling the Globe (+4.3%), 2014 marks the 5th year of the boost tourism growth.

Moreover, international tourist arrivals in Europe for the year 2014 has increased (+3%) with 15 million more tourists this made a total of 582 million arrivals. In addition, the Americas recorded an increase of 8 % this made a total of 181 million in 2014. Asia and the Pacific international tourism arrival has increased of 5% which means 14 million more tourists for a total of 263 million arrivals. And international tourism arrival in Middle East has increased (+5%) which made a total of 51 million (UNTWO).

Furthermore, an increase of tourism arrivals was positively affected the international tourism receipt which has increased as well. So, international tourist receipt in Europe has increased by 17 billion to reach 509 billion of US \$. The Asia had an increase of 16 billion to reach 377 billion. Then, Americas had an increase of 10 billion to reach 277 billion of US \$. In the Middle East, tourism receipt increased by 4 billion to reach 49 billion of US \$ (UNWTO).

2.2 Tourism Trends in Africa an Overview

Tourism growth in the last year based on UNWTO for 2014 stated that Africa as a continent recorded a 2% increase which in real time is 1 million in terms of arrivals and a 1% increase in tourist receipt, amounting to US \$36 billion.

According to World Tourism Organization (UNWTO), Africa welcomed 56 million tourists in 2014. These figures should be interpreted with care because result are gotten

from limited data available so far. Africa had 5 % share in the global arrival of tourists and 3% share in the entire tourism receipt. In North Africa, international tourism arrival in leading destinations grew by 2% due to some reasons. For example, in Morocco this was as a result of a strong performance in 2013. Sub-Saharan Africa grew by 3% in 2014, based on given information. Arrival to the Sub-Region largest market South Africa, (+0%) were flat in 2014. Other destinations for which information were gathered are Cote d'Ivoire (+24%), Madagascar (+13%), Mauritius (+5%), Zimbabwe (+3%), and Seychelles (+1%).

Sub-Saharan Africa has a great potential for tourism growth and development and it is significant and compelling. Many hotel chains of great international reputation are poised to spend millions of US \$ in the content of Africa in the next few years in an attempt to meet the rising demand of tourists of both international and the continent fast growing middle class. Tourism is growing faster in the World emerging and developing regions (UNWTO, 2010). For instance, Cape Verde, the Dominica Republic, the Arab Republic of Egypt, Indonesia, Mauritius, Morocco, South Africa, Tanzania, and Tunisia show the government commitment to tourism development. In Egypt, from 1990 to 2005, visitor arrival grew from 2.5 million to 8.6 million and 15 million in 2010. Egyptian government provided a conducive environment for tourism and hospitality businesses to strive.

Mozambique has attained an almost impossible transformation of its tourism industry. Tourist arrivals in Mozambique grew by 284 % from 2005 to 2014. It is expected to reach 4 million in 2025. This development can be attributed to change in government policy, the development of strategic plans, and the elimination of visa for visitors for the Southern African development community countries.

For Cape Verde, the tourism industry has also grown as a result of market oriented policies, political and banking reforms, and investment incentives. Thus, tourism receipt in Cape Verde grew from 278 million in 2010 to 462 million in 2013 making up about 72 % of all service exports and 15 % of the gross domestic product.

Other Sub-Saharan African countries are at the verge of tourism development. Sub-Saharan Africa has abundance tourism resources, with expansive beaches, sufficient or plentiful wildlife, and extensive natural environment, culture and adventure opportunities. Within this sub-region, about 10 million travel across international borders every year for several purposes such as business meetings, religious gathering, medical needs, and to visit friends and families. For example, about 58% of arrivals to Namibia in 2010, were South Africans and Angolans (Christie et al., 2014).

2.3 General Information about Cameroon

Cameroon is an African country situated at the crossroad between the Sahelian West Africa, Coastal West and the Central Africa (Martin et al., 2015). So, the Republic of Cameroon is a country in the central Africa region that shares 4,591 km of border with neighboring countries. So Cameroon is bordered in the west by Nigeria (1,690 km of boundaries land) ; Chad (1,094 km) to the northeast; Central African Republic in the east (797 km of land it shared with Cameroon); and Equatorial Guinea (189 km), Gabon (298 km), and the Republic of the Congo (523 km of boundaries land) in the South part of Cameroon (http://en.wikipedia.org/wiki/Geography_of_Cameroon).

According to <https://en.wikipedia.org/wiki/Cameroon#Geography> Cameroon is the 53rd largest country in the World, with 475,440km² of total surface made by 469,440

km² of landmass and 6,000km² of water. Moreover, Cameroon has 10 different regions with 10 capitals and each capital has a diversity of culture, history, and nature; these make Cameroon a great nation for tourism activities around the World.

2.4 The History of Cameroon

Cameroon first population was made by three main groups: the Baka group, also called Pygmies, they were the first inhabitants of Cameroon who are well known by their lifestyle. The Pygmies are known as people who live from hunting, gathering, and fishing. The second important group is named the Bantu. The Bantu group is a set of people that lives in the highlands of Cameroon. And the third group is called the Mandara (the Mandara are mountain people).

The first religion group to enter in Cameroon was the Fulani group. This Islamic group conquered the actual Northern part of Cameroon and makes it to become the most Muslim part of the country. It is in the latest 19th century that the Christian missions started to enter into Cameroon and they are still effective still today (https://en.wikipedia.org/wiki/History_of_Cameroon).

Cameroon had been sandwiched between British and French colonies from 1916 to 1960. Furthermore, in 1922, Cameroon is divided into two conflicting parts: the English part which is the smaller part (20), border to Nigeria in the Adamawa state (Emeka, 2015). This part of Cameroon was ruled by the British people. The French part was the largest (80%) among the two and it was ruled by the France. Thus 80% of Cameroon was under the dominion of France for many years while the other 20% of Cameroon was under the influence of British country for 39 good years (1922-1961).

In term of politic, Cameroon politics' genesis started by the late President: President Ahmadou Ahidjo who created the first political party the 'Cameroonian Unity' in 1958.

In 1960, Cameroon was granted it independency with President Ahmadou Ahidjo as the leader of the country. In memory of this, in 2010, the actual president of Cameroon, President Paul Biya chose a particular picture that remind all Cameroonian the time of victory.

In 1957, the first flag of Cameroon was designed but it was implemented the 21 February 1960. Unfortunately, this flag was used only for a year. So in 1961, the vertical tricolors of green, red, and yellow was adjusted with the presence of two gold, five pointed stars in the upper half of the green banner. This flag has been used to identify and differentiate Cameroon from other country for 14 years (1961-1975). In 1975, a new reform in this flag took place and the two gold stars were changed to a one gold star in the middle half of the red vertical banner. So the current flag of Cameroon was adopted the 20th may 1975 after Cameroon was declared a unified republic (https://en.wikipedia.org/wiki/Flag_of_Cameroon).

Table 1 shows the current situation of Cameroon, it political capital, it population, it area, and the major languages spoken in Cameroon.

Table 1: Detailed Information about Cameroon

Status	Independent country since 1960
Location	Central Africa
Capital	Yaoundé
Population	17,795,000 inhabitants
Area	474,442 km ²
Major languages	French and English

Littoral region is a set of four divisions (the mongo division: Nkongsamba; Nkam division: Yabassi; Sanaga-Maritime division: Edea; Wouri division: Douala). So located at the edge of the Atlantic ocean, equatorial climate, Douala account 6 boroughs and 150 neighborhoods grouped in general neighborhoods. Economic Capital of Cameroon and chief place in the region of the coastline, Douala is the more broad land of Cameroon with an area of 923 km square; the name of this city comes from the first inhabitants: the doualas.

The first foreigners who have trample the ground Douala in an official way are Alfred Saker and his partner Thomas Horton Johnson; they came on June 16, 1845 they were missionaries and they lived at King Akwa a quarter of Douala. In 1872, they translated the Holy Scriptures into Douala Language. In July 12, 1884, the first treaty official protectorate has been signed between the company Woerman represented by Doctor Schmidt and the kings Doualas. The same year, Theodor Christaller built the first school on the Plateau Joss. Later, in July14, 1884 Gustave Nachtigal appointed the city as Kamerunstadt which was applied until 1901. In 1905, the King August Manga Ndoumbe built a pagoda in Bonanjo the administrative district of Douala. In 1910, after the death of his father August Manga Ndoumbe, the new king of Douala King

Manga Bell pushes the Douala population to contest against the German representents in Douala. Unfortunately, in august 8, 1914 King Manga and his secretary Ngosso Din were hanged by the Germans for high deceive. In 1991, a second uprising created by the Douala population due to their dissatisfaction to the regime in place was at the origin of the operation dead city (<https://fr.wikipedia.org/wiki/Douala>).

In September 27, 1914, during the First World War, the French and the British occupied Douala and they resided for a period of two years. During their stay, they have created a line of railway which connects Nkomgsamba to Yaounde passing through Douala and a center of commerce in Besseke, they also create the bridge on the Wouri.

In 2008, President Paul Biya converted the provinces into regions. So, Cameroon account 10 regions instead of 10 provinces and they are as followed: from the Adamawa to the West, there is Adamawa with Ngaoundere as the capital, then in the central region with Yaounde as the capital, followed by the region of East with Bertoua as capital, then the Far-North region with Maroua as capital, after the region of littoral with Douala as the capital, the North region with Garoua as capital, the Northwest region with Bamenda as the capital, the South and it capital is Ebolowa, the Southeast with Buea as capital, then the last region West with Bafoussam as capital. (https://en.wikipedia.org/wiki/Regions_of_Cameroon_and_commons.wikimedia.org/wiki/Atlas-of-Cameroon) shows the map that summarized the boundaries and the regional and administrative divisions of Cameroon.



Figure 1: Cameroon Boundaries, Regional and Administrative Divisions

2.5 The climate of Cameroon

Cameroon climate is dynamic. So, the tropical climate can be found along the coast, while the North side is semiarid and hot. But the coastal belt is extremely hot and humid (http://en.wikipedia.org/wiki/Geography_of_Cameroon).

2.6 Tourism Activities in Cameroon

The 'Africa in miniature' is proud of its' various cultures and geographical regions. Mount Cameroon is a mass of land in the Southwest region well known because of its volcano eruptions, and because of its length (this mount reaches almost to the sea). The plain is densely forested including areas of Central African mangroves especially around Douala and in the estuary of the Cross River on the border with Nigeria. The low South Cameroon Plateau, rising from the coastal plain and dominated by tropical rain forest, has an average elevation of 1,500 to 2,000 feet (457 to 610 m) this part is less humid than the coast. The western Cameroon is characterized by irregular chain of trees, white waters, and six flags that extend from Mount Cameroon almost to Lake Chad at the southern tip of the country; this region includes the Bamenda, Bamiléké, and Mambilla highlands. It also contains some of the country's most fertile soils, notably around Mount Cameroon. Moreover, from the forested southern plateau the land rises northward to the grassy, rugged Adamaoua (Adamawa) highlands. Stretching across Cameroon from the western mountain area, the Adamaoua forms a barrier between the north and south. Its average elevation is 3,400 feet (1,036 m). In addition, the northern savanna plain extends from the edge of the Adamaoua to Lake Chad. Its characteristic vegetation is scrub and grass this is a region of sparse rainfall and high median temperatures has been included to it as part of the East Sudanian savanna ecoregion.

Moreover, tourism potential in Cameroon is acknowledged by three hunting game sites that require a particular fee to participate. The three hunting game sites are: the Lac Ossa, followed by the Plages de Yoyo, and Lobeke National Park. In addition, Limbe and Kribi are granted with 6 beaches (Lawrence et al., 2015) and the seaside town of

Kribi offers sandy beaches. Moreover, Lobe Water Falls is the only place in the World where a river pours directly into the Atlantic Ocean. In the Eastern and Central regions, tourists can visit settlements of pygmies which are group of people who continue to live in the forests today and whose daily foods come from hunting, fishing, and fruits. In these regions of Cameroon, tourists can also discover the culture of the Gbaya and Maka, the great Akok Bekoe caves, the Dja Reserve (www.minyour.gov.cm).

In the Southwest region, the Korup Park, excursions on the chariot of God, Mount Cameroon, and Lake Ossa, Ekom Kam falls and large plantations of the coast have the potential to attract foreigners. In Adamawa, tourists can visit wildlife reserves and caves, and other ethnic feudal lamidos. In the Far North, large chiefdoms, lunar landscapes such as the Kapsiki hills and lakes with high concentrations of hippo. Parks such as waza, Kalamaloué in Kousseri mozogo Gokoro may contribute to the development of the tourism industry (www.minyour.gov.cm).

The Cameroonian government created the ministry of tourism in 1970s in order to promote tourism activities and to control the development of these activities in Cameroon (https://en.wikipedia.org/wiki/Tourism_in_Cameroon). But, Cameroon Tourism planners realized the crucial need of qualified, skilled, talented, and specialists in destination marketing and branding recently (Albert, 2011). According to Madam the general secretary Angeline Florence Ngomo; in 2013, tourism contribution to the state budget have rose to 26.87% (from 142 billion 983 million in 2012 to 181 billion 414 million of Cameroon currency in 2013). Moreover, in 2013 the ministry of tourism has delivered many tourism and hospitality authorizations: 60 authorization for construction of a capacity of 1,737 rooms; 41 hotel authorizations for

a capacity of 936 rooms; 12 restaurant authorizations for a total of 1600 places; 25 leisure establishments with 3018 places as capacity; 15 tourism agency; and 21 tourism guides. So according to the statistics of Angeline Florence Ngomo, in 2013, the Cameroon ministry of tourism made a total of 1,745 guides and establishments that generated 1,358 and 6,555 jobs respectively. Also, in 2014, 837 sites have been registered by the general secretary of the ministry of tourism and leisure of Cameroon. Furthermore, Angeline Ngomo in her speech mentions that the World Bank confirm a 10% increase of tourist arrival in Cameroon from 812,000 in 2012 to 912,000 in 2013 (www.unwto.2015). Also, international tourism receipts grow from 349 million US \$ in 2012 to 578 million US \$ in 2013.

Table 2 shows that Cameroon had 141 one star hotels, the Central Region has the greatest number (28) one star hotels and the South West Region has the lowest number (6) of one star hotels. In addition, Cameroon has 46 two star hotels, the Central Region has the greatest number (15) two star hotels, the North Region has the lowest number (1) of two star hotel, and the South Region number of two star hotels is not recorded. Moreover, Cameroon has 22 three star hotels, 6 four star hotels, and 1 five star hotel which is in the Central Region. So the Central Region has the highest number of hotels (53) and the most beautiful hotel (a 5 star hotel). Also, Cameroon counts 216 graded hotels (www.mintour.gov.cm).

Table 2: Regions and their Number of Hotel Range According to their Stars.

regions \ Hotels Rating	1	2	3	4	5
Adamawa	11	6	1		
Centre	28	15	6	3	1
East	20	1	1		
Far North	26	7	2		
Littoral	7	6	7	3	
North	19	1	2		
North West	8	2	1		
South	9 hotels				
South West	6	3	1		
West	7	5	1		
Total	141	46	22	6	1

Table 3 shows that Cameroon is made by 76 leisure agencies, 20 in the Central Region, 18 in the Far North, 8 in the Littoral, 17 in the North, 8 in the South, 1 in the South West, 1 in the North West, and 3 in the West Region. In all these leisure agencies found in Cameroon, only 7 are graded as one star leisure agencies in the Far North region. Beside the 76 leisure agencies in Cameroon, 374 restaurants classified as 19 restaurants in the Adamaoua Region, 90 in the Central Region, 23 in the Far North, 18 in the Est Region, 125 in the Littoral Region, 6 in the North Region, 29 in the North West, 17 in the West Region, 44 in the South, and 2 in the South West Region of Cameroon. Cameroon also has 196 travelling agencies classified as table 3 shows (www.mintour.gov.cm).

Table 3: Distribution of Touristic Facilities

Regions	Restaurants	Leisure Facilities	Travel agency
Adamaoua	19	/	9
Center	90	20	69
Far North	23	18	12
East	18	/	/
Littoral	125	8	79
North	6	17	13
North West	29	1	10
West	17	3	0
South	44	8	/
South West	2	1	4
Total	374	76	196

2.7 Culture of Cameroon

Tourists are not only travelling to discover new touristic sites but they also travel to discover, and understand other cultures which are different from their own and at time to exchange their cultures with other people cultures alone the whole World. Knowing this, Cameroon has gain a lot of consideration in term of a touristic destination that offer a great diversity of culture. So, Cameroon has 250 ethnic groups with a particular and specific culture that is different from one group to another group and Cameroon also has 286 local languages which are deliver for the appreciation of tourists. In addition, Cameroon host a number of cultural events which attract many international tourists such as the “Ngondo”, the “Nyem-Nyem”, the “Mpo’o”, and the “Medumba”. In the West region, there are also many traditions and relics, and huge historical monuments that have contributed to the development of modern the day Cameroon.

Traditional festivals in the region are often rich in colour and offer tourists the opportunity to observe large annual gatherings to celebrate traditional festivals such as those of the people of Bamoun. Moreover, the western region is punctuated with mountains. It makes possible for tourism to mix a great hiking experience and the colourful tradition and cultural celebration of traditional festivals that come up almost on a weekly basis around the western region (www.minpour.gov.cm).

2.8 Tourism Activities in Douala

According to (<http://www.mintour.gov.cm>) the Wouri Division called Douala has five main tourism sites which are Douala town, Youpwe Market, Manoka Island, and landscape of the mangrove swamps of Littoral.

The main cultures that attract many tourists to visit Cameroon are Ngondo River Festival, Youpwe fishing, smoking, and roosting activities. Also, two tropical trees with some mysterious histories, the new status quo of the freedom of the roundabout, then the main markets in Douala are Mboppi Market and Central Market.

Thus the Ngondo festival is a river festival that is taking place all the first Sunday of the month of December. This festival is taking place in a precious and well known river where the name of Cameroon came from: the Wouri River. Very quiet on its relaxed time, this Bridge is very narrow in its' busy hour during traffic jams. Also, the Bridge links the Douala town to Bonaberi a very huge quarter of Douala where so many activities are taking place on the daily basis. The Douala canton chief live in Bonaberi where informal decision are taking place.

The Ngondo water festival is an annual festival held by the coastal peoples in Douala Cameroon called Sawa. This festival is normally restricted to children. During

this festival, a brave man have the duty to go under the water to take the message of the year. In this water, he can spend many hours and will come back to the surface with his cloth dried up. The ceremony behind the festival is called Jengu cult (<http://en.wikipedia.org/wiki/Ngondo>). Because of the occultly side of the Ngondo festival, this tourist activity was banned in 1981 by Cameroon government, but reinstated in 1991 due to many complains and the uprising of the Sawa population.

Youpwe is a very high touristic arena crossed by a branch of the Wouri River. This part of the river have a daily activity but the busier days are the three days that make the weekend (Friday, Saturday and Sunday).

Mboppi Market as many other markets in Cameroon suffers for the problem of cleanliness, foods are not protected, stores are built with a provisory material without any order and this make it easy for robbers not only to steal but to quickly run away from the population and the police.

The central market of Douala is mainly known as the market for cloths. A market where people gather to trade commodities such as food stuff, cloth, shoes, African tools that show the African culture and other accessories in order to satisfy the needs and wants of children, women, and men. The Central Market of Douala is characterized by "To comb Madam, to comb my darling, we make nails" that can be heard at the entrance of this international market. This sentence is made each second of the day from 8am to 8pm by women and ladies' who are somehow specialized on hair made and nails. The problem with these women businesses is the roads are in poor state in Cameroon (Elie, 2015) and the occupation of these roads by the women for hair and nail businesses result in many accident where people lose their life.

Chapter 3

LITERATURE REVIEW

Literature review is all about the literature available from 2011 still now that explain the concepts of image, destination image, perceived value, satisfaction, and overall satisfaction. So literature review was used to define component according to the authors, to illustrate theories which best fit each component, and to show the relationship between components.

Before the 80s, tourism and hospitality literature was looking at the relationship between destination image, satisfaction, and loyalty in the ultimate goal to help marketers to understand the importance of customer satisfaction as a drive of loyalty that leads to an increase of the company financial performance. But, nowadays, marketers have realized that a financial breakthrough is not a guaranty of the destination success. In order to be successful, many order alternatives enter into consideration like customer perceived value. Thus marketers now are looking for the overall performance of the business.

In the late 80s, tourism and hospitality scholars came out with perceived value as an important element that can guaranty customer satisfaction. So in this literature, destination image, perceived value, and overall satisfaction will be well defined and understood as well as the relationship that link each component to another and the theory applied to each and every one of them.

This work is investigating the relationship between 3 variables well known in the tourism and hospitality literature. These 3 variables are destination image, perceived value, and overall satisfaction. In order to define these variables, theories are needed, and also, it is appropriate to separate the variables for a better understanding of each concept. For instance, instead of looking directly on destination image, this work will first of all talk about image then later on, it will emphasize on destination image. Moreover, perceived value will be explained in 3 different concepts which means that the work will first explain the concept of perception then the idea of value, and the concept of perceived value. The same principle will be applied to overall satisfaction.

3.1 Theoretical Justification and Background

This work will define all concepts according to the tourism and hospitality scholar perspectives by using theories that best explain each variable. So, destination image can be better explained through the theory of image. Image theory is an old theory wrote by Beach (1990) that can be defined as a ‘decision making in personal and organizational contexts’. So in order to make the decision of building an image, both the individual and organization ideas are required and a 3 main schemata is needed: How things should go, an agenda of the goals to achieve within a specific time, and a plan to achieve those goals. The image theory includes three other perspectives:

- The value image: is the standard or principle used to forecast the plan success or failure. So the value image will be used to measure the outcome of the image (if the final image match the standard, the plan was successful. But in case the final image doesn't match the standard, then the plan has failed.)
- The trajectory image: which shows the way or path to follow in order to achieve the goals. So, the trajectory image is a set of steps that planners most

follow in order to fulfill the plan that they have drawn. Here, decision makers are called to think about the future of the plan.

- The strategic image: long term objectives which must be fulfilled to achieve the primary plans. So the persons who are involved in the plan should devise the plan into small objectives easy and quick to achieve according to their priorities.

Perceived value can be defined using the exchange theory that says people interact with each other because of profit (benefit minus cost) cited by Jiang & Kim (2015).

So people perceived value when the benefit is greater than the cost. In the same hand, Victor Vroom expectancy theory affirm that people increase their effort believing that they will receive a greater reward or performance (Lussier & Achua, 2015). Thus, in the light of Vroom, customer are willing to pay the cost (monitory or non-monitory) expecting to receive a greater benefit at the end. Moreover, the generalizability theory support that customer perceived value is a set of quality value or functional value which are practical or technical benefits that consumers can obtain by using a product; emotional value is the mental or psychological needs of consumers and the utility that derive from the feelings or affective states that a product generates; the price value is the set of cost, time, effort used to obtain the product, and the social value refers to the social utility (status, prestige) that the consumption of the product conveys (Walsh et al.,2014). But for Hallmann et al (2015), price does not play an important role in the formation of image. This can be due to the idea that most of travelers are wealthy people from their local country or city how visit other places to achieve a personal or group goal. So for this type of person, the price of a good or service is not a problem that can create a barrier to their journey to be meet. Also, in the whole World, many

countries have different currencies with different values. And the price of the same good is different from one country to another depending on the power of the currency they used, the availability of the product, and the power of demand and supply.

Satisfaction can be defined by the three factors theory of customer satisfaction. These three factors theory are basic factors, excitement, and performance factors.

- Basic (dissatisfiers) factors: which create dissatisfaction if not fulfilled, but do not leads to delight if fulfilled. So, dissatisfiers are basic elements or attributes the tourists expect to see in a destination. Their absence lead to disappointment but their presence is like a most so it do not affect positively the tourist evaluation of the destination.
- Excitement (satisfiers) factors: which are factors that increase a customer satisfaction and lead to delight if delivered. So, when a destination deliver a satisfier factor to its target market, the presence of this factor influence positively the tourist evaluation of the destination, it lead to satisfaction, overall satisfaction, and even delight.
- Performance factors (hybrid): which are factors if increased lead to delight. These factors role is to increase the performance of the products or services. So, if performance factor is absence, the product is still performing well, and in the presence of performance factor, the product perform better (the performance increase) and the customer fill delighted because of a product with a particular and better performance than what he was using before.

So customer satisfaction is a pluridimensional concept and the opposite of dissatisfaction is not automatically satisfaction or delight (Albayrak & Caber, 2015).

Moreover, customer satisfaction can be measured by using the expectancy disconfirmation theory which is to compare the performance level of the brand after utilization with the customer expectation created through personal experience or a relative experience (Emel, 2014). So if the performance level is low, the author use the expectancy disconfirmation theory but in case the performance reaches or is above the expectation, confirmation theory should be used (Su, Hsu, & Swanson, 2014). In addition, customer satisfaction can also be measured through the theory of motivation. Motivation is an element that press an individual to do something or to behave in a certain way in the goal of satisfying a need (Moutinho, 2000 K & Jang, 2009).

Overall satisfaction can be measured by using the normative theory (Andreas, Seigyoung & Omar, 2014). The normative theory is used to measure customer feeling and opinion about a product or service (Yoon & Uysal, 2005). Because of the positive opinion or thought a customer have for a product or service, this customer develops a motive that push him to always buy the same good or service whenever he is in need.

Table 4 shows the theories which were applied to describe each variable. For instance, destination image was defined using image theory that can be summarized as the process drawn in the mind of the planners while deciding on the future image of the destination. In addition, exchange theory, expectancy theory, and generalizability theory were used to define perceive value. These 3 theories can be summarized as the evaluation between the benefit and the cost or the evaluation between customer expectation and product performance. Moreover, satisfaction was measured through 3 factor theories, expectancy disconfirmation theory, confirmation theory, and motivation. Expectancy disconfirmation theory and confirmation theory are different in the sense that in case the product performance is low than the customer expectation,

then it will leads to a disconfirmation of the product performance. In the order hand, in case of a high performance of the product, customer expectancy will match the product performance and it will leads to a confirmation of the product performance. Then the normative theory was used to define overall satisfaction by measuring customer feeling and opinion.

Table 4: Research Variables and Theories

Variables	Theory
Destination image	Image
Perceive value	Exchange
	Expectancy
	Generalizability
Satisfaction	Three factors
	Expectancy disconfirmation
	Confirmation
	Motivation
Overall Satisfaction	Normative

3.2.1 Image

The main objective of marketing is to position an image in the mind of the tourist in the ultimate goal of persuading the tourist to visit a specific destination (Wong et al., 2015). So all the process of developing a marketing plan that will help an image to sell itself is to attract tourists to visit a particular destination.

An image is a tangible recreation and tourism resource (Hunt, 1975). So image can be a place or a tool that provide tourism facilities. In addition, image can be a critical factor in the decision of choosing a destination and it determines the traveler's expectation of the destination (Leisen & Birgit, 2001). In order words, before

travelling to a destination, tourists first of all consider the image of the destination. So image influence a tourist choice behaviour (Elliot & Papadopoulos, 2015).

Image represents the first illusion the visitor has on a destination and it help to build visitor expectation. So, understanding the image of a destination is important and it help to improve destination image (Qu et al., 2011).

Also, the greater the image of a particular destination, the greater the credit a tourist has for the destination and the greater the chance to visit this destination (Zhang et al., 2014). So, before travelling to an unknown destination, a tourist firstly find the image of this destination, and this image will influence the tourist perception of the destination such a way that if the image of this destination is great, the tourist will develop a great expectation of this destination that will lead to a great credit and a great chance for the tourist to finally visit this destination.

Moreover, image can also be defined as a mental representation of attributes and benefits sought from a product (Estella, 2015). So, image represent particular product attributes and benefits build in the mind of tourist and created either through a personal experience or through a recommendation, and it can also be a personal expectation of the destination facilities.

Image can also be defined as a set of belief, idea, and impression that a tourist hold of a particular destination. Thus image can be a favorable or an unfavorable predictor of tourist decision making process (Fiona, 2015; Hyangmi & Joseph, 2015). In case the image is not appreciated by the tourists, these people will not come to the destination. If fortunately the image can sell itself to the tourists, they will be more motivated to

travel to this destination: so the image has favorably influence the tourist decision of traveling to this destination. So image influences the perception and the behaviour of tourists that influence their final decision about the destination's choice.

According to King et al (2015), overall image is made of 3 components which are cognitive image, affective image, and conative image:

- Cognitive image is the individual's perceptions, ideas, beliefs, and knowledge about the tangible physical attributes of a place (Qu et al., 2011) such as historical sites, beaches, and natural beauty (Qu & Kim, 2011). So cognitive image is made by things that can be see or touch. Moreover, for Chen & Tsai (2007), cognitive image is the set of attributes of a destination according to information or beliefs the tourists have for the destination image; mentioned by King et al (2015). Cognitive image is a set of attributes which made an image of a destination build in the mind of the tourists according to the information they have received about the destination or according to what they believe. So, Beerli & Martin (2004) hold that cognitive image positively affect the tourists degree of experience of vacation travel for first-time visitors. In relation to the work of Chen & Tsai (2007), the information and belief the first time tourists hold for a destination positively influence the degree of experience they will have in this destination.
- Affective image refers to the feeling or emotional responses toward a destination (Liu et al., 2015) such as culture, customs, and histories (Qu & Kim, 2011). So, affective image is made by things that can be feel only. Moreover, it has been demonstrated that affective image has the greatest influence on destination evaluation compare to cognitive image (Elliot &

Papadopoulos, 2015). This means that when evaluating different destinations, tourists are more likely to favor their feeling or emotion about the destination rather than the ideas or belief they have for this destination. Moreover, the affective image can be defined as the positive or negative feelings elicited by a destination (King et al., 2015). Affective image is the emotion a tourist had for a particular image. So, affective image positively influence repeat visitors (Beerli & Martin, 2004) explained by Yacout & Hefny (2014). The emotion or feeling a tourist had for a destination will influence his future behaviour about the destination (to revisit or not to revisit).

- Conative image refers to a tourist intention to revisit a destination or to recommend it to other tourists that comes from cognitive and affective image (King et al., 2015). So conative image is an act of loyalty to a destination that comes after the tourist had built a strong feeling for the destination attributes which come from the information and belief the tourist had for the destination.

The uniqueness of an image can be defined as the most important part of a touristic site (Qu & Kim, 2011). So, when an image is unique, tourist are more likely to visit this touristic site. Also, the uniqueness of an image is one of the components of destination image which has great consequences in the overall image which is positively related to destination image (Zhang et al., 2014).

3.2.2 Destination Image

According to Cheng & Lu (2013), destination image is the set of beliefs, concepts, and feelings people have for a destination that they do not reside on (Hunt, 1975). So, destination image is a sum of what tourist feel and know of a particular destination. Destination image can be formed by destination attributes of natural and well-known

attractions, variety of tourist services and culture, quality of the atmosphere, entertainment and recreation, general environment and accessibility (Guy, 2014).

For Phelps (1986) destination image is an idea of a particular destination build in the mind of the current and the potential guests either before they travel to the destination called the secondary image of the destination or after their visit to the destination named the primary image of a destination emphasized by Lee et al (2014). Thus, building a good destination image is a process that starts from the tourist home country when searching for informations about the foreign land where the visitor will like to sojourn.

Also, Cai (2002) defined destination image as the perceptions about the place as reflected by the associations held in tourist memory (Su, Hsu, & Swanson, 2014). So, destination image can be considers as a mental figure of knowledge, feelings and overall perception of a specific destination (Fakeye & Crompton, 1991) approved by Assaker et al (2011). So destination image is a set of belief or ideas a tourist has in his mind about a particular destination that rose from the tourist personal experience, from a relative experience or from what the tourist got after searching for the destination.

A good destination image can shape the opinion and the action of tourists (Vicol & Zaiț, 2014). So, when a tourist consider a destination to be good, he is more likely to appreciate and positively evaluate such destination, also, he is motivated to visit this destination. In order to reach the level of influencing tourist behavior, a destination should be unique due to its core competency created by its competitive advantage (Lee et al., 2014), and this destination should develop in some places strategies that

differentiate it's to other destinations (Kotler & Keller, 2012). Moreover, in order to reach the level of influencing tourist behavior, Echtner & Ritchie (2003) hold that a destination should be unique due to its' core competency created when the destination is capable to provide the greater benefit to its target market or to deliver the cheapest facilities (Lee et al., 2014) which create a competitive advantage. In addition, this destination should develop in some places some strategies that differentiate it's to others and it should be well recognized (Kotler & Keller, 2012).

So, destination loses its value if it is not able to attract and retains its target market (Gursoy et al., 2014). Moreover, many authors demonstrated that the image of a destination positively influence the guest's decision to choose the destination (Chi et al., 2013).

Moreover, destination image can be defined as the set of natural image, cultural environment, price, infrastructure, accessibility, local cuisine, leisure and entertainment (Ngoc & Trinh, 2015). So destination image is a complex and holistic concept that depends on not only the service: a particular good characterized by it's intangibility (because it cannot be touch); inseparability (the guest cannot separate the service with the producer of the service); heterogeneity (service change every time depending on the mood, the situation and even the same service producer in the same condition will not produce exactly the same service as the last time); and perishability (a guest cannot buy a service and store it or a service produced is consumed directly) but also by the place image where the service is provided as the road, the hotel, the restaurant, supermarket, attraction, and many others.

According to Gallarza et al (2002), destination image can be presented under 4 theoretical concepts which are:

- Complex nature of destination image: the complexity of destination image can be attributed to 3 variables that makes image which are cognitive image, affective or evaluative image, and conative image and the unique interaction among them.
- Multiple nature of destination image: in talking about the multiple nature of destination image, Gallarza et al (2002) implied that multiplicity refers to the existence of several variables or factors that give the identity of a destination image such as climate, accommodation, shopping, entertainment, tourist sites, and other tourism facilities.
- Relativistic nature of destination image: the concept of relativistic nature of a destination is in reference of it simultaneous subjectivity (changing from person to person) and comparative (perception among many objects). Worldwide, the subjective nature of destination image is acknowledge, in the sense of customer experience and satisfaction.
- Dynamic nature of destination image: destination image can change depending on time and space. For instance, the climate of a particular destination changes according to the season.

To the concept of destination image, the theory of image wrote by Beach (1990) will be apply. So, image theory is a ‘decision making in personal and organizational contexts’. Thus to build a destination image both the personal and the organizational ideas are required.

3.3 Perceived Value

Keith (1981) underlined the citation of William James: ‘part of what we perceive comes through our senses from the object before us, another part always comes out of our own head’. So, the tourist perception is influenced by the things which surround him and the things the tourist has in his mind. In addition, perception is a process by which people organize and interpret their sensory impressions in order to give a meaning to their environment (Robbins & Judge, 2007). Moreover, for Martin (1974) perception is ‘a complex process by which people select, organize and interpret sensory stimulation into a meaningful picture of the world’ (Keith, 1985). So, perception has 3 steps:

- Selection process: when the tourist select the information he see depending on what he is looking for or depending on his priorities.
- Organization process: in this step, the tourist organize the information in his mind.
- Interpretation: the tourist interpret or analyze the information which were organized in his mind.

According to Rokeach (1973) value is ‘a specific mode of conduct or end state of existence’. So, value is a set of principles or standards of behaviour. Value can also be defined as a ‘personally or socially preference to an opposite or converse mode of conduct or end-state of existence’ (Robbins & Judge, 2007). So, value is can be a personal or a social chose of conduct that can be consider as important in some one’s life.

Perceived value in a customer point of view is the difference between total customer benefit and total customer cost. In this definition of perceived value, total customer benefit is the set of product benefit, service benefit, personnel benefit, and image benefit where product benefit is what a customer gain from buying a particular product or what he/she benefit from using the product. Then, the service benefit is the degree to which a service fulfill a customer need or want. Personnel benefit is the degree to which the personnel skill and talent is appreciated and recognized by the customer. The last element the made the total customer benefits is the image benefit.

The image benefit can be defined as what the customer have in memory when he/she is thinking about the place. While total customer cost is the sum of monetary cost, time cost, energy cost, and psychological cost. Where monetary cost is the amount of money or the monetary sacrifice that a customer most pay to receive a product or a service; the second cost is the time cost which is the time spend by customer to find and acquire the product or service. Then the energy cost is the energy spend when a customer is looking, backing, and buying a product or a service, and the psychological cost (Kotler & Keller, 2012).

Moreover, perceived value is the relationship between benefits and sacrifices (Bajs, 2015). So, benefits are made of quality benefit which is the set of tangible and intangible quality benefits; functional benefit which is the performance that come from the product quality; then emotional, social and affective benefits. To the benefits, the customer will subtract the sacrifices or costs to find the profit. Sacrifices are monetary sacrifice like price and non-monetary sacrifice such as time, energy, effort, and perceived risk (Bajs, 2015). So, perceived value is the fruit of both the effort of the

marketer to deliver the higher benefit or attribute and the influence due to the presence of competitors.

For Hellier et al (2003) perceived value is referred as the customer's overall appraisal of the net worth of the service, based on the customer's assessment of what is received (benefits provided by the service), and what is given (costs or sacrifice in acquiring and utilizing the service) by Gursoy et al (2014). Moreover, for Zeithaml (1988) perceived value is the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given (Cheng & Lu, 2014). Also, perceived value is considered as a tool to predict customer intentions Fraering & Minor (2013).

In the same hand, perceived value has 4 dimensions: quality, emotional, price, and social values. So, quality value or functional value is the set of practical or technical benefits that consumers can obtain by using a product; emotional value is the mental or psychological needs of consumers and the utility that derive from the feelings or affective states that a product generates; the price value is the set of cost, time, effort used to obtain the product; and the social value refers to the social utility (status, prestige) that consumption of the product conveys (Walsh et al., 2014).

In this work, the exchange theory was used to define perceived value. The exchange theory says that people interact with each other because of profit (Jiang & Kim, 2015). So, customers are ready to change something valuable for a good and service if they are sure that the benefits or the attributes of the product or service is greater than what they are exchanging the product or service for.

3.4.1 Satisfaction

Satisfaction is the degree to which customer's expectations matched the product or service quality (Zabkar et al., 2010). So, when the product quality reach the customer expectation, the customer is satisfied by the product. Moreover, Satisfaction can also be defined as a post purchase evaluation assessment regarding a particular purchase encounter (Su, Hsu & Swanson, 2014). The above work has explained that before, within or after a customer visit a particular destination, he has some expectations which should be meet. So, when the destination image quality matched the tourist expectation, this tourist is satisfied and his satisfaction scale rating is high. So satisfaction is an evaluation of what a customer expect to receive from an experience and what the customer has received presently. Moreover, customer satisfaction is the extent to which the perceived performance of a product matches a customer's expectations (Dibb & Simkin, 2004). So, satisfaction comes when the product perform in the same level as the customer expects.

According to Oliver (1996) satisfaction is a final state of feeling and evaluation of the purchase process and consumption of a product or service (Iris & Hanquin, 2014). So satisfaction rating is a feeling that come from a customer heart and which is created from the information search process to the purchase process and which is influenced by the consumption of the product. Moreover, destination satisfaction is the level to which a destination attributes or benefits meet the tourist needs or expectations (Taplin, 2013). So, before traveling to a destination, tourists build many expectations in their mind as describe before, then during their stay or after their journey, these people will compare those expectation with the destination attributes. If the destination attributes match or meet the tourist expectations, these tourists will feel satisfied.

Customer satisfaction can be measured through motivation. According to Maslow's theory of self-actualization, customers are motivated by physiological needs (hunger, thirst, sex, and activity), safety needs (security, order, stability), belonging needs (love, affection, affiliation, and identification), esteem needs (prestige, success, and self-respect), and self-actualization (Rittichainuwat et al., 2008; Chen & Lu, 2013). So, the concept of satisfaction is very dynamic and it depends on the level the customer finds itself in the Maslow's pyramid. For instance, a customer in the level of physiological needs is more likely to be satisfied by products that solve the hunger, thirst, or sex need. But if the same products are delivered to a customer who needs security, this customer will not be satisfied because these products will not fulfill his needs. In addition, we have two general factors of motivation: pull and push factors (Chen & Lu, 2013).

Pull factors are the set of attributes that can attract tourists. For instance, some destinations are well known for their weather, local cuisine, and historical sites. These attributes can be considered as a stimulus for internal motives. Mostly these motives can be touched and be linked to the destination condition (Yoon & Uysal, 2005).

Push factors are factors which are to satisfy socio-psychological needs. They are internal motives which motivate people to travel such as culture and history. In addition, they are three forms of socio-psychological needs. Firstly the self-honor, then the evasion, and at last the innovation need (Daan, 1981). Self-honor need is the penchant to be known by the society, and relatives (Lee & Crompton, 1992). Individuals who develop this type of need like to share its experiences with others mostly when it is unique. Those who develop Evasion needs are individuals who like

new experience in life. Innovation needs are for those who always find unknown places and like adventure.

Because destination image is a complex field that gather several other disciplines and that combine many attributes, satisfaction in one aspect of the journey is not enough to create an overall positive evaluation of the particular destination. So, this work will more emphasize on overall satisfaction as an element for destination image overall evaluation instead of satisfaction.

3.4.2 Overall Satisfaction

Overall satisfaction is a positive evaluation of the comparison between destination image components and expectation (Ngoc & Trinh, 2015). So, tourists are satisfied in the entire journey process when each component of the destination image match their expectation for this particular component. Thus, Overall satisfaction is a set of food/beverage satisfaction, hotel service satisfaction, casino service satisfaction, and shopping service satisfaction (Gao & Lai, 2015). So, overall satisfaction is created after the customer feel satisfied at each level of the trip.

Moreover, overall destination satisfaction is a set of natural satisfaction, cultural satisfaction, price, infrastructure, accessibility, local cuisine, leisure, and entertainment (Ngoc & Trinh, 2015). In addition, overall satisfaction is made of suitable climate, affordable cost, good amenities and residential areas, presence of an embassy or a representative of the program, health care facilities, friendly people, in addition to political stability and security, good communication tools, and a central travel location (Kee & Ghazali, 2014). Furthermore, overall satisfaction is a sum of service fairness, service quality, and destination image (Su, Hsu, & Swanson, 2014).

So, overall satisfaction is a concept that combine the tourist satisfaction on all attributes (products and services) which the destination can provide. Moreover, overall satisfaction can be measured by using the normative theory (Andreas, Seigyoung & Omar, 2014). The normative theory is used to measure customer feeling and opinion about a product or service. So, in order to rate a destination image attributes, tourists used their emotions, knowledge, and ideas about the benefits or facilities this destination provide to the guests. The higher the emotion and higher the overall satisfaction rating. Also the better the opinion, the higher the overall satisfaction rate.

Chapter 4

RESEARCH HYPOTHESES AND MODEL

Chapter four will be for the elaboration of the research model by modification and adjustment of old research models in the literature and the elaboration of the hypotheses that will be tested in the study.

For many decades now, destination image has been the focus point of several writers in the tourism and hospitality business. This study investigates the relationship between destination image and perceived value and the relationship between perceived value and overall satisfaction in the customer point of view. So, the research hypotheses and model of this work are the results of other author studies and they will help the writer to investigate the above relationships. The main question of this work is to determine the attribute that customers consider the most in Douala-Cameroon after or during their visit and to find out the reason why Douala-Cameroon as a touristic destination has not yet attained its peak of tourist arrival.

4.1 Research Model

As stated in the above thesis, many researchers have investigated the relationship between destination image, perceived value, and overall satisfaction but they came out with something different from one another in a certain point and still correlative. So, the following model is the adapted model of Sun, Chi, Xu, (2013).



Figure 2: Research Model

Figure 2 shows the relationship between destination image and perceived value then the relationship between perceived value and overall satisfaction. This model will be used for the remaining work.

4.2 Elaboration of Research Hypothesis

Hypotheses are ideas that show the relationship among variables. So, hypotheses will be elaborated for the relationship between destination image, perceived value, and overall satisfaction and these hypotheses are the work of some researchers in the tourism and hospitality field from 2014 till 2015.

4.2.1 Destination Image Influences Perceived Value

Destination image is the set of natural image, cultural environment, price, infrastructure, accessibility, local cuisine, leisure and entertainment (Ngoc and Trinh, 2015). So destination image is a complex and holistic concept that depends not only on the service: a particular good characterized by its intangibility (because it cannot be touch); inseparability (the guest cannot separate the service with the producer of the service); heterogeneity (service change every time depending on the mood, the situation and even the same service producer in the same condition will not produce exactly the same service all the time); and perishability (a guest cannot buy a service and store it or a service produced is consumed directly) but also that depends on the products which are the complete opposite of services. Also, destination image is a set of all tourism facilities available in a particular destination.

A good destination image can shape the opinion, the action and the perception of tourists (Vicol & Zaiř, 2014). So, a good destination image can influence a tourist thought of the destination and the tourist decision to visit this destination. Thus, a destination loses its value if it is not able to attract and retains its target market (Gursoy et al., 2014). In addition, a good destination image should be able to sell itself through its attractions and facilities. So, destination image is positively related to perceived value Gursoy et al (2014). Furthermore, destination image is a good predictor of perceived value (Vicol & Zaiř, 2014; Chenga & Lu, 2014). When a tourist visit a destination that provides all required benefits, his needs are fulfilled and he perceived the value that is attached to his journey to this destination (destination image is positively related to perceived value).

Hypothesis 1: There is a positive relationship between destination image and perceived value.

4.2.2 Perceived Value Influences Overall Satisfaction

Perceived value in the customer point of view is the difference between total customer benefit and total customer cost (Kotler & Keller, 2012). So, the customer subtract the total cost on the total benefit in order to measure the value a destination can deliver to tourists. In this definition of perceived value, total customer benefit is the set of product benefit, service benefit, personnel benefit, and image benefit. Product benefit is what a customer gain from buying a particular product or from using the product (quality or performance of the product). Then, the service benefit is the degree to which a service fulfill a customer need or want (quality of the service). Personnel benefit is the degree to which the personnel skill, talent, knowledge, and friendliness is appreciated and recognized by the customer. The image benefit can be defined as

what the customer has in memory when thinking about a place. And total customer cost is the sum of monetary cost, time cost, energy cost, and psychological cost. Monetary cost is the amount of money or the monetary sacrifice that a customer must pay to receive a product or a service. The time cost is the time spent by customer to find and acquire the product or service. And the energy cost is the energy spent when a customer is looking, backing, or buying a product or a service (Kotler & Keller, 2012).

Hotel guest experience is strongly related to satisfaction rating (Xiang et al., 2015). The satisfaction any customer gets from his or her visit to any hotel based on the customer's experience from different points of service delivery, from the reception desk to the room services and other hotel personnel and facilities at the disposal of the customer. In addition, the interaction between customer and the personnel is a key that leads to satisfaction (Binta & Mavondo, 2014).

Perceived value is a variable that is positively related to satisfaction (Gursoy, Chen, & Chi, 2014). Since perceived value determines purchase, the value of the product that any hotel is offering must worth the price and meet the expectations of the customer for the customer to derive maximum satisfaction. Moreover, perceived service quality has a positive impact on satisfaction (Su, Hsu, & Swanson, 2014). The satisfaction that a customer will derive from given service will be determined by already established quality rating in the mind any of the customer. It was recently demonstrated that perceived value is positively related to satisfaction (Bajs, 2015) and perceived value is positively related to overall satisfaction (Hallmann et al., 2015).

Hypothesis 2: There is a positive relationship between perceived value and overall satisfaction.

Chapter 5

METHODOLOGY

Methodology part of this thesis is basically about the research method used to carry out the study, the sampling and data collection.

This work grow baked by quantitative and qualitative study on destination image attributes. The independent variable scale (perceived value) has been found through the interviews which were open ended to identify the unique attractions of Douala.

5.1 Phenomenological Approach

This research required the use of two types of methods that complement each other. Firstly, a quantitative method was used because of the questionnaires, hypotheses, and theories. Then a qualitative approach of methodology which complement the first approach with the presence of interviews that provide the audience with the personal experience of the guest in order to find the attribute that customers consider the most in Douala. Moreover, according to Forman et al (2008), Jacobs et al (1999), Malterud (2001), Polit & Beck (2010) and Kajornboon (2005) cited by Rittichainuwat & Rattanaphinanchai (2015), a mixture of qualitative and quantitative approaches give a better understanding of a phenomenon. So in order to understand the effect of destination image in perceived value and the relationship between perceive value and overall satisfaction, it was crucial to use theories that have been verified by other authors and the personal experience of each guest.

Table 5: Comparison between Quantitative and Qualitative Research

Quantitative approach	Qualitative approach
Objective	Subjective
Deductive	Inductive
Generalizable	Experiential
Numbers	Words

According to table 5, quantitative research is a method used to analyze huge demographic information (Hague, 2006). So, it requires a huge number of respondents, demographic differences such as age, employment status, gender, matrimonial status, and income. Moreover, the deductive approach of quantitative research is used when the author is trying to approve the conclusion that was made by another author by using hypotheses (Altinay & Paraskevas, 2008). This method is advantageous because it help to better understand the relationship between variables.

In addition, qualitative research is a type of research method that can be done through at least one of these three sub methods: the focus groups, the projection, and the depth interview (Scott & Albaum, 2012). In addition, Laird & Byrne (1991) agreed that inductive approach is a process whereby from sensible singulars, perceived by the senses, one arrives at universal concepts and principles help by the intellect mention by Altinay & Paraskevas (2008). This means that the researcher draws a result from small evidence (s) or from the evidence, the conclusion is out.

Table 6: Comparison of Quantitative/Qualitative Research on some Issues.

Issues	Quantitative	Qualitative
Sample size	Large (minimum 200)	Small (less than 50)
Question	Standardized structured	Semi-structured unstructured
Administration	Many executives	Research executive
Data conversation tool	Questionnaires, computer facilities, and large statistic	Interview, notes, and narrative analysis
Reliability	Relatively high	Relatively low
Accuracy	Relatively high	Relatively low

According to table 6, quantitative research is characterized by a large number of respondents (minimum of 200) who are to fill standardized questionnaires build by many executives (Hague, 2006). Instead of questionnaires, computer facilities can also be used by the writer in order to collect huge data. On the contrary, qualitative research has small number of respondents who have to be interviewed about a particular issue with semi-structured questions (Hague, 2006). The particularity of this table is: quantitative approach is more reliable and accurate than qualitative approach.

5.2 Sampling Method

Sampling is the process of choosing the population that will make the study result (Altinay & Paraskevas, 2008; Scott & Albaum, 2012) and sampling is used for huge group of respondents.

The probability or random sampling is suitable when every element of the population has a probability or chance of being selected and the random sample is also used in

need of accuracy. This method includes four sub-methods which are the cluster, the stratified, the simple, and the systematic sampling. The advantage of this method is that it is possible to calculate the error that occurs during the use of this method.

The stratified sample is a process of dividing the population into small groups of people and arranging the groups in order (from the larger to the smaller) in form of pyramid. This helps the researcher to make a fast and simple interview.

The nonprobability or non-random sampling is a different type of selection of member of the population. It involves four sub-methods such as convenience or accidental, snowball, purposive, and quota sampling.

Convenience sample is used when the selection of the population depend on the accessibility and proximity to the author.

Quota sample is a method used to determine the exact proportion of respondents that will represent a group of people. This helps the researcher to include all groups in the study.

This research used a convenience method because the 2 hotels, the 2 restaurants, Youpwe, Central, and Mboppi Markets are closed to Bonaberi quarter where the author resided. So, the population was close to the author and easy to access.

5.3 Instrumental Development

The quantitative analysis was made through 38 questions arranged as followed. 14 first questions that address the general information of the customers like the country of residence? How they discover Douala-Cameroon? The number of time they travel to this destination? If they travel alone? Their ages? Their employment and marital status? Their gender? And some aspect of their trip are the work of Mason & Nassivera (2013). The next page was the scale made of 24 items of destination image and overall satisfaction where 12 were from Assaker (2014) those are friendliness, Costs/price levels, personal safety, nightlife and entertainment, shopping facilities, historic sites, climate, accommodation and facilities, tourist site, cleanliness, and casino facilities; 3 items: local transportation, local cuisine, and cultural attraction were collected from Girish (2008); and 9 other items have been added from Mason and Nassivera (2013). The qualitative analysis was made through 7 questions which made the interviews and which aims were to understand the raison for the tourist visits, their perspective of Douala-Cameroon as a tourist destination, to know the best site according to each tourist, the get their personal evaluation of the Sawa meal, the learn about their preferred dish, to learn about their best experience, and their worse experience.

5.4 Population and Samples

The population responsible for the survey was foreigners above 18 years old. The methods used were the convenience sampling with questionnaires in addition to interviews. So the convenience sampling was because tourist sites which were considered as well as the hotels and restaurants were close to Bonaberi the author quarter of residence. In these sites, questionnaires were shared through the selfadministration method of Leisen & Birgit (2001) which means that the author has to give one questionnaire to one tourist and the filled questionnaires was collected the

next day. Also, in these tourist facilities (tourist sites, hotels, and restaurants), at the same time, interviews were made when the author had an opportune to interview a respondent. This because some respondents were in groups of people where some of them preferred interview that filling the questionnaires. So, 6 persons were interviewed. Data were collected in a short period of the month of March 2015 (within a week). 230 questionnaires were shared and 201 were collected and well filled that made a percentage of 86.95%. 19 questionnaires were no way to be found because some respondents move out of the hotels where the questionnaires were shared and they did not return the questionnaires, and 10 came back uncompleted. The interviews were made in order to find if the Sawa local cuisine and culture were appreciated by tourists.

5.5 Data Collection Procedure

In order to have the individual evaluation of Douala-Cameroon as a destination according to the customers it attracts, questionnaires were shared to 2 hotels and 2 restaurants of the place with the help of relatives who are on duties in these places. Then face-to-face interviews were made in some important part of the economic city where it is easy to find tourists such as Mboppi Market, Central Market, and Youpwe. The fact that many areas were covered was to meet many foreigners as possible in a short period of time. This town was chosen because of the activities that are going on there, the fact that it is a metropolitan zone where it is quiet easy to find tourists even in time of crises, it is less expensive, and less time consuming since it is a well know area of Cameroon where francophone people are pleased to be, and it is close to the author residence.

This study was targeting the most possible number of guests above 18 years old available in one week of the month of March. To make sure that only foreigners (non-Cameroonian) were involved in the process, the respondent nationalities were asked before the interview started or questionnaires were shared (Sun, Chi, & Xu, 2013). Moreover, for questionnaires, because Douala-Cameroon is in the French zone of the country, 210 questionnaires were made in French while 20 questionnaires were translated in English through back-translation of Drew & Ajay (2015). So the questionnaires were first of all wrote in French then translated in English. Also the interview of the Chinese man in the Central Market of Douala was made through the intermediary of a Cameroonian whose duty was to translate the questions in Chinese language then the Chinese answer in French (Drew & Ajay, 2015). Later on, the French version was translated to English.

5.6 Measurement and Data Analysis

To measure the one and only image of the destination, Douala-Cameroon main views have been selected and interviews were made.

So for this survey, the guest responsibilities were to give their personal evaluation (a satisfaction rating) of the destination attribute based on a 5 point Likert Scale (from 1 completely disagree to 5 completely agree). Then in the last part of the questionnaire, the respondents have to answer the questions by yes or no it help to define the overall Satisfaction (Sun, Chi, and Xu, 2013).

Chapter 6

RESULTS

Results are the combination of all the findings, the results of hypotheses tested, and the relationship between hypotheses according to the research.

6.1 Demographic Characteristic of the Sample

This work was done by the intervention of 201 respondents in term of questionnaires. According to table 7, the sample consisted of 133 male who responded (66.2%) and 68 female who responded (33.8%). Moreover, between the respondents, 80 people were employed for a percentage of 39.8%; self-employed people were 54 that means 26.9%; then unemployed person were only 8 for a percentage of 4%; in addition, there is 5 % of retired people; 12.9 % of students; and 11.4% others.

Furthermore, looking at age, the majority of respondents had 30-50 years old this is around 103 respondents for 51.2 % followed by more than 50 years old with the frequency of 52 (25.9%). Then 22-30 years old that represented 28 people for 13.9% and 18-22 years old for 9%.

Looking at the marital status, the greatest frequency is given to the married people that represent 52.2% that means 105 respondents; followed by the single people with 87 representative for 43.3 %; then divorced people which make 4.5%.

Concerning the average spending, 63 was the greatest number of people who spend approximately the same amount (100000 of Cameroon currency) and 1 was the lowest number of people who spend approximately the same amount (70000; 690000; and 700000 Cameroon currency) with a percentage of 0.5% for each amount of money spend. Also, 11 countries are represented on the questionnaires.

Table 7: Frequencies

Country	Frequency	%
Nigeria	53	17.4
France	32	15.19
Germany	8	4.0
Equatorial Guinea	34	16.19
Laban	17	8.5
China	41	20.4
Gabon	28	13.9
Italy	2	1.0
Spain	2	1.0
Canada	1	0.5
Belgium	1	0.5
Total	201	100.0
Age		
18-22	18	9.0
22-30	28	13.9
30-50	103	51.2
More than 50	52	25.9
Total	201	100.0
Gender		
Male	133	66.2
Female	68	33.8
Total	201	100.0
Marital Status		
Single	87	43.3
Married	105	52.2
Divorced	9	4.5
Total	201	100.0

Table 8 shows that 39.8% of respondents were employees and the more important in number, while only 4.0% of respondents were unemployed. Moreover, according to this table the most important way the respondents learn about the city was through relatives for 104 respondents to 51.7% and the less way was through business partners only for 8 respondent representing 4.0%. The greatest number of tourists in Douala-Cameroon is for business people with 43.3 %.

Table 8: Demographic Profile of Respondents (n=201)

Employment	Frequency	%
Employed	80	39.8
Self-employed	54	26.9
Unemployed	8	4.0
Retired	10	5.0
Student	26	12.9
Total	201	100.0
Info		
Neighboring county	18	9.0
Relatives	104	51.7
School	18	9.0
Football	13	6.5
Business partner	8	4.0
Total	201	100.0
Reason visit		
Rest and relax	15	7.5
Visiting relative	41	20.4
Business	87	43.3
Culture	6	3.0
Religious	19	9.5
Total	201	100.0
Average spending		
700000.0	1	.5
100000.0	63	31.8
690000.0	1	.5
700000.0	24	11.9
1000000.0	30	14.9
7000000.0	1	.5
100000000.0	2	1.0
Total	201	100.0

Table 9 illustrates the 24 questions that made the personal evaluation or agreement scale for each of the respondent. The table illustrates the number of respondents for each attribute, and the minimum 1.00 and the maximum score 5.00. Mean score and standard deviation are also underline.

Table 9: Agreement Scale

Item No	Question	Number Vali	Miss.	Min	Max	Means	Std Dev.
1	Know about	201	0	2.00	5.00	3.78	.77
2	Friendly	201	0	1.00	5.00	3.58	.80
3	Skilled/talented	201	0	2.00	5.00	3.63	.75
4	Destination	201	0	1.00	5.00	3.71	.87
5	The guest is kind	201	0	1.00	5.00	3.48	.78
6	Secured	201	0	1.00	5.00	2.58	.85
7	Perceived fairness	201	0	1.00	5.00	2.94	.79
8	Cleanliness	201	0	1.00	5.00	3.07	.77
9	Suitable climate	201	0	2.00	5.00	4.10	.79
10	Diversity of culture	201	0	1.00	5.00	4.51	3.62
11	accommodation	201	0	2.00	5.00	3.45	.70
12	transportation	201	0	1.00	5.00	3.32	.742
13	local cuisine	201	0	2.00	5.00	4.43	.76
14	Possibility shopping	201	0	2.00	5.00	3.88	.73
15	Entertainment	201	0	1.00	5.00	4.02	.93
16	Other events	201	0	2.00	5.00	4.32	.77
17	Casino service	201	0	2.00	5.00	3.89	.89
18	Degree of trust	201	0	1.00	5.00	2.55	.81
19	Price	201	0	2.00	5.00	4.05	.73
20	Quality of beverage	201	0	2.00	5.00	3.48	.75
21	tourist sites	201	0	2.00	5.00	3.43	.74
22	Tourist participation	201	0	2.00	5.00	3.80	.75
23	Experience gained	201	0	2.00 0	5.00	3.75	.80
24	Overall satisfaction	201	0	2.00	5.00	3.72	.76

From this table, diversity of culture (4.51), local cuisine (4.43), and other events (4.32) have the highest means. And fairness (2.94), secured (2.58), and trust (2.55) have the lowest means.

Table 10: Interview Analysis

Respondents	Local cuisine	Preferred dish	Others	Trust	Fairness	Security
1	good	roosted fish	fun	no		
2	good	Ndole with myondo	Culture	no		
3	good	roosted fish with myondo	Fun		no	No
4	Not good	Grilled meats		no		
5	good	roosted fish and plantain				
6			Culture			

According to table 10, they are 6 respondents for interview. Within this 6 persons, 4 agreed that Sawa local cuisine is good which made 67 % of respondents. But 1 respondent dislike the Sawa local cuisine (16.6%) and 1 respondent did not give any answer for this question (16.6%) because the question was no asked to this person.

For preferred dish, 83.33% of respondents have a particular dish the preferred more than other dishes. And only 1 respondent did not give any answer that can help to know his opinion about the preferred dish. This result confirm the previous one.

For diversity of culture and other events, 4 respondents gave their personal view in a sense that 2 experienced diverse cultures in Douala which they like (33.2%) and 2 have got a lot of fun which was provided by other events (33.2%).

So, local cuisine is the common benefit that attract the most tourists in Douala-Cameroon this because the quantitative results and the qualitative results show that local cuisine has the highest rate. Thus, for this destination, the uniqueness is created through the Sawa dishes.

For trust, fairness, and security only 4 respondents answered out of 6. This is because the question about the worse experience in Douala-Cameroon was not asked to the 2 other respondents. So, out of 4 respondents, 3 mentioned a case of lack of trust (75%) and 1 mention a case of lack of fairness and a case of lack of security (25%).

So lack of trust is the common problem that faced tourist in Douala-Cameroon. This qualitative result go in line with the quantitative results which show that lack of trust is one of the main problem in Douala-Cameroon.

6.2 Factor Analysis

Extraction Method to separate factors used the Rotation Method of Varimax in addition to Kaiser Normalization. So table 11 is the analysis of image benefits of Douala-Cameroon. The Eigen value of elements is greater than one. The competency sampling of KMO (Kaiser-Meyer-Olkin) is 0.75 and the whole variance for factor

solutions was 83.02%. So the question asked about Douala explain 83% of the all concept, still another 17 % is not explain by this questionnaire. Factors loading are higher than 0.50.

Table 11: Factor Analysis Results

Factors	Total	F1	F2	F3
Variance explained %	83.02%			
Eigenvalue	83.02	2.5	2.9	2.2
Cronbach's alpha	.89			
1.Perceive value		.88		
2.Overall satisfaction			.85	
3.Destination image				.85
Notes: A five point Likert scale (1= completely disagree, 5= completely agree) was used to measure each attributes. Kaiser-Meyer-Olkin measure of sampling capability is 0.75. Bartlett's test of Sphericity $p < 0.000$.				

6.3 Reliability and Validity

For the investigation of the attribute, the certainty of the factors is indispensable. So, Cronbach's Alpha was used as conventional method to measure the reliability of this work. In relation to Kerlinger (1973) the reliability measurement must be greater than 0.60. Thus, the 0.89 for Cronbach's Alpha of destination image demonstrate that this work is reliable.

Validity generally express if the measurement operation is suitable to measure the items to be measure (Suter, 2006). So to be sure about the validity of a work, the following steps are required:

- Data collection that should be done to the trusty respondents
- Literature review based questionnaires.
- Pilot test to confirm the validity of the questionnaires.

6.4 Correlation

Table 12: Correlation Analysis

Variables	Mean	SD	1	2	3
1-Destination Image	3.6	.41	1		
2-Perceive Value	3.7	.47	.73**	1	
3-Overall Satisfaction	3.5	.61	.78**	.72**	1

The correlation is significant at 0.01 level (2-tailed).

Looking at table 12, they are 3 significant relationships but only 2 are relevant to this work.

So, the relationship between destination image and perceive value is significant ($r=.73$) and the relationship between perceive value and overall satisfaction is significant at ($r=.72$).

6.5 Multiple Regression Results

To examine the multiple regressions the hypotheses were considered and two regression tables were made.

So, for table 13, destination image was the dependent variable. While, perceived value was the independent variable.

Table 13: Multiple Regression Results (1)

Predictor variable	Beta ^a	t value	R ²	F
Perceived value	.58	13.05	.503	270.34

a Standardized coefficients

According to this table, this hypothesis is significant. So destination image is positively related to perceive value (r .58) for the significance of this relationship is >0.1.

According to table 14, overall satisfaction was the dependent variables. While, the perceive value was the independent variable.

Table 14: Multiple Regression Results (2)

Predictor variable	Beta ^a	t value	R ²	F
Perceive Value	.54	5.52	.052	30.43

a Standardized coefficients

According to the regression, this hypothesis is significant. So overall satisfaction is positively related to perceive value (r .54) for the significance of this relationship is >0.1 and t value >2.

Chapter 7

CONCLUSION AND DISCUSSION

7.1 General

The development of this academic work was to cogitate on a conceptual design of the image of Douala-Cameroon based on attributes evaluation, to rate the benefits that pull the overall image of this particular destination.

The outcomes of this thought were argued, some important issues and suggestions were made for the private and the public sector's managers and the local people in the ultimate goal of building a destination that will attract more tourists and sustain them. Moreover, limitations and future research were mention.

7.2 Discussion

The results show that all hypotheses were accepted:

- First hypothesis (H1: There is a positive relationship between destination image and perceived value). This result is relevant to the work of Gursoy, Chen, Chi (2014); O Vicol, Zaiț, (2014) and Chenga & Lu (2014).
- Second hypothesis (H2: There is a positive relationship between perceived value and overall satisfaction). This confirms the study made by Hallmann et al (2015). Which means that perceived value positively influence overall satisfaction.

Also, local cuisine is the common benefit that attract the most tourists in Douala-Cameroon. Thus, for this destination, the uniqueness is created through the Sawa dishes. And lack of trust is the main problem that faced tourists in Douala-Cameroon.

7.3 Conclusion

The main problem statement of this work was to find out why tourism activities in Douala-Cameroon did not yet rich it peak? What are the principal problems faced by the image of this town? What are the quality of tourist facilities? What is the behavior of the local community regard to the so called 'new comers' (tourists)?

The results of this work shows that tourism activities in Cameroon did not yet emerge to it top level because of lack of security, fairness, cleanliness, and trust. But mainly the absence of trust is the attribute that delay tourists from visiting this destination. In addition, the main positive attribute that attract many tourists to visit Douala-Cameroon was local cuisine through the Sawa dishes.

This study contributes to the literature review in the sense that it investigates overall satisfaction which is a dimension the old literature did not emphasized much on. Also, the other gap in the literature is demonstrated through the lack of articles that explained the mediating effect of perceived value in the relationship between destination image and overall satisfaction. Moreover, this study was made in Douala-Cameroun which is very seldom and it focus on the customer perspective of Douala-Cameroon as a tourism destination. Furthermore, demographic factors were used to examine the relationship between destination image, perceived value, and overall satisfaction. In addition, the quantitative method of research was combined to the qualitative approach in order to come out with the results.

So, the aim of this study was to draw a conceptual model of destination image, and investigate its relationship with perceived value (benefit minus cost), also, to investigate the relationship between perceived value and overall satisfaction. The results show that the image of the destination is a good predictor of perceived value, and perceived value a good predictor of overall satisfaction.

This work is worthy because the finding will help both managers that are involved in tourism business in Douala-Cameroon to acknowledge and understand the real needs and wants of their target market, to identify the gap between the expectation and the reality in the field of Douala and adjust their business accordingly in order to be more competitive in the market environment.

7.4 Managerial Implication

The findings of this research have important managerial implications for marketers, planners, and the government; since the most important issues are lack of tourist sites, trust, and safety. These three elements are very important for the decision making process and the behavioral intention.

So one of the crucial problem in this study was the lack of tourist sites. This shows that tourists are aware of the growing competition in the World. So it call directly to the government attention, Cameroon government should try as much as possible to build more tourist sites and to renew the old ones.

The second implication goes on hotels, resorts, restaurants, and other facilities managers. Who have the duties to ensure the safety of the visitors and the quality of employee services, skills, and knowledge in the work.

The government should educate the local population for a need of security for both people and good if they want to increase customer overall satisfaction that will leads to an increase of the benefits of tourists visiting their locality. Also, the local citizen should enforced group security/or city security by disclosing all illegal activities which are taking place in their city. Also, they should create a sort of comity for the cleanliness of the town in relation with the government forces and the private sectors help.

Since the analysis shows that 47.8%, 57.2% and 50.7% of respondents completely agree that the Sawa culture, local cuisine, and events. So, the government should emphasize more on this in order to create awareness and to increase the number of tourist arrival in this destination. Also, an eye should be put into accommodation, transportation system, beverage, and tourist participation.

7.5 Limitation and Future Research

This research has many limitations that must be considered for the future research.

Firstly, only 230 questionnaires was share and just 201 returned completely and well filled. For a better result, the number of respondents should be increased. Secondly, this study was made only in Cameroon. So next time, it will be better to consider other African countries. Thirdly, out of 216 hotels in Cameroon only 2 hotels were used and 2 restaurants.

In the time to come, researcher should look at other towns in Cameroon by adding loyalty dimensions in the scale.

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APPENDICES

Appendix A: Questionnaires

Dear Sir or Madam! Good morning/afternoon. You are kindly invited to participate in a survey which will help us to customize Douala Cameroon according to your needs and want. The interview will take about 10-15 minutes and is conducted anonymously.

1. Where are you coming from: _____

2. How did you learn about Douala Cameroon?

3. Is this your first visit to this tourist destination?

a. No. → How many times have you visited this tourist destination in the past? _____

b. Yes.

4. Did you travel alone?

a. Yes

b. No

5. What are the main reasons for your visit?

a. Rest and relaxation.

b. Visiting relatives and friends.

c. Business reasons.

d. Attending a conference, congress, seminar, and other forms of educations.

e. Culture.

f. Fun.

g. Religious reasons. : _____ 6.

What is your employment status? (Mark the appropriate answer) a.

Employed.

b. Self-employed.

c. Unemployed.

d. Retired.

e. Student.

f. Other, what: _____

6. Gender (mark the appropriate answer):

a. Male.

b. Female. 7. Marital status

a. Single

b. Married

c. Divorce

7. Have you had any reason to complain since you have been staying in this tourist destination?

a. Yes. → Have you filed a complaint? 1. Yes. 2. No.

b. No.

8. Have you had any reason to praise this tourist destination since you are here?

a. Yes. → Have you expressed your compliments? 1. Yes. 2. No. b. No.

9. How much do you spend per person during your stay in Douala on the following items?

a. Transportation (bus ticket, taxi). Approx. _____ FCFA

b. Accommodation. Approx. _____ FCFA

c. Restaurants, cafes. Approx. _____ FCFA

d. Souvenirs. Approx. _____ FCFA

e. Entertainment, entrance fees (theatre, cinema, exhibitions, museum...).

Approx. _____ FCFA

10. Below are listed some statements which refer to the general image Douala Cameroon. For each statement please indicate to what extent you agree with it. »1« means you completely disagree with it, and »5« means you agree with it completely.

See thesis questionnaire.xlsx.

Destination service/ product/tools	Completely disagree				Completely agree
	1	2	3	4	5
Most people know about Douala-Cameroon					
The staff is friendly					
The staff is skilled and talented					
The destination is unique					
The guest is the king					
People are secured					
Guest goods are secured					
Perceived fairness					
Overall cleanliness of the destination					
Suitable climate					
Diversity of cultures					
Quality of accommodation					
Quality of transportation system					
Quality of local cuisine					
Possibility for shopping					
Night life and entertainment					
Offer of cultural and other events					
Casino service satisfaction					
Trust					
Price					
Quality of beverage					
Quality of tourist sites					
Degree of tourist participation					
Perceived value					
Overall satisfaction					

11. After overall evaluation of Douala Cameroon as a destination, please answer the following questions using YES or NO

a. Broadly are you satisfied with the image of the destination?

b. Did you achieve your goal of visiting Douala?

c. Are you intend to revisit the economic capital of Cameroon?

d. Will you recommend this destination to your relative (friends, colleague, and family members)?

Thank you very much for your time and answers. Enjoy the remaining time you have to spend in my beautiful and lovely town 'Douala'.

Appendix B: Interview

The interview part of this work has involved seven questions. So, the first person to talk to was a Chinese encounter in the Central Market of Douala.

Question 1: What bring you to Douala-Cameroon?

Answer: I am here to find shoes and cloth retailers and to great my current retailers.

Question 2: What did you think about Douala-Cameroon as a touristic destination?

Answer: Douala-Cameroon is a great town which is appropriated for business and fun.

Question 3: What is your best tourist site?

Answer: Central Market and Mboppi Market, because those are places where I usually spend time with my retailers and where I am searching for new opportunities.

Question 4: What did you think of the SAWA meal?

Answer: I appreciate the local food of this metropolis, but I still can't compare it to the Chinese food.

Question 5: What is your preferred dish?

Answer: I prefer braised fish and Caterpillars of trees fry.

Question 6: What is your best experience?

Answer: When I visited Douala Bar. I have been opportune to meet a great star of Cameroon music called General Valsero.

Question 7: What is your worse experience?

Answer: The first person who help me to find the Market I was going to swindle me some amount of money and also when I arrive in Central market of Douala, someone pull out my wallet. Good thing for me I didn't keep any valuable tool in it. Moreover, for three days now, I have been looking for new market because the cloth and shoe businesses are now difficult. The retailers and complaining that the find it difficult to sell the goods and those who are interested are looking for very cheap things and still retailers have to pay for the rent, taxes, and to store the Bundles of clothes in the storing room. So they are asking for a reduction in the whole price. This is due to the crisis in Cameroon that push people to spend more in the food stuff than in the shoes, and cloth.

After the Chinese man, the second respondents is a French who come from a group of five person meet in the Restaurant Le Dernier Comptoir Colonial Douala in Youpwe the same day.

Question 1: What bring you to Douala-Cameroon?

Answer: The wedding of my brother with a Cameroonian.

Question 2: What did you think about Douala-Cameroon as a touristic destination?

Answer: I personally like the place because I couldn't imagine that I will find some amazing places in Douala-Cameroon. I always thing that Africa is a poor place and that nothing good can come from here. But I was surprised to find that some of the things we have in France are here but will a higher aesthetic there than here.

Question 3: What is your best tourist site?

Answer: the Art Museum of Douala-Cameroon.

Question 4: What did you think of the SAWA meal?

Answer: It is very good in taste, but unhealthy. Because of the use of red oil to prepare most of them and too much spices.

Question 5: What is your preferred dish?

Answer: Ndole with Myondo, Roosted Fish and chicken, and Mbongo Fish.

Question 6: What is your best experience?

Answer: I was to impress by the custom marriage. Because, when our sister in law described it to us before we travel to Douala-Cameroon, it was sounded easier and less amazing than what I saw. All the day, we were walking around, doing one or two things, helping for the food preparation for ladies and women and to buy palm wine

and other drinks for the men because the red wine and whisky were both by a family friend who came from Equatorial Guinea. But when the night came, the elders of her family came together and asked the strangers (we) to come and tell them what bring us to their court as if they were not aware of our presence. This custom is very interesting because of the suspect the put on it. The cover their daughters with a white veil and make them to past in front of all of us and the groom have to choose from the set of ladies his bride and each time he miss the person he has to pay 25,000 FCFA until he got the one. By that time, the other persons are eating and drinking. Also, the way they prepare the chickens; they didn't cut the head of the animals, they just drag it, and pass it directly on fire, then when the feathers were completely burn and the chickens were done, everyone have to eat its with spices separately quickly before it became cold.

Question 7: What is your worse experience?

Answer: When the light when off because of a technical problem in the distributor. So, a part of this beautiful ceremony was made in the darkness. Fortunately, when this occur, the custom weeding was almost going to the end.

After a long day characterized by the relaxation in youpwe and the interview with the first French people, another interview was hold with a younger French citizen in the Wouri Breach while going back to Bonaberi.

Question 1: What bring you to Douala-Cameroon?

Answer: I came to visit friend, and family and to have fun.

Question 2: What did you think about Douala-Cameroon as a touristic destination?

Answer: Douala is a beautiful destination but which suffer of a bad construction plan, the buildings are not suitable for the destination, roads are very bad, and tourist sites are very few. Nevertheless, in Douala, I felt in love with the local cuisine and also things are cheap and the currency is not powerful.

Question 3: What is your best tourist site?

Answer: La Rue de la Joie Deido. Since I have been visiting this destination in the past 6 years, I cannot go back without visiting La Rue De La Joie of Deido.

Question 4: What did you think of the SAWA meal?

Answer: Generally, I like all the SAWA meals, their spices, and their mixtures. And I think I can no more stay for long without eating its.

Question 5: What is your preferred dish?

Answer: Roosted Sole or Silurid fish with Myondo, Ndole with Plantain walls up fry or boiled.

Question 6: What is your best experience?

Answer: All week-end, in the bar opposite of you, there is an old friendly, woman, with a smooth hand in cuisine who sells peper soup of silurid, pork, and beef with

plantain, kassava, and koko at a very low price (1000 FCFA) the plat. Last week, she gave me a plate of food free of charge because she consider me as a good customer.

Question 7: What is your worse experience?

Answer: During my last stay in Douala, I went to a well know snick bar of the place and the barman increased my bill of 5000 FCFA. I was so unhappy but I couldn't complain because I could not predict his reaction since I assisted to a blood fight in Douala between local people because of money issues.

The coming day morning, at the bus stop in La Gare de Bonaberi, a Lebanese gave the privilege to be interviewed.

Question 1: What bring you to Douala-Cameroon?

Answer: Land business. My uncle told me that I can buy lands in Douala at cheap price through the intermediary of the wife and sell it later in a higher price.

Question 2: What did you think about Douala-Cameroon as a touristic destination?

Answer: Douala is a beautiful city by night and it is also good for businesses because of the opportunities it present for those who are interested. But to talk about touristic site, there is not really.

Question 3: What is your best tourist site?

Answer: Bonaberi. Because it is where I am looking for lands now.

Question 4: What did you think of the SAWA meal?

Answer: I am not yet in love with Douala meals, I still prefer my local dishes even if the taste here is not that the same but it is preferable, it help me to feel at home.

Question 5: What is your preferred dish?

Answer: Grilled meats that people sell in the Ministry of Soya.

Question 6: What is your best experience?

Answer: I recently meet a primary class mate in Marchet Mboppi, the man is selling jewels and he told me that he is here for more than 10 years.

Question 7: What is your worse experience?

Answer: People here are used to dupe others. So I was surprised that when I arrive here, my uncle had the courage to take money from me and even I have to do some

things by myself. So what he promised me that he will do, he did some of them for few days, now he is always saying that he is busy. That makes me to be angry at time. Since we are done with the dialogue part, let us introduce the simple interview where the interactions with participants were as short essays.

So the first audience was a couple of Chinese made by a man with the wife and their little daughter that have been met in Le Restaurant Chinois De l'Avenue De Gaulle in Bonapriso. They have been asked to share their experience. And the man says: "We are Chinese and we reside in the home of our parents the grand parents of our daughter. We came in Douala-Cameroon to spend a bite of time with them for it is almost six years that we didn't see each other since they relocated to Cameroon for trade reason. Almost every time that we are willing to take a rest out of the house and to eat Chinese meal, we are visiting this restaurant. This is our best restaurant not only because the food here is our local dish but also because our daughter didn't appreciate the SAWA dishes. So to please her, we have to consume Chinese all the time that we are out with her. Son my wife and I appreciate some local dishes of Douala such as roasted fish and plantain but still we should make sure that our daughter feels free".

When coming back from the survey and questionnaire collection, a Nigerian boy share his own experience.

He says: “I am a Nigerien student but I am coming in Bonaberi almost every month to visit my parent who lives here where they are doing businesses. I use to called weave and attachment from my aunt in Nigeria for my parents to sel them in Cameroon. I enter through river with the canoe. The thing that amazes me in Douala was the culture. For instance, I have been opportune to watch Mourning of a well-known and respected SAWA man. The ceremony started early in the morning with the blocking of the road from Deido to Bonaberi creating traffic jam. Moreover, the coffin carrying the corpse was carrying by some men in red and black and on their Shoulders from the mortuary to the house of the late man. Furthermore, Great flood of people were followed them by parents (relatives) to friendly, some were cried while for others they were reunions. The people in red top and pants were responsible to manage the traffic for cars to pass in one way of the roar”.

Appendix C: Table of Personal Evaluation of Respondent

Table 15.1: Personal evaluation of respondents for cultures and local cuisine

Attributes		Frequency	Percent	Valid Percent	Cumulate Percent
Diversity of cultures	Completely disagree	2	1.0	1.0	1.0
	Disagree	6	3.0	3.0	4.0
	Neutral	31	15.4	15.4	19.4
	Agree	60	29.9	29.9	49.3
	Completely agree	102	50.7	50.7	100.0
	Total	201	100.0	100.0	
Local cuisine	Disagree	5	2.5	2.5	2.5
	Neutral	18	9.0	9.0	11.4
	Agree	63	31.3	31.3	42.8
	Completely agree	115	57.2	57.2	100.0
	Total	201	100.0	100.0	

Table 15.1: Personal evaluation of respondents for secured, fairness, and cleanliness

Attributes		Frequency	Percent	Valid Percent	Cumulative Percent
Secured	Completely disagree	12	6.0	6.0	6.0
	Disagree	88	43.8	43.8	49.8
	Neutral	78	38.8	38.8	88.6
	Agree	17	8.5	8.5	97.0
	Completely agree	6	3.0	3.0	100.0
	Total	201	100.0	100.0	
Fairness	Completely disagree	2	1.0	1.0	1.0
	Disagree	58	28.9	28.9	29.9
	Neutral	97	48.3	48.3	78.1
	Agree	39	19.4	19.4	97.5
	Completely agree	5	2.5	2.5	100.0
	Total	201	100.0	100.0	
Trust	Completely disagree	11	5.5	5.5	5.5
	Disagree	93	46.3	46.3	51.7
	Neutral	78	38.8	38.8	90.5
	Agree	14	7.0	7.0	97.5
	Completely agree	5	2.5	2.5	100.0
	Total	201	100.0	100.0	
Cleanliness	Completely disagree	1	.5	.5	.5
	Disagree	41	20.4	20.4	20.9
	Neutral	110	54.7	54.7	75.6
	Agree	40	19.9	19.9	95.5
	Completely agree	9	4.5	4.5	100.0
	Total	201	100.0	100.0	

