

**Destination Image, Destination Attribute and Tourist  
Intention to Revisit and Recommend: An Application  
in Sanaga Maritime-Cameroon**

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## **ABSTRACT**

This research reexamined some survey made previously by scholars on destination image and destination attributes. The survey studied clearly the relationship between destination image components (cognitive and affective image), then tourists perception of overall image of Edea as a destination. Secondly this survey assesses the impact of overall image on the potential future behavior of tourist such as revisit intention and intention to recommend. At last, it assesses if cognitive and affective image are directly and positively related to the intention to recommend and intention to revisit a destination. The survey was run in Cameroon and the particularity of this study is that it is the first study which focused on the destination image, destination attributes and the tourist future behavioral intention on Sanaga-Maritime (Edea) as a destination.

The result of this research shows that based on regression analysis, Cognitive Image influences Overall Image, Revisit and Recommend Intention positively. But when we include Overall Image, in the equation, Overall Image is partially mediating the relationship between Cognitive Image, Revisit, and recommendation. Moreover Affective Image does not have any influence Intention to Recommend. Affective Image has a positive impact on Revisit Intention and when Overall Image is Included in the regression, it plays as a partial mediator. Furthermore, considering the results, some managerial implications have been proposed with some limitations and recommendations for future research.

**Keywords:** Destination image; Cognitive image; Affective image, revisit intention, intention to recommend; Cameroon; Sanaga-Maritime; Edea.

## ÖZ

Bu çalı ma ara tırmacılar tarafından daha önceden yapılmı olan destinasyon görüntüleri, imajları ve özellikleri hakkında yapılmı olan bazı anketlerin yeniden de erlendirilmesidir. Bu anket çalı ması açıkça Edea'nın destinasyon imaj bile enlerinin (bili sel ve duygusal görüntü) ve genel görüntüsünün turistlerin algısına olan ili kisini inceledi. kinci olarak, bu ara tırma destinasyonun genel imajının turistlerin gelecekteki potansiyel davranı nı örne in; tekrar ziyaret etme ve tavsiye niyeti üzerindeki etkisini de erlendirmi tir. Son olarak, e er bili sel ve duygusal görüntünün turistlerin destinasyonu tekrar ziyaret ve tavsiye etmek üzerinde do rudan ve olumlu sonucu varmı diye de erlendirmi tir. Bu çalı ma Kamerun'un Sanaga-Maritime (Edea)' da yapılmı olup özellikle destinasyon imajı ve destinasyon özelliklerinin turistlerin gelecek dönem için destinasyonu tekrar ziyaret etmek ve ba kalarına tavsiye etmeleri konusuna odaklanmı ve burada yapılmı olan ilk çalı madır.

Regrasyon analizine dayalı olarak yapılmı olan bu ara tırmanın sonucu göstermektedir ki, Bili sel imajın, genel imaja ve touristlerin tekrar ziyaret ve ba kalarına tavsiye etme niyetine olumlu olarak etkilemektedir. Fakat, biz bu e itli e genel imajı ekledi imizde bili sel imaj ile turistlerin tekrar ziyaret ve ba kalarına tavsiye etme niyeti arasında kısmı olarak arabuluculuk yapmakta oldu unu görmü bulunmaktayız. Öte yandan, duygusal imajın turistlerin destinasyonu tekrar ziyaret ve ba kalarına tavsiye etme niyetlerine herhangi bir etkisine rastlanmamı tir. Duyu sal Görüntü, tekrar ziyaret niyeti ve genel imaj regresyona dahil edildi inde, duygusal imajın tekrar ziyaret etme niyetine olumlu etkisi bulunmakta olup kısmı arabuluculuk

yapmakta oldu u saptanmı tır. Ayrıca, bu ara tırmada elde edilen sonuçlar dikkate alınarak bazı yönetimsel tavsiyelerde bulunmaktadır. Ayrıca, gelecekte yapılacak ara tırmalar için bazı kısıtlamalar ve tavsiyeler içermektedir.

**Anahtar Kelimeler:** Destinasyon imajı, Bili sel imaj, Duygusal imaj, tekrar ziyaret niyeti, tavsiye niyeti, Kamerun; Sanaga-Maritime; Edea.

# DEDICATION

*To my beloved parents*

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# Chapter 1

## INTRODUCTION

With a population of around 23 million habitants, Cameroon is a country welknown by its cultural diversity which is a good deal for visitors. So with 250 ethnics, Cameroon attracts those who are culture oriented. Cameroon ecosystem is made by mountains, steppes, savannah and different types of wild life.

### 1.1 Problem

Because more and more tourism places are created and develop, customers have nowadays a broad choice in term of tourism destination. Considering the fact that customers are aware of what they really want, marketers in the tourism segment have to build up an image for each destination to somehow influence tourists in their decision making process. A destination is more likely to be chosen when it brand image is strong and positive. That is to says, in other to promote a certain destination successfully in the market place, marketers should differentiate their product (destination) from competitors owns, and advertise its in the goal of the destination to occupy the best possible position in the target market minds (Pereira, Correira & Sshutz, 2012).

This topic is all about destination brand, destination image, attributes and competitiveness. Somehow those items are link in such a way that for the attributes (affective / cognitive) to attract tourists there is an image or a brand which has to be build around them in other to make a difference in the target market segment. Working

on the image of a destination is the best strategy for the success of this destination (Sans & Ramirez, 2013).

A significance of this work is to look at destination benefits and its link to visitor behaviors. A visitor purchase a destination based on its image, their loyalty to this destination (Zhang et al., 2014). Moreover, there is a lack of marketing and communication in the tourism sector in Cameroon, and a lack of professionalism.

## **1.2 Research objectives**

The focus of this study is to assess the image of the destination (the cognitive and affective), the destination attributes and the tourist' perception of the overall image of Sanaga-Maritime (Edea) as a destination image, and their point of view about its main attributes.

However there are some aims under that main purpose which are:

- Renew the destination image of the country
- Focus on the culture of the country as an originality of this study
- Investigate the cognitive and affective attributes of Cameroon (Edea-Sanaga Maritime).
- Assess the link between Cameroon (Edea-Sanaga Maritime) attributes and the tourists' perception.

So, it explore, assess and reexamine the attributes of Cameroon (Sanaga Maritime) as a touristic place. Furthermore, the previous studies on this field, will help to highlight the attributes and particularities of Sanaga Maritime. Furthermore, aim to reexamine the relationship among cognitive, overall images; cognitive, and recommendation;



cognitive and revisit; then affective and overall images; affective and revisit, at last affective and recommendation.

### **1.3 Contribution**

The actual study is very significant as it is developing and testing a theoretical model of destination image in Cameroon (Sanaga Maritime-Edea) which is a unique and attractive destination, especially for those who seek cultural differences. The second significant point of this study is developing different questions in case of Sanaga Maritime-Edea for independent variables of the study which < affective image> variable. Third factor is surveying the direct effects of destination image, attributes (affective and cognitive) separately on the tourist perception.

Moreover there is a very poor publication about tourism in Cameroon. There are No publications about tourism in Sanaga Maritime-Edea. Beside the destination image of the country need to be renew.

As long as this study mentioned any kind of significance, it has some contribution in the literature and practical domain. In the literature it will influence as the current study making contribution to image and motivation theories. Further, the findings of this study will provide important information for a deeper understanding destination image, attributes and competitiveness on the tourist perception. To add, some implications which will be mention at the end of the study will guide any potential manager willing to bring some improvement the tourism in Cameroon (Sanaga Maritime-Edea).

## **1.4 Research outline**

This study will content 7 parts. Firstly, the elaboration of the problem, Secondly, the Aim of this research, the input of the research and skeleton the thesis.

The second part will be expolring Cameroon, and more specifically Sanaga Maritime-Edea as a place to visit, and examine the particularity of it attributes.

The third part will be about the literature review that will go examine the meaning of of destination brand, destination image, destination attributes, and its different aspects cognitive and affective. Moreover it will talk about the importance, the impact of destination image on competitiveness.

Chapter four will provide the research hypotheses and the conceptual model the will be develop.

In the chapter five the methodology will be present in detail.

In chapter six we will discover the results the analysis which have been run.

The last chapter will content the conclusion and the discussion, the finding, managerial implications, future research directions and the limitation of the study.

## **Chapter 2**

### **TOURISM TRENDS AND CAMEROON**

#### **2.1 Tourism trends in the world**

On the 5 of June 2015, the Secretary General Taleb Rifai in her speech mentioned that, all around the world more than a billion of tourists travel across international borders each year. Most of them share the purpose of discovering the natural resources and the biodiversity of the World. But this also involves a problem of pollution of those touristic places which are a part of our environment. Taking some measure to guarantee the cleanliness of our environment could be a big deal but if each tourist makes a little move towards that goal, it will be a billion of moves which could really change things. Therefore, she was joining herself to the international community and was inviting all tourists to make effort while travelling to protect our environment.

From 25 September 2013 to 28 September, a conference took place in Cameroon at SEME BEACH hotel-Limbe between practitioners across the country. The conference was under the theme world water day 2013. The participants were examining how to protect Cameroon water bodies as Africa in miniature.

Tourism is an essential part of most economies in the world today (Honey, 2009). International Tourism ranked as the fourth largest industry in the world and international tourism arrival is estimated to reach one billion in 2012. International tourist arrivals grew over 4% in 2011 and reached a total of 980 million. From 1939

million in 2010, a year characterized by a stilled global economic recovery, series of political changes in the Middle East and North Africa and natural disasters in Japan (UNWTO Advance Release, January 2012). Amidst the persistent global economic uncertainty, tourist arrivals in Europe reached 503 million in 2011, accounting for 28 million of the 41 million additional international tourist arrivals recorded globally. Central and Eastern Europe with Southern Mediterranean destinations had (+8%) each, attained the best report. Asia and the Pacific registered 11 million arrivals at (+6%) increase. The breath of international tourism has grown broadly to encompass the developing countries (Honey Martha, 2009). Around the 1950's there were just about fifteen destinations of which Europe accounted for 98% of them. After the advent of the 1970's, the developing world became a major growth area. Africa maintained international tourist arrivals at 50 million by 2011, as an increase of two million arrivals in the Sub-Saharan destinations with (+7%). This was offset by the losses in North 20 Africa (-12%). The Middle East as well saw a loss estimated at 5 million international tourists arrivals, totaling 55 million (-8%)

## **2.2 Tourism trends in Africa**

Looking at amount of international tourism in Africa at 50million in 2011, Africa expect to increase its share of international tourist arrivals from 50million in 2011 to 60million in 2012, according to United Nations World Tourism Organization (UNWTO) barometer. This is out of the landmark 1 billion international tourist arrivals expected to be attained in 2012 worldwide. Generally speaking, the African travel, tourism and gaming industry represents as an emerging market of over 50 million. Tourism per say includes both leisure and business travel, which has become a vital sector to many African national economies and also acts as an important source of foreign exchange (Mastny, Lisa, 2001). 21 Recent tourism and travel shows that

potential travelers are becoming more aware of the wide diversity of people and environments in Africa, which is different unlike any other location in the world. Couple with the fantastic wild life and natural landscapes to its extraordinary and rich cultural historical heritage.

World Investment Report issued by the United Nations Conference on Trade in 1999, indicated that tourism in Africa ranked third behind telecommunications and agribusiness industries that received considerable foreign direct investments. As a result, tourism organizations, tour operators, governments, hotel groups, airlines and other service-related providers in Africa are now joining forces to ensure that Africa is put firmly on the map as one of the world's premier travel and tourism destinations. As a new travel destination, Africa is attracting more and more Chinese tourists. According to statistics, in 2009, 380 000 Chinese tourists visited Africa, growing 18.6% compared to 2008. While, the first quarter of 2010 saw the arrival of 126,000 Chinese tourists. Players in Africa are taking notice of these factors in their quest to sustain growth in a region where the supply of hotels isn't matching the increasing needs enough (Nelly Nyagah, 30 Nov 2010). A key trend to watch was the highlighting of the "Obama Effect" by The Global Trends Report of 2009 (World Travel Market (WTM) October 11 2010). The report mentioned "roots tourism" and or visits from Africans living abroad as a result of the election of Barack Obama, the first US president with African heritage.

Researchers thought that the "Obama Effect" might have induced a strong interest drive towards the region. The rate of international tourists increased 5 percent in 2009 bucking the downward trend in most other destinations. Also, the 2010 FIFA World Cup hosted by South Africa sparked interest in the region. Foreign tourist arrival rose

up about 25 22 percent to 1.02 million from June 1 to July 1 compared with the figures of the previous year. 2011 saw an improvement in the hospitality sector, overall occupancy increased, even with substantial additions to capacity. Occupancy rose by 2% in Europe and Americas, as well as an increase in Average Daily Room Rate (ADR) and in Revenue per Room Available. While Africa and the Middle East registered mostly negative results, with regard to the Arab uprising was a 4% decrease in occupancy. However there were substantial increases in occupancy in Kuwait, Dubai and Saudi-Arabia (UNWTO World Tourism Barometer, Advance Release March 2012).

Following this was the Rabat Action Plan. It was enacted as a reminder to African governments to reconstruct, revitalized, and develop their environments, agriculture as part of sustainable development, and return to small scale factories, as a long term investment goal, and also to reduce the flow of irregular migration (Africa Tourism Organization ATO, March 2010). This is so because hotels and other accommodations would not necessarily bring tourists in sufficient numbers to produce the economic benefits desired. It is essential that international tourism be built upon intrinsic tourism assets that can compete internationally. Those assets may be coastal, wildlife, nature, cultural, or city-based, or a selective mix of these, but they must have a distinctive quality that draws tourists to them and away from possible alternatives. With that, it could be accompanied by appropriate and competitively built assets as tourist services, infrastructures as well as safe and healthy environments for tourist.

### **2.3 Cameroon as a tourist destination**

The country extents on 475,440 km<sup>2</sup>; with a population of 23,140,000 habitants, Cameroon has a population density of 48.7/km<sup>2</sup> and a life expectancy of 57 years old.

It is situated in central Africa, in between Nigeria in the west; Equatorial Guinea, Chad positioned in the northeast, in the east, the Central African Republic, Republic of the Congo, and Gabon. Because of richness of its geographical features (beaches, fauna, savanna, waterfall, rainforests, mountains, deserts etc ...) and its great cultural diversity, Cameroon is known as "Afrique en miniature". Considering the fact that it can offer tourists a lot of facilities that they cannot find anywhere else in Africa (Woodgate, 2011). Thanks to its topography, climate, fauna and flora, peoples and traditions, Cameroon has been known to offer tourists a warm experience. Indeed, all 10 regions of Cameroon are blessed with tourist attractions that are located in the various regions (West, 2004). In the South region, for example, the seaside town of Kribi offers sandy beaches, with the added bonus of the magnificent Lobe Water Falls, the single place on earth where a river pours directly into the Atlantic Ocean (West, 2004). In the North, the wildlife parks of Benue, Boubajida offer tourists a unique experience and opportunity to come face to face with wildlife species of every type. The Northwest region is the capital of craftsmanship, and has all types of sculptors who produce a variety of artefacts (Baum, 2006). In addition to this, it also hosts chiefdoms with splendid palaces and strange cultures. In the West region, there are also many traditions and relics, and huge historical monuments that have contributed to the development of modern-day Cameroon (Hudgens & Trillo, 1999). 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 (DeLancey & Mark, 2000). This helps to give visitors a good knowledge of the history of the people of King Njoya. In consideration of the above, Cameroon's western region is attractive to tourists that seek to come face to face with African culture.

In addition to its cultural attraction, 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 (Fonka & Mesape, 2010). 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 (Onambele, 2010). In parts of Eastern and Central regions, tourists can visit settlements of pygmies which are group of people who continue to live in the forests today, and discover the culture of the Gbaya and Maka, the great Akok Bekoe caves, the Dja Reserve (West, 2004). These are assets owned by Cameroon, which can help to raise revenue in the state if properly harnessed. Irrespective of the above mentioned potential, Cameroon's tourism industry is relatively under developed and has a long way to go.



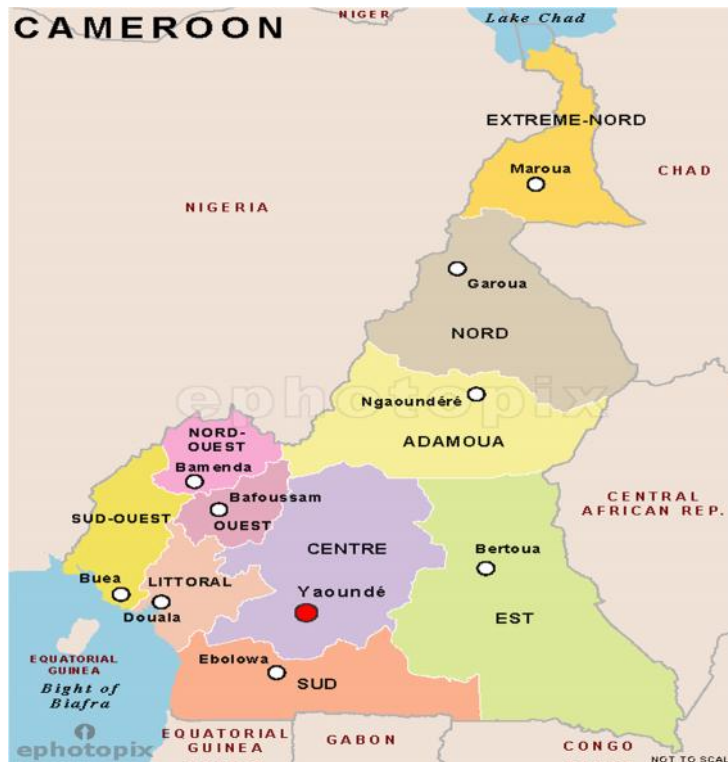


Figure 1: Cameroon Map

Before the First World War (WW1), the country was a German colony; but after the WW1, it was occupied by the Britain, and later on, became a French mandate. That is why, nowadays, Cameroon is bilingual (French and English). In 1960, the French part of Cameroon got its independenty under President Ahmadou Ahidjo. And in 1982, he gave the power to the current President, President Paul Biya.

The country is divided in 10 provinces or semi autonomous regions:

- The Littoral Province or Douala
- The Center Province or Yaoundé. Which is the political capital of the country
- The Adamawa
- The North West
- The South West
- The South

- The North
- West
- East
- The Far North

These provinces are subdivided in 58 divisions; which are further split in subdivisions.

It is the National Assembly who makes legislation. The body consists of 180 members; constitution of 1996, establishes a second house of parliament with the 100-seat Senate. The government recognizes the authority of traditional chiefs, fons, and lamibe to govern at the local level. In term of religion, the country is a mix of all different kind of religion; but the majority is Christian, with some regions ( Nord and Farnord) are exclusively Muslim. Moreover, Cameroon is mostly French speaking (about 70%) with couple of region which is only English speaking.



Figure 2: A touristic area in Limbe-Cameroon.

As aforementioned, because of it diversify geographical features, Cameroon is a great destination for almost any kind of tourism. For those who seek nice and virgin beaches, rainforests, mountains, savannas, flora, fauna, wildlife etc... there is everything in there; that is why it is named as “Africa in miniature”. With 184,000 squares miles, Cameroon lies between latitudes 1 degree and 13 degree N., and longitudes 8degree and 17degree E.

### **2.3.1 Economy of Cameroon**

The political capital is Yaounde while the economical capital is Douala (which is mostly business oriented and hosts the country’s principal seaport).

Cameroon's GDP (growth domestic product) was evaluated as US\$2,300 in 2008. Beginning of 2000 saw a new époque for Cameroon economy. Cameroon attracted investment from abroad like France and South African; are known to have bought companies that formerly belonged to the state. Foreign investors took over banks and rail roads, including \$4million Chad-Cameroon pipeline project of 1,070 km carried out around 2003. Foreign investment is accountable for the large part of revenue increase in Cameroon. Owing to the Chad-Cameroon pipeline project, an amount of 225,000 barrels is expected to be produced per day. In 2005, GDP level was fore casted at 5.9%. Yet unemployment remained a bone of content around 6.5%, amidst the said indication of a stable economic system. According to the World Bank report of 2003, \$8.860 billion went for domestic consumption in Cameroon. It took into consideration individual, domestic, the immediate public spendings on products and services, excluding land and houses expenditures. Examined results in 2001 showed that among domestic expenses, one quarter was for foodstuffs, a meagre 8% for gas, health issues barely 2%, while education took 9%. Previous estimate indicated

almost half the measure of the population lives in poverty. 29 Agriculture as a base has sustained national economic development foreign trade for a long time, till 1978, it was replaced by oil production. Agriculture contributed to 44% of Cameroon GDP as seen in 2004.

Following the fore mentioned implication, 56% of the working population was engaged in agricultural activities for their main income during the year 2003. Eventhough much part of the land was not arable, except 15.4% of it. Cash crops of high economic relevance includes; banana, rubber, cotton, coffee, cocoa, tea, palm oil (locally known as red oil), palm kernels, and sometimes peanuts. Plantains, corn, cocoyams, yams, cassava, millet, yams, irish potatoes, sweet potatoes are top food crops; including sugarcane. Banana in Cameroon today are among one of the major cash crops for foreign trade, but the banana industry went through privatization more than 20 years ago by the Cameroon government alongside tea and rubber plants. Meat products in Cameroon are sold internationally; they are being exported to UDEAC (Central African Economic and Monetary Communities/Union Douanière et économique de l'Afrique Centrale) countries. Between 2002 and 2004, livestock farming increased to 2.3% more than it was in 1999 and 2001. The fishing industry in Cameroon seemed premature; fishes are caught by unskilled fishermen in a primitive unprecise way.

Remarkably, in 2003 over 108,121 tones of fishes were caught. A large number of forestry projects are carried out in the Littoral Province, the South region, part of the Center Province and the South West Province of Cameroon. Forestry entails over 300 commercial valuable species of trees; principally they are mahogany, the sapele woods, the sipo, Ayos, the common iroko, dibetu and the silk cotton wood. Timber

sales is a potential economic source and among the four bases of the nations 30 foreign national income. Poor framework weakened the development of the forestry sector. Though oil production is continually on the increase in Cameroon, expansion of other mineral resources are slower. Like gold, diamonds, silica, tin, and marble; are on slow growth because they happened to be produced by small-scale artisanal miners. Bauxite deposited, were estimated at 1 billion tons and iron at 200 million tons, found in the South of Kribi.

### **2.3.2 Culture of Cameroon**

Nowaday in the tourism sector, cultural tourism is gaining a pace of choice. It is not only about pleasure and leisure anymore, but also about travelling to discover, understand, and sometimes exchange our culture with various tourism destination in the world. That is why, considering it cultural diversity, Cameroon has gain through all theses years a place of choice in term of cultural tourism destination. The country has 250 ethnic groups with 286local languagues: this means, 250traditional dishes, traditional events, festivals, dances and rituals very interesting and unique.

Despite the huge occidental influence, the local population of Cameroon has kept it originality and it culture which makes their country unique. Additionally, the country host a number of cultural event such as the “Ngondo”, the “Nyem-Nyem”, the “Mpo’o”, the “Medumba” which are special and unique which attract tremendous visitors.



Figure 3: The Musgum houses



Figure 4: Cameroon-Foumban world tourism attraction

All these, enhance the income of the country and those of the rural populations who sell traditional, unique, and very beautiful hand made items for tourists and sometimes for the urban population as well.

### **2.3.3 Eco-tourism in Cameroon**

One of the wealth of Cameroon is its flora and fauna, that is to say, for the lovers of ecotourism, Cameroon is a paradise. That is why the government is trying to invest in the protection and the promotion of the country's waterfall; parks; wildlife; vegetation and mountains.



Figure 5: Menchun fall in the North West Region-Cameroon.

## **2.4 Main attributes of Edea- Sanaga Maritime**

### **2.4.1 The Sanaga bridge**

The sanaga bridge is situated in Cameroon, in the littoral province but specifically in city of Edea. It is a very old bridge built by german in 1903, right un top of the Sanaga River. Its coodinates are: latitude = 3o 48' 17.55" N and longitude = 10o 07' 25.85"E. As dimension, it has 4000+3000 (4.83 MB). t is one of the very old legacies of Germans, when Cameroon was still a german colony.



Figure 6: The Sanaga Bridge

### **2.4.2 Marienberg catholic mission**

This building was created back to the colonial period in Africa. The first catholic German missionaries arrived in Cameroon in 1884 when the country became a German colony. They started their work of evangelisation build the first church of the country, Marienberg, not far from Edea in 1890. When Germans lost the war, they had to leave their colony (Cameroon) to France and Britain who shared the country in two parts. Nevertheless, the church remains and is still on function. Nowadays, it is not only a church, but it is also touristic place for the local population and outsiders, for whom it is mostly a piece of museum, a very old building full of stories.



Figure 7: The Marienberg Catholic Mission

### **2.4.3 Nkohom mountain**

The Nkohom Mountain is situated in the region of Sanaga Maritime and is a great natural attribute which usually attract tourists in love with the nature.

### **2.4.4 Ngog lituba sacred cave**

With an altitude of 1,500m Ngog lituba is a kind of rocky mountain with a natural whole in the middle of 3 meters high and 2 meters wide situated in the district of Nyanom at 80 km of Edea; in the department of Sanaga Maritime. One of the 26 tribes



of Cameroon, Bassa people, consider that cave as mythical and sacred. Etymologically, Ngog Lituba, written in Bassa language, means the “pierced stone”. According to some local people, it might be a kind of meteorite with a size really exceptional. The myth about that cave is very important and decisive for the culture of the population of Bati, Elog-po’o, and Bassa who always go on pilgrimage over there. Nowadays, it is a spiritual sanctuary for them and was christianized in April 1959.

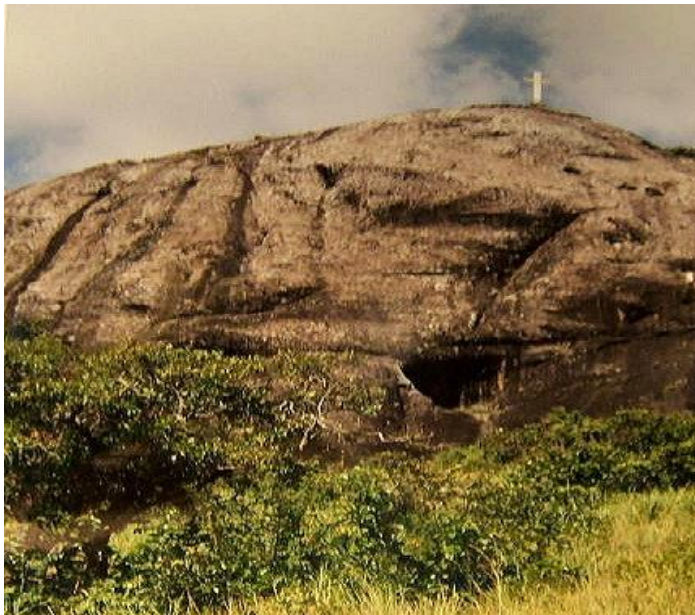


Figure 8: Ngog Lituba Sacred Cave

#### **2.4.5 Dehane waterfalls**

From Eseka up to dehane, base grade decrease a lot, and the waterway is covered by Precambrian basement. There are rapids and very beautiful waterfalls right at Dehane worthy to visit for those who like the nature and its beauties.

#### **2.4.6 Yoyo beaches**

The beaches situated in yoyo are very beautiful, virgin, and natural places worthy to visit. The atmosphere is pure, the air fresh and very relaxing. These beaches go along the Atlantic Ocean to the Suellaba islands at the mouth of the Sanaga. They are located at about 35 km of Mouanko city.



Figure 9: Yoyo beach

#### **2.4.7 Ossa lake**

During the raining season (which goes from March to November), the Lake Ossa is 7 meters depth and is situated in a few kilometers of the west part of the Sanaga river. All around the lake, there is a forest which gives it wild, pure and refreshing atmosphere.



Figure 10: Lake Ossa



Figure 11: Another Lake

#### **2.4.8 Socapalm plantations**

Socapalm used to be a state-owned before it was privatized. It is the biggest producer of palm oil in Cameroon and has plantations of 35,500 hectares, 78,529 hectares, 18 265 hectares with around 30,000 working directly and indirectly for it. Those plantations are the result of a project between the Cameroonian government and the World Bank. It was privatized in 2000.



Figure 12: SOCAPALM Plantation



Figure 13: Palm nuts

#### **2.4.9 Safacam plantations**

Industrial agricultural plantations started in Cameroon in 1907 when the country was still a German colony. The first plantations started around 1910 and were employing lot individuals within the local population. In that period, the economy of the entire country where relying mostly on those plantations. The outcomes of those palm nuts are not only oil; there are also products use for feeding (oil, wine, alcohol) and for traditional pharmacopoeia ( soap, body cream, body lotion) purpose.



Figure 14: SAFACAM Plantations

## **2.5 Type of tourism and magnitude of tourism in Cameroon**

### **2.5.1 Type of tourism in Cameroon**

There are different types of tourism in the World but the one in Cameroon are mostly business tourism, adventural tourism, cultural tourism, ecotourism and leisure tourism.

#### **2.5.1.1 Business tourism**

Tourist traveling with relation to business is known as business tourist. Business tourism is part of Cameroon tourism. The industrial or business capital of Cameroon is Douala. In other words, the city features conference centers that cater to the needs of business tourists. A proper example of a business tourist is a salesman, who makes trips to different places to attend trade shows, to display and promote his own products also.

The weather in Douala is a hot and humid tropical climate with some rainfall. There are times that the temperature drops to 29 degrees Celsius. The main wet season is between July and October, during which road travel is often difficult. There are also rains from March to June, along with occasionally very high temperatures, and a drier season from November to February. Douala has the biggest airport and port in

Cameroon; it is considered the economic capital of the country. Its port contributes immensely to the sea trade and transportation to the country, thus, to the country's economy. It is a major oil exporting center in Cameroon.

Other main items exported from this city to other parts of Africa Europe include beverages; these products include cocoa and coffee. The Douala port also supports the trade goods that come via Chad. The city of Douala, the Littoral Province of Cameroon can be access by air, road or rail. The city can be reached from any part of the world. The town's international airport is the biggest in the country, situated less than six miles from the city center. This airport offers the service of more than twenty four international airlines. To Douala, regular flights leaves from Paris, Brussels, Zurich and Amsterdam, as well as from any other African country and cities to Cameroon. Access to Douala by road will include regular bus and taxi services. Taxi fare is about U.S. \$5 to the city, U.S. \$4 from the city to the airport.

Douala doesn't attract too many leisure tourists. It does receive many foreign business visitors though. The fore, hotels in Douala carter mostly for business visitors so, they mainly have high quality and prices. Hotels for business travelers can be more than U.S. \$40, but comparable room can be found for U. S. \$15, as well. Familiar accommodations are the Foyer du Marin at Rue Gellieni in Akwa, for U.S. \$25. This hotel is also known as Mission of the German Seamen, seem a good place for Europeans visitors to meet. There is also the Hila Hotel at the Boulevard de L'Unite for U.S. \$22, a favorite of the Cameroon business travelers.

#### **2.5.1.2 Cultural tourism**

These types of tourists travel to experience the essence of assorted cultures. Moreover, cultural tourists also prefer to witness the World Heritage Sites of

the traveled country. The aspect of cultural tourism in Africa is interrelated, but Cameroonian culture is represented on its own and enriched with different cultural diversity. The culture of Cameroon is recognized as the best in Africa. Its exceptional heritage offers a multitude of different cultures for the satisfaction of tourists. The outstanding originality of the country is expressed through its cultural diversity. Cameroon's local areas are being ruled by traditional chiefs and they play an important role in the cultural and political fields of the country. They also have the main aim to maintain the moral and religious order in their various localities. The admirable aspect of Cameroonians is the fact that they accept value and are proud of their cultural heritage. This aspect makes them what they are today. Besides Cameroon often host several of festivals ( Ngodo'o , Mpo'o...) every year, according to each tribes. Considering that the country has more than 250 tribes, this mean 250 cultural heritages, dishes, customs. Each tribes has it national day to celebrates all around the country and a unique textile create by themselves to weare on that day. During those festivals, there are so many cultural activities that take places such as traditional dances, fight, racing canoes and plenty others.

### **2.5.1.3 Eco-tourism**

Nature loving tourists, who love to go green like traveling to Bonita Gardens in Bloemfontein South Africa or similar destinations are called eco-tourists. They travel throughout the world in search of destinations not affected by pollution or much human intervention. Cameroon's eco-tourism is a growing industry promoted by the government in order to preserve natural surroundings. Though Cameroon's ecotourism industry is small, its promotion by the government allows a larger number of tourists to discover its natural riches and provide tourists with different views, such as mountains, and the ecosystem with a variety of wildlife, flora,

crater lakes and waterfalls. Cameroon's ecotourism is now experiencing growth because safety conditions are being put into place to guarantee tourist security. Today, Mount Cameroon is registered as a world heritage site. The country is being nicknamed "heaven of ecotourism" due to its numerous parks and natural reserves. One of the famous touristic cities which attract a lot of eco-tourists are Limbe and Kribi. Limbe is famous for its botanic garden, Zoo, its mountain (4100m) while Kribi is famous for its beaches.

#### **2.5.1.4 Adventural and leisure tourism**

Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping. This type of tourism is also available in Cameroon for tourists seeking high sensation.

Leisure tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life. Examples of this type of tourism are cruising while vacationing or simply relaxing on a beach. One of the famous cities is Kribi where tourists love to just relax spending their day on the beaches.

#### **2.5.2 Magnitude of tourism in Cameroon.**

Cameroon tourism is a growing but relatively minor industry which stands out with a genuine identity expressing diversity and stability. It is also known for its modernity, traditional dynamism and calmness. Cameroon has all the beauties of Africa and this explains the author feels no explorer could really discover Africa without having visited Cameroon. When tourists visit Cameroon, the feeling of harmony is created by arts, the nature of the people, and sometimes, the tourists go a long way to experience the soul of Africa. The unique and multiple aspects of Cameroon greatly represent the



values of Africa. In the 1970s, the government of Cameroon came to realize the importance of tourism which aimed at encouraging investment by airlines, hotels and travel agencies.

Cameroon offered 37 hotels with 599 rooms in 1960, in 1976 the number rose to 203 hotels with 3,229 rooms, and in 1980, it again increased to 7.500 hotels rooms and the majority of these rooms are in the two major cities Douala and Yaoundé. In 1971, tourism in Cameroon became known by many tourists and during this year, 29,500 tourists visited the country the number rose to 100,000 tourists in 1975, and 130,000 tourists in 1980. The majority of tourists visiting Cameroon came from France, the United Kingdom and Canada. In 2008, Cameroon received 486,530 tourists and today, Cameroon is being recognized as a tourist destination by the world tourism organization (WTO) since it attracted more than 500,000 tourists in 2010.

Table 1: Distribution of touristic facilities

	Restaurants	Leisure facilities	Travel agency
ADAMAOUA	19	/	9
CENTER	90	30	69
FAR NORTH	23	3	12
EAST	18	/	/
LITTORAL	125	25	79
NORTH	6	1	13
NORTH WEST	29	1	10
WEST	17	13	0
SOUTH	44	8	/
SOUTH WEST	2	2	4
<b>TOTAL</b>	<b>374</b>	<b>83</b>	<b>196</b>

Source: Ministry of Tourism and Leisure

Table 2: Arrival of tourists to Cameroon by the entry ports from 2006 to 2008

	2006	2007	2008
Douala International Airport	165,890	179,642	188,601
Yaounde-Nsimalen International Airport	32,483	36,257	34,770

Garoua International Airport	647	768	600
Port of Douala	10,989	9,846	6,418
Port of Limbe	990	1,742	1,395
Dock of Boscam	744	883	1,048
Land borders	239,698	247,698	243,698
<b>TOTAL</b>	<b>451,441</b>	<b>476,836</b>	<b>486,530</b>

Source: Ministry of Tourism and Leisure

Table 2 shows us the arrival of tourist within tree years (2006 and 2008) in Cameroon according to each port of the country. One can see that land borders is the means use by alot of tourist to come to Cameroon. More than 230,000 visitors use the land borders during those tree years. After the land border the second port most use is the international airport of Douala with 165,890 in 2006, 179,642 in 2007 and 188,601 in 2008. This result is understandable considering the fact that Douala is the industrial capital of the country where most the businesses, companies are located. Alots of festivals and conferences are organised under several types of businesses; this good enough to attract contractors and investors. Moreover, from 2006 to 2007 the is and increase of 25,399 tourists and from 2007 to 2008 the tourist number increase again of 9,694 tourists.

Table 3: Arrival of tourists to Cameroon by transportation mode from 2006 to 2010

	2006	2007	2008	2009	2010
Road	239,698	247,698	243,698	253,485	280,924
Air	199,020	216,667	223,971	217,857	238,198
Sea	12,723	12,471	18,861	26,958	53,607
<b>TOTAL</b>	<b>451,441</b>	<b>476,836</b>	<b>486,530</b>	<b>498 300</b>	<b>572,729</b>

Source: Ministry of Tourism and Leisure

Table 3 summarised the number of tourist using the road, air and the sea the come to Cameroon from 2006 to 2010. Each year between 2006 to 2010, most tourists coming all around the world to Cameroon were using the road. The second favorite means of transportation used by tourists in between those years was the air follow by the sea.

Table 4 shows the number of tourists who arrived each month of the year 2007 to Cameroon in term of nationalities. One can see that almost all nationalities are represented. Set apart africans, most tourists who came to Cameroon in 2007 were french with 59,559 follow by asians with 29,129. Other europeans nationalities comes third with 25,184; germans are fouth with 18,039 visitors fllow by tourists from the middle east with 16,992.

Table 4: Monthly arrivals of international tourists in Cameroon by nationalities in 2007

Résidents \ Mois	Jan	Feb.	Mar	Apr	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.	Total
CEMAC	11,832	12,003	11,044	11,637	11,358	4,026	22,512	13,576	4,152	4,366	4,224	3,341	114,071
Others Africans	3,742	3,860	3,929	3,504	3,679	2,340	6,459	3,788	3,620	4,075	4,830	6,126	49,952
Germans	1,372	1,215	1,364	1,359	1,214	1,227	1,484	1,894	1,674	1,753	1,629	1,854	18,039
French	4,526	4,739	3,974	3,868	4,110	2,445	6,090	6,847	5,063	6,256	5,316	6,325	59,559
British	1,132	1,142	1,279	1,265	1,211	1,275	1,327	1,653	1,737	1,364	1,429	1,232	16,046
Italians	1,140	1,293	1,279	1,265	1,351	1,323	1,437	1,670	1,425	1,450	1,523	1,410	16,566
Swedish	1,039	952	1,125	1,138	1,115	1,273	1,232	1,484	1,318	1,163	1,065	856	13,760
Belgians	1,120	1,154	1,338	1,294	1,339	1,162	1,589	1,751	1,628	1,540	1,514	1,424	16,853
Suiss	1,284	1,024	950	1,083	1,278	1,032	1,526	1,719	1,885	1,543	1,410	1,562	16,296
Dutch	1,032	1,053	1,049	1,274	1,365	746	1,303	1,471	1,364	1,392	1,329	1,341	14,719
Other Europeans	2,135	2,082	1,858	1,990	1,456	1,248	2,315	2,525	2,637	2,365	2,453	2,120	25,184
Americans	1,585	1,732	1,565	1,526	1,509	1,368	2,400	2,512	2,372	2,389	2,497	2,585	24,040
Canadians	1,233	1,302	1,271	1,237	1,165	1,128	1,582	1,771	1,681	1,473	1,460	1,346	16,649
Russians	1,024	1,055	1,158	979	1,171	1,364	1,247	1,418	1,327	1,302	1,337	1,227	14,609
Asians	1,737	1,670	1,639	1,613	1,697	1,269	3,522	4,738	3,265	2,947	2,826	2,206	29,129
Middle East	1,472	1,636	1,603	1,516	1,621	1,249	1,659	1,451	1,219	1,237	1,202	1,127	16,992
Others	1,082	1,112	1,232	1,169	1,217	1,131	1,357	1,433	1,321	1,187	978	1,153	14,372
Total	38,487	39,024	37,657	37,717	37,856	25,606	59,041	51,701	37,688	37,802	37,022	37,235	476,836

Source : Ministry of Tourism and leisure.

## Chapter 3

### LITERATURE REVIEW

#### 3.1 Generalities

From the beginning to the end of the year, people will always be travelling for multiples reasons (business, religious, sea-sand- sun...etc) from one part of the earth to another one. Considering the great development in technology achieved by men, it is becoming easier to travel. Some people are motivated by curiosity, others are just been adventurous...but in any case nothing can stop the accomplishment of tourism around the world. But then tourism does not only end by the fact of travelling, there is a lot more going in the chosen destination from the tourists perspective and from the local population perspective. There is a cultural exchange, from both part beside those tourists are a source of income for that destination; which is a good thing. Culture is the repository of resources which are use as a tool by the society or a group for making potential meanings (Hanita, 2015).

Therefore there are millions and millions of destinations all over the world. That is why, to differentiate themselves from the competition, tourist destinations need to build up a good image and develop a well known brand destination in other to, somehow, make much more financial profit ( (Letho & Kim, 2013). Therefore this brand should be strong and build up around what the destination has at advantage, as unique in order to maximize the number of tourists. In the tourism segment, a brand

can be define as a symbol a name, or a logo that market, promote the image of a destination providing and unforgivable experience to the tourist (Xie & Lee, 2013).

As aforementioned, talking about destination brand, is talking about destination personality and destination image (Xie & Lee, 2013). In other word, that first concept is composed of the two others. In this study, while developing the concept of destination image, we will notice that it is has two main parts: the affective aspect and the cognitive aspect (Zhang & al, 2014). In other sources, the image of a destination is express as opinion, viewpoints, and thoughts that people can have of a specific destination. Moreover, it also can be define as a sum of opinions, information, imaginations, and affecting thoughts that every tourist can have in mind concerning a particular destination.

### **3.2 Theoretical analysis and justification**

In the tourism litterature, concerning destination image and destination brand, many diverse guesswork have been used by scholars in the researches. For example, Qu & al. (2011), Hanzae & Saeedi (2011), Elliot et al. (2011), Avis et al. (2012), Chen & Phou (2013), Mariutti & Giraldi (2013) and more over did use” brand relationship” and “brand personality”, which, blend together give “destination branding theory”. According to some scholars, brand relationship can be defined as the link, the connection between the tourist and the brand. Meanwhile brand personality is the connection of the brand and the human being characteristic.

Several others research as Chen and Phou (2013) did use a theory as the “attitude theory”. In other word, in this theory, individuals’ behaviors are control or influence

by the assessment leading to emotions which later on, exhibit emotional, cognitive and appraisal responses and behaviors which are in the field.

In addition, Zhan (2014) emphasized that the theory of customer loyalty: attitudinal loyalty (repurchase or revisit intention) and behavioral loyalty (the buying action)

Moreover, (Cohen, 1979) investigate the “novelty- seeking theory” which has been a perspective used by researcher to find new attributes such as tradition, customs, location, sights, and tools they are not customized with. This work was underlined by Xie and Lee (2013).

Ajzen’s (1991), “Theory of planned behavior” (TPB), says motivation is an instrument to forecast the intention to revisit. That is to say, visitors should have a suitable motive to show a certain behavior Jalilvand (2010), Ramkissoon (2011).

### **3.3 Background of the research**

#### **3.3.1 Image theory**

Beach’s (1990) defined image theory is a personal and/organizational decision to cooperate in the success of the plans or not to through disagreement. The image theory is made by three other theories:

- 1- The value image: is the basic point or standard used to predict a future success or failure of the plan.
- 2- The trajectory image: is the line which shows the path to take in the ultimate goal to achieve the set objectives.
- 3- The strategic image: are strategic to realize the plans.

### **3.3.2 Motivation theory**

Motivation is the thing which presses a person to react one way or another in the aim of satisfying a need (Moutinho, 2000 and Jang, 2009). For Mill and Morrison (2002) individuals travel to feel a need. According to (Leiper, 2004) there are three factors which can motivate an individual to travel from a destination to another. First, the need has to be satisfied by a journey, then the positive memorial phase of satisfaction (Leiper, 2004).

Motivation has two aspects. The physiological motivation, is adequate for needs like water and food. The psychological motivation is associated to social environment. (Rittichainuwat, 2008; Jang, 2009; Prebensen, 2012; Chen & Xiao, 2013).

Furthermore, (Chen & Xiao, 2013; Pan et al., 2014) they are two primary factors of motivation which are pull and push.

Pull factors are the sum of benefits that attract visitors. For some destinations, the pull factors are their local cuisine, their tourist site, their weather, and historical sites these benefits are consider as elements which rise internal motive.

Push factor is raised by socio-psychological needs and it is an internal motive that motivates people to have a journey in a different destination.

### **3.4 Destination branding**

The concept of “brand image” and “brand” has been study by many scholars (Pars & Gulsel, 2011; Qu, Kim, & Im, 2011; Avis & al., 2012; Garcia, Gomez, & Molina, 2012; Sartori & al., 2012; Letho & Kim, 2013; Li & Kaplanidou, 2013). The concept of brand can be define as a symbol, a sign, a term, a name, a design or a blend of all



them to make services and products unique and clarify them. The name of brand started many centuries ago when people use to mark their animal to recognize and differentiate them from others. According to some author (Sartori & al., 2012), the concept of brand is a mixture of imageries, characters, and memory of a unique service, institute, good, or place. Moreover, it also can be describe as the representation or an illustration of a value, imagery or a style. Scholar started to pay a real attention to the concept of branding around 1940 (Hanzaee & & Saeedi, 2011), meanwhile destination branding and tourism branding started to be explore from 1998.

Destination branding is a way organization found to make the difference between their services and the one of their competitors; it helps to bring out the competitive advantage of particular destination from rivals (Qu, Kim, & & Im, 2011).. That is to say, consumers' mind is link with the awareness of a brand. Therefore, one can say that, identification and differentiation are the main components of destination branding.

To sum this little part, destination personality and destination image are the main components of destination branding. Meanwhile, destination image has 2 major components which are: affective image and cognitive image.

### **3.4.1 Brand**

A brand intends to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Koltler & Keller, 2012). It is also, a product or a service whose dimension differentiates it from other products or services designed to satisfy the same need (Kotler & Keller, 2012). Keller argues that customer select brand according to their consistency which help for the formation and construction of the image in the guest mind. A lot of organization or countries are using

brand as a kind of strategy which bring an added values to the destination marketers and to the tourists.

### **3.4.2 Destination image**

Some researcher defined image as a mental representation of attributes and benefits sought from a product. Image is a fundamental concept within tourism and an issue that has been repeatedly addressed in tourism-related literature (Estella, 2015). For some others, image is a favourable and unfavourable prejudice that the audience and distributors have of the product or destination; or the sum of belief idea, and impressions that a person hold of it. Consequently in tourism research, image is more important than tangible resources, all because perception, rather than reality are what motivate consumers to act or not to act. Image Enhancement has a very important role in determining tourists' decision making, repatronage and recommendation of a destination (Fiona, 2015; Hyangmi & Joseph, 2015). We can better understand the concept of image when applied to tourist destination. Destination image is very important because it concern the perception and the behaviour of tourists; besides it influence their final decision about their destination's choice.

Understanding the image may help to improve the attractiveness and market competitiveness of tourist destination. That is why, in the tourism and hospitality sector, having a competitive advantage, which differentiate a destination, or a service from others competitors is very important. The studies of this concept started with Hunt around 1975. Many other researchers did follow him in that range as Compton (1979), Aaker (1991), Aaker (1997), (Ritchie & Ritchie, 1998), (Qu, Kim, & Im, 2011), (Sans & Ramirez, 2013), (Zhang & al, 2014).

Concerning this concept of destination image, and the studies that have been made about it. For Qu et al. (2011) image represent the first illusion the customer will have on a destination and it help it to build an expectation. That is why, as aforementioned, understanding the image of a destination is very important and may help on improving the competitiveness and the attractiveness of a destination. Knowing that, destination marketers have also focus on the study of this concept.

According to Zhang et al. (2014), the greater image of a particular destination is good, the greater it has credit in the mind of tourists and more chances to be their final choice as destination. However there is consensus concerning the link between destination image and intention to revisit (Molina & al., 2013).

According to some scholars the in tourism sector, destination image is a blend of the present knowledge emotion, and beliefs, but also how the worldwide fell about that place. Other scholar mentioned that, the image of a destination is based on the information source.

When a destination has a good image, this influence in the decision making process of tourists because it somehow their perception of that destination: that perception can be express as culture, atmosphere, pleasure, amusement, service quality, natural environment, and many others.

In the research of Qu et al., a model of destination image has been offered. In that model, destination image has two major components which are named “affective image” and “cognitive image”. According to that study, the combine impact of the cognitive and affective image is irrefutable. In other word, those major components or

dimension have a great impact which brings out the uniqueness of a particular destination. Their research focused on this last dimension because it is the core competence of a destination, what makes it unique and different from other places, it is what will play a major role in the consumers mind during the decision making process for a destination. On the other hand, the uniqueness of a destination is also seeing here as a competitive advantage in the tourism market segment and play also a crucial role on the destination positioning.

#### **3.4.2.1 Cognitive and affective image**

The cognitive evaluation is the belief, the knowledge that tourists have about the object; and the affective evaluation is the feeling they have about the object. It is important to notice that, the object here is the product, a product as a place, which is a large entity that contains various material and non-material element to represent it. A place include “cognitive attributes” (historical sites, beaches, natural beauty...) and affective attributes such as culture, customs, histories...etc (Qu, Kim, & Im, 2011).

Furthermore, the resident or the local population has also a role an influence in the image of a destination. They are a part of the image of the destination because their behaviours, perceptions, action and reaction affect the tourists’ perception of a destination image.

According to the study of Zhang et al. (2014), the greater the image of a particular destination is, the greater it has credit in the mind of tourists and more chances to be their final choice as destination. According to some scholars cognitive image has a lot of components such as historical resources, general tourist’ facilities, environment, climate, the cultural and natural resources, etc...

Concerning the affective image, it is an old concept has also been study a lot by many scholars. This concept is all about the assessment of feelings and emotions concerning et particular place. Just as cognitive image, affective one is assessed by some criteria of the place to visit. Therefore, the greater and pleasant those criteria are (in the tourist' mind), the more the affective assessment is reliable Paying a great attention to those two concept may help for a better understanding on how tourist assess a destinations. According to Saeedi and Hanzae (2011) there are two main components of the affective image: boring-exciting, Unpleasant-pleasant. To sum, there are some link between those main concepts which explain how and why the way tourists feel (affective) about a particular place is the result of all the information (cognitive) they have about that place (Zhang & al, 2014). To have a wide perception and image of the city, sahin and Baloglu (2011) in their study emphasised on how important cognitive and affective concepts are in order to bring out the brand personality and image of the city.

#### **3.4.2.2 Unique image**

All around the world there are different types of destination (cities, states, islands...) offering by the way almost the same kind of attributes such as service quality, accommodations, natural beauty, relaxation...etc. Therefore each destination have to highlight his distinctive capability in other to differentiate itself from its competitors, and to be the final destination choice of tourists. Besides, it is argued that a person with a perceived positive image is more likely to recommend the destination. Thus, it is expected that a visitor with positive overall image, as a total impression of cognitive, affective, and unique images, would be more likely to revisit the destination and recommend it to others.

For some scholars (Qu, Kim, & Im, 2011) the uniqueness of an image is the most important part of a touristic place. In the study of Qu et al. (2011) the uniqueness is one of the components of destination image which has great consequences in the overall image. Each destination have to highlight it distinctive capability in order to differentiate itself from its competitors, and to be the final destination choice of tourists. It is the uniqueness of a destination which makes it worth to travel for tourists.

### **3.5 Importance of destination image**

Destination image is a concept which has been studied a lot through this past years. Scholars did spend a lot of time and energy to explore that concept and many models have been brought out.

#### **3.5.1 The impact of tourists' behavior**

The effect of DI (destination image) in regard of tourist behavior is irrefutable considering all the literature aforementioned. Furthermore, it has also been mentioned that D.I is a blend of tourists' information and emotions about a particular place. Therefore, it is obvious that D.I has a lot of consequences on tourists' behaviors; but also in their decision making process.

Many scholars (Qu, Kim, & Im, 2011; Hanzaee & Saeedi, 2011), after analyzing the concept of destination image came to the conclusion that, it has 2 main variables which are independent: intention to recommend and to return to the destination.

All these pushes those scholars to state that D.I (destination image) has 2 main roles; the impact on the selection of a destination and the impact on the choice after visiting a touristic place ( involvement, assessment, behavioral intent). Therefore for some researchers, a destination having a good image is more likely to lead to a great

behavioral intention. That is to say, a good behavioral intention could lead tourist to recommend the destination or to revisit the same place.

According to Acaniz (2009) there is a direct link between knowledgeable part of destination image and behavioral intention.

After visiting a destination, if the overall image of the place is positive, it is going to have a good effect on the tourists' intention to revisit. Therefore, through word of mouth that destination will be recommended to other potential tourists (Qu, Kim, & Im, 2011). When the intention to revisit has been settle, it could lead to customer loyalty. This means that, the overall image is very crucial for the tourist intention to revisit or to recommend (Qu, Kim, & Im, 2011).

### **3.5.2 The impact on tourists' satisfaction**

The concept of satisfaction could be explained as the degree to which the expectation of a customer has been met by a product. In other word, if the performance, efficacy of a specific product meet or exceed the expectation of the consumer, therefore we can talk about satisfaction (Kotler & Keller, 2012).

Satisfaction is a very old concept which has been study for several decades now. Most the scholars, who spent some time to examine it, came to the conclusion that when there is customer satisfaction there is customer loyalty. The satisfaction of the tourist at a destination will certainly influence the destination in apposite light when compare to other destination (Gökçe & Ömer, 2015; Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). All the researcher and even marketers know that customer loyalty is very crucial for a product or a destination to survive in the market (Qu, Kim, & Im, 2011; Hanzaee & Saeedi, 2011).

Considering the fact that the image of a destination has an influence on the perceived quality, some researcher as Phelps (1986), Font (1997) and Bigne et al. (2001) states that D.I (destination image) has a positive impact on the satisfaction of consumers.

### **3.5.3 Impact on the competitiveness**

As aforementioned, researchers and marketers realized that destination image, and generally tourism was a great source of income; therefore they focus and gave more attention to it (Molina & al., 2013). Competitiveness is not a concept to leave aside because it is getting more and more present in the market. This offer a broad choice to consumers and pushes des marketers to improve the image, the perceive quality of destination (product) and force them to bring out their competitive advantage. In other words, what make each destination, service or product different from others?

By bringing out the distinctive capability of a destination image, it will attract more customers and give more benefit to the tourist and add a plus to the image of the destination.

What makes a destination different from others is the degree to which it attracts consumers and offers them a memorable and unforgivable experience while sustaining quality of it services.

Before, some scholar stated that the principal element of the competitiveness was the quality and the quantity; but 5 years later, other researchers did give more attention and go further those elements.



## Chapter 4

### HYPOTHESES

#### 4.1 General

This work looks at the hypotheses and the research model. So eight perspectives or hypotheses are developed in order to draw the model.

#### 4.2 Model

The model of this work is based on the literature mention in the third chapter. More precisely, it is inspire by (Qu, Kim, & & Im, 2011) investigation.

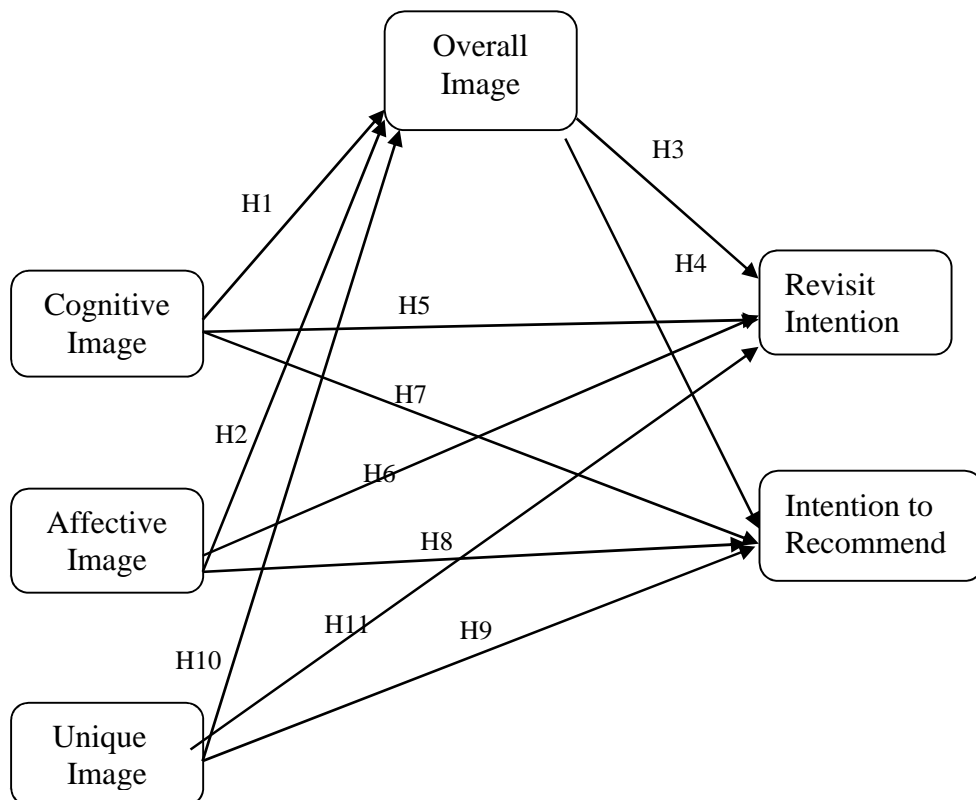


Figure 15: Work model

## **4.3 Hypotheses**

### **4.3.1 The influence of cognitive image and affective image on the visitor's perspective of overall image of destination**

Literature shows destination image elements but the most important for us is the 'cognitive image' (Qu, & al., 2011; Mariutti and Giraldi, 2013; Zhang, 2014).

So cognitive image is the set of ideas and beliefs of what can be seen in a destination (Pereire, 2012). In 2011, Baloglu and Sahin hold that the more features a destination has the more positive the evaluation will be.

Affective image is the feeling of tourists on the characteristics of the destination and its environment (Baloglu and Mc Cleary, 1999) the more attractive and effective is the destination the more positive is the evaluation.

So Mac Kay and Fesenmaier, (2000) the general perception of a destination depends on its affective and cognitive image. And these two elements of destination image help to better acknowledge the overall idea of destination image. Also, these two parts of destination image can also influence the genesis of overall image. But this study takes each of the two elements as a separate variable. So the hypotheses are:

**H1:** Cognitive image positively affects overall image

**H2:** Affective image positively affects overall image

### **4.3.2 The effect of overall image and future behavior**

Saumell (2012) and Molina (2013) overall image of a destination positively influence future behaviors (intention to revisit and recommendation).

A positive image of a destination is a driver that pushes a visitor to that destination and to exhibit positive word of mouth recommendation. So the next hypothesis:

**H3:** Overall image positively influence revisit intention

**H4:** Overall image positively influence the intention to recommend the destination.

### **4.3.3 Cognitive image, affective image and unique image relationship with intention of revisit**

Chen and Phou (2013), and Zhang (2014) destination benefits positively influence revisit intention. Sahin and Baloglu (2011) hold that, the more positive a tourist perceive a destination, the more positive is his cognitive evaluation. So cognitive image is associated to the tourist perception of the destination:

**H5:** Cognitive image is positively linked to revisit intention.

Baloglu, (1999); Pike & Ryan, (2004) illustrate that affective image is related to feelings and emotions the tourists build for the destination. Moreover, the higher the emotion is, the greater the revisit intention is:

**H6:** Affective image is positively link to revisit intention.

### **4.3.4 The impact of cognitive image and affective image and unique image on recommendation.**

For Sahin & Baloglu (2011) cognitive image depends on the view that a tourist has of a destination. The more positive informations about the destination are, greater will be the reliability of the cognitive evaluation. According to (Qu, Kim, & & Im, 2011), the components of cognitive image are: cultural and natural resources, tourism

infrastructures, environment, and the beach with its advantages. Thus if a destination has these elements in a suitable placement, visitors will be intent to recommend it to their friends and relatives:

**H7:** Cognitive image is positively and directly related to intention to recommend

For Walmsley and Jenkins (1993), the more the destination attributes, the more positive the affective evaluation. So the more the visitor is emotionally attached to the destination, the more he will be will to recommend it:

**H8:** Affective image is positively and directly related to recommendation.

The last type of image of a destination is the unique image which is specific for that destination. A strong unique image is the basic factor in destination positioning which can be remaining in the tourists' mind. As a destination the destination become highlighted for the visitors, their intention for spreading positive word of mouth will be increased and they are going to recommend that destination. This lead us to another hypothesis:

**H9:** Unique image has a direct and positive influence on tourist intention to recommend.

#### **4.3.5 The influence of unique image on the visitors' perception of overall image of a destination**

In support of two studies which has been done by Qu et al. (2011) and Hanzae and Saeedi (2011) this study wants to focus on a third component of destination image which "unique image". Echtner and Ritchie (1993) believe that the element that capture the overall image of a destination in the mind of tourist is unique image. Hence, as the uniqueness and differentiated attributes of destination improve the overall image impacted more. Ultimately as image of a destination want to differentiate the place,

emphasizing on the unique factors could be vital (Aaker, 1991). Unique image of a destination create a justified reason to chose that place rather other alternatives (Qu, Kim, & & Im, 2011). Accordingly unique image is very significant in the formation of overall image in the mind of tourists. Therefore, base on what has been aforementioned, a hypothesis is proposed:

**H10:** Unique image will positively affect tourists' overall image of a destination.

#### **4.3.6 The influence of unique image on visitors' intention to revisit**

A strong unique unique image is the basic factor in destination positioning which can remain in tourists' mind. This work state that the unique image of a destination should be differentiated and be rather than a common image as it has influence on overall perception of tourists. The unique image of a destination can help this place to reach the expectation of it tourists and maybe delight them by providing them a unique and unforgivable experience. When a destination is unique, the is a justified reason to revisit that place and travelers will have a better choice and perception. Therefore, the last hypothesis has been developed:

**H11:** Unique image has a direct and positive influence on the tourists' intention to revisit.

## **Chapter 5**

### **METHODOLOGY**

#### **5.1 Generalities**

This work is a result of a quantitative research over destination image, attributes, and tourist behavior. The main goal here is to find the uniqueness of Edea-Cameroon. A judgmental method was used to choose the research participants like institutes, government organization, and travel agents. So the interview was made in September 2014.

#### **5.2 Research approach**

A deductive approach is used when hypotheses were developed and tested, and when theories are used. The inductive approach on the other hand can be used when there is a need for the literature in order to make the analysis and to develop theories (Altinay and Paraskevas, 2008). Thus, this study has used both methods. As it was mentioned before, a judgmental approach or qualitative method was used to interview professionals in the ultimate goal to create a scale to measure “affective image”. Because of the use of many different methods in a single thesis, Denzin (1978) summarized in one word: triangulation or multimethod. Triangulation is applied to describe methods which complement each other.

##### **5.2.1 Deductive approach**

Spangler (1986) describes deductive approach as the process of progressing from a general issue to a specific one. For that, the researcher will use old theories and data

which are analyzed to prove the result. Known as a famous method used in a quantitative research, deductive approach is also recognized as “top-down” approach.

In addition, the deductive approach involves 4 steps:

1. Theory
2. Hypotheses
3. Observation
4. Confirmation

So this work will test hypotheses based on theories and models.

### **5.2.2 Inductive approach**

This approach is used when the theories are generated from data collected to investigate a particular phenomenon. The researcher observation is very important for the inductive approach to be made on the proper way. So inductive approach is a part of the qualitative methods. Also called the bottom-up method, inductive approach goes from a small and specific idea to a general idea (Altinay and Paraskevas, 2008).

Moreover, the inductive approach steps are:

1. Theory
2. Hypotheses
3. Pattern
4. Observation.

So qualitative and inductive methods were used to measure the uniqueness of Edea-Cameroon.

### **5.3 Instrument development**

This Echner & Ritchie (1991) scale was used to develop the questionnaires used for “cognitive image”. Furthermore, Russel (1981) scale was used to develop the “affective image”.

The first part of the questionnaire is a set of demographic questions such as the length of the stay, age, the guest local residence, marital status, income, and gender.

The second section was to rate the image of the destination and the recommendation by using a 5 scales Likert where 1 represent “very negative and 5 is for very positive.

The third part of the questionnaire is for degree of agreement about Sanaga Maritime Statements. So 17 questions were raised and the respondents were to rate its from 1 for strongly disagree to 5 strongly agree.

The fourth section is the rating of Sanaga attributes based on 22 questions. So from 1 strongly disagree to 5 strongly agree.

The fifth section is to rate 9 well-known Sanaga tourist sites. Again, the rating system was strongly disagree (1) to strongly agree (5).

### **5.4 Sampling method**

Altinay & Paraskevas (2008), sampling is a set of two huge methods. The probability sampling, made of random sampling, systematic sampling stratified sampling, and clustering sampling. And the non-probability sampling that involves the convenience, the judgmental, the quota, the snowball, and the self-selected sampling.



Non-probability method is important when all participant don't have the same chance to be elected. So to find the scale of the uniqueness variable, the judgmental sampling was used. And the convenience sampling was use because it was easy to be connected to the respondents.

### **5.5 Population and sample**

To find the scales of the uniqueness variables, 7 respondents were addressed through interview. Alle of the 7 respondents were Cameroonian between 30 and 50 years old. Some of them directors or owner of travel agencies, managers of 4 and 5 stars hotels, a human resource manager of the only rail transport company. But also, within those respondents were the regional representative of tourism in Sanaga-Maritime, the departmental delegate of tourism in Littoral and the director in charge of the creation of touristic sites in ministry of tourism and leisure. For the quantitative part, 201 questionnaires were shared in the month of September 2014. The participants of this survey were the European, People from UK, North America, and Africa. The respondents were mate in Sanaga Maritime.

### **5.6 Data collection procedure**

Using the judgmental method, respondents were 7 individuals used to find the scale for independent variable of the image uniqueness; and those respondents were professionals in tourism field of Cameroon. As the title says, we are analyzing the destination image of Sanaga Maritime. Our questionnaire only had originally 4 main parts: Part1= required demographic informatios about the respondents; Part 2= required the point of view of tourists about the overall image of Sanaga Maritime, and the tourists' intention to revisit and recommend. Part3= was about cognitive image and Part4= affective image.

Considering that destination image has 3 main parts Cognitive, Affective and Unique image; the uniqueness here is what can differentiate destination from another one. In other words, it is the particularity of a destination. The qualitative analysis here provided us information about the demography, overall image, revisit intention, intention to recommend, cognitive image and affective image. The qualitative analysis provided data about the main attributes of Sanaga Maritime. In other words, the qualitative data here had to complete the questionnaire and make Part 5.

Therefore, during the data collection, we first made the interviews in order to ask to some professionals of the tourism segment in Cameroon, to give us the main attributes of Sanaga Maritime. Then we completed the last part of our questionnaire with the responses of our interview. At last, we distributed the questionnaires to find out the point of view of tourists on those main attributes. The interviews were supposed to highlight the unique image of Sanaga Maritime.

Moreover the respondents were from different countries and most of the questionnaires were written in English few in French later on translated to English. The translation was required for a better understanding by tourists who have a language barrier. In addition, the respondents were people above 18 years available in some Edea-Cameroon tourist sites such as the Sanaga Brigade, Marienberg Catholic Mission, Nkohom Mountain, Ngog Lituba Sacred Cave, Dehane Falls, Yoyo Beaches, Ossa Lake, Socapalm Plantations, and Safacam Plantations.

## Chapter 6

### RESULTS

#### 6.1 Demographic characteristic of the sample

This table represents represents the gender of the respondents. Thus the best possible gender is for males (55.2%) followed by female (44.8%). It also underlines the local residence of respondents. So, according to this table, the majority of those visiting Sanaga is from the rest of Europe with a percentage of 21.4 %, follow by Africa with 18.9%. The lowest one, with 12.4% was coming from UK and North America.

According to the age of the respondents, the highest percentages are for those who are between 45 to 64 years old (41.8%) followed by respondents of 25 to 44 years old (36.8%). To add, 47.8% of respondents were married, while 29.9% were single and 22.4% were divorced. When it comes to the education, the highest percentage were tourist having a level of Associated or Bachelor with 41.3% (83) follow by 36.8% (74) of respondents with a Master or Phd.

Table 5: Demographic profile of respondents

Demographic variables	Frequencies	%
<b>AGE (years)</b>		
18-24	25	12.4
25-44	74	36.8
45-64	84	41.8
65+	18	9.0
TOTAL	201	100.0

<b>RESIDENCE</b>		
EU	33	16.4
UK	25	12.4
CAMEROON	37	18.4
REST OF EUROPE	43	21.4
NORTH AMERICA	25	12.4
AFRICA	38	18.9
TOTAL	201	100.0
<b>GENDER</b>		
MALE	111	55.2
FEMALE	90	44.8
TOTAL	201	100.0
<b>MARITAL STATUS</b>		
SINGLE	60	29.9
MARRIED	96	47.8
DIVORCED/SEPARATED/WIDOWED	45	22.4
TOTAL	201	100
<b>EDUCATION</b>		
HIGH SCHOOL OR LESS	44	21.9
ASSOCIATED OR BACHELOR	83	41.3
MASTER OR PHD	74	36.8
TOTAL	201	100
<b>INCOME</b>		
LESS THAN 5,000	63	31.3
5,000-9,999	22	10.9
10,000-14,999	46	22.9
15,000 OR MORE	70	34.8
TOTAL	201	100

The realization of this work is the result of the intervention of respondents who were 201 in number and whose point of views was highlighted in form of questionnaires. So in the attribute of number of days spend, the majority was in it 5<sup>th</sup> day with a percentage of 19.9 (20%) with is represented by 40 tourists. 12.9 (13%) of respondents was in it 15 days in Sanaga which represent 26. And at last, 10% for 7 days which represent 20 visitors.

The table examines the number of time the respondents have been in Sanaga-Maritime in title (previous visit). So, 43.3% is the highest rate which is for those who are in their first visit in Sanaga-Maritime; followed by 30.3 % for those who came once in the past; and for tourists who are in their third or above visit in Sanaga-Maritime, 26.4 is their percentage, which means they are 53 in number.

Also is represented in the table the source of information, in order words, how respondents gate in touch with the existence of Sanaga-Maritime for their first time. Thus 37.8% represent 76 repondents who know about Sanaga-Maritime through their family and friends; 22.9 (23%) of respondents learn about Sanaga-Maritime through travel agent; then 14.9 (15%) learn the existence of this region through the map. This analysis shows only the most important rate.

Table 6: Primary respondents information

DAYS IN SANAGA-MARITIME	FREQUENCY	%
.00	2	1.0
2.00	4	2.0
3.00	15	7.5
4.00	18	9.0
5.00	40	19.9

6.00	3	1.5
7.00	20	10.0
8.00	17	8.5
10.00	14	7.0
11.00	4	2.0
12.00	2	1.0
14.00	2	1.0
15.00	26	12.9
16.00	2	1.0
20.00	3	1.5
22.00	2	1.0
25.00	8	4.0
30.00	5	2.5
31.00	3	1.5
35.00	4	2.0
60.00	3	1.5
90.00	4	2.0
<b>TOTAL</b>	<b>201</b>	<b>100</b>
<b>PREVIOUS VISIT</b>		
Never	87	43.3
Once	61	30.3
Twice or more	53	26.4
<b>TOTAL</b>	<b>201</b>	<b>100.0</b>
<b>SOURCE</b>		
Official guide	22	10.9
Brochure	1	.5
Map	30	14.9
Travel Agent	46	22.9
Book or Article	18	9.0
Friend(s) or Family	76	37.8
Other	8	4.0
<b>TOTAL</b>	<b>201</b>	<b>100.0</b>

The next table gives some information about cognitive image components. For Etchner and Ritchie (1991), cognitive image components are the perception of visitors toward the destination. So this table emphasizes the minimum (1), maximum (2), mean, and standard deviation of each component.

Table 7: Descriptive statistics cognitive image

(cognitive)	N	Min	Max	Mean	Std. Deviation
This dest. has reasonable price	201	3.00	5.00	4.47	0.52
This destination is very famous	201	1.00	5.00	3.00	0.83
enjoy visting this destination	201	3.00	5.00	4.02	0.59
nternational holiday	201	2.00	5.00	3.37	0.82
The characteristics comes quickly	201	1.00	5.00	3.57	0.76
High quality infrastructure	201	1.00	5.00	3.23	0.97
High level of clealiness	201	1.00	5.00	3.29	0.85
High level of safety	201	2.00	5.00	3.70	0.89
High quality accommodation	201	2.00	5.00	3.33	0.75
My preferred choice for a vacation	201	2.00	5.00	3.36	0.73
Visiting this destinatio is economical	201	2.00	5.00	4.44	0.68
will get much more than my money	201	3.00	5.00	3.81	0.61
The cost of visiting has a bagain	201	2.00	5.00	3.79	0.72
Good name and reputation	201	2.00	5.00	3.20	0.69
intend to visit this dest. i the future	201	2.00	5.00	3.64	0.58
would advise people to visit this dest.	201	1.00	5.00	3.76	0.79
Visiting this dest. is a good deal	201	2.00	5.00	3.80	0.70
Overall image	201	3.00	5.00	4.16	0.68
Recommendation	201	2.00	5.00	4.01	0.71
ntention to revisit	201	2.00	5.00	3.85	0.76
<b>Notes:</b> each of these items have been measured in a 5 point Likert scale(from 1= strongly disagree, 2= i disagree, 3= neutral, 4= i agree to 5= i strongly agree).					

This table represents the mean and standard deviation of the attributes representing the cognitive image of sanage-maritime. In other words, it shows the quantification od amount of dispersion of the set of data quantify around the mean. As we can see, the minimum varied in between 1 and 3. Not more than that. Moreover, one can observe

that all the values of mean concerning each attributes are above 3.00. They go from 3.00 (this destination is very famous) to 4.47 (this destination has reasonable price).

Furthermore some information was given about destination image components. Cognitive image represent all the knowledge, information that the tourist has about the destination. Affective image is what respondents feel about Sanaga-Maritime. So this table emphasizes the minimum (1), maximum (2), mean, and standard deviation of each component.

Table 8: Descriptive statistics affective image

(affective)	N	Min	Max	Mean	Std. Deviation
Scenery	201	3.00	5.00	4.39	0.60
Historical	201	2.00	5.00	4.37	0.63
Cultural	201	3.00	5.00	4.28	0.65
Unpolluted	201	2.00	5.00	3.90	0.73
Friendliness	201	3.00	5.00	4.39	0.56
Cleanliness	201	2.00	5.00	3.70	0.74
The destination can easily be reached	201	2.00	5.00	4.14	0.75
Climate	201	2.00	5.00	4.25	0.70
Atmosphere	201	2.00	5.00	4.15	0.56
Quality of restaurants	201	2.00	5.00	3.87	0.82
Accommodation	201	2.00	5.00	3.71	0.77
Safety and security	201	3.00	5.00	4.01	0.67
Shopping facilities	201	2.00	5.00	3.98	0.73
Public transportation	201	1.00	5.00	3.82	0.98
Local tours/Excursions	201	1.00	5.00	3.95	0.70
Amusing night life and entertainment	201	2.00	5.00	4.10	0.72
Sport facilities	201	2.00	5.00	3.78	0.90
Local cuisine	201	3.00	5.00	4.30	0.56
Local festivals and fairs	201	2.00	5.00	4.08	0.82
Museums	201	2.00	5.00	3.93	0.85
The quality service	201	2.00	5.00	3.94	0.90
Cost/value	201	3.00	5.00	4.31	0.53
<b>Notes:</b> each of these items have been measured in a 5 point Likert scale(from 1= strongly disagree, 2= i disagree, 3= neutral, 4= i agree to 5= i strongly agree).					



This table represent the mean and standard deviation of the attributes representing the affective image of sanage-maritime. In other words, it shows the quantification od amount of dispersion of the set of data quantify around the mean. As we can see, the minimum varied in between 1 and 3. Not more than that. Moreover, one can observe that all the values of mean concerning each attributes are above 3.50. They go from 3.70 (cleanliness) to 4.39 (Scenery).

The next table shows also the characteristic of Sanaga Maritime. This shows the minimum, maximum, mean, and standard deviation of the touristic sites in Sanaga-Maritime.

Table 9: Descriptive statistics unique image

(Unique)	N	Min	Max	Mean	Std. Deviation
Sanaga bridge	201	2.00	5.00	4.13	0.67
Marienberg catholic mission	201	2.00	5.00	4.28	0.71
Nkohom moutain	201	3.00	5.00	4.08	0.66
Ngog lituba sacred cave	201	3.00	5.00	4.48	0.55
Dehane falls	201	3.00	5.00	4.35	0.65
Yoyo beaches	201	2.00	5.00	4.02	0.81
Ossa lake	201	2.00	5.00	4.25	0.75
Socapalm plantations	201	2.00	5.00	4.07	0.66
Safacam plantations	201	2.00	5.00	4.14	0.76
<b>Notes:</b> each of these items have been measured in a 5 point Likert scale(from 1= strongly disagree, 2= i disagree, 3= neutral, 4= i agree to 5= i strongly agree).					

This table represents the mean and standard deviation of the attributes representing the unique image of sanage-maritime. In other words, it shows the quantification od amount of dispersion of the set of data quantify around the mean. As we can see, the minimum varied in between 2 and 3. Not less than that. Moreover, one can observe

that all the values of mean concerning each attributes are above 4.00. They go from 4.07 (socapalm plantation) to 4.48 (for Ngog lituba sacred cave).

## 6.2 Factor analysis

In this study concerning the analysis of factors, Extraction method used the rotation method of Varimax and the normalization of Kaiser. The tables that follow are assessment of the factor analysis of the destination attributes concerning Affective image. The communalities represent the 22 items mentioned originally in the questionnaires. The Kaiser-Meyer-Olkin is 0.685. The total variance for the factors analyzed is 38.85%. The results show that only six components are representative of the cognitive image. The variable values goes between 0.973 and 0.949.

Table 10: Exploratory factor analysis results cognitive image

FACTORS (COGNITIVE)	Component						
	T	1	2	3	4	5	6
Variance Explained %	66.99						
Eigenvalue		3.552	2.428	1.684	1.434	1.222	1.068
Cronbach's alpha	0.646						
Variables&Communities							
Cleanliness		.796					
My preferred choice		.714					
Infrastructure		.663					
International holiday		.661					
Advise to visit			.812				
Bagain and benefits enjoyed visiting			.708				
Accommodation				.765			
Good reputation				.694			
Getting more than my Money					.776		
It is a good deal revisit in future					.589		
It is economical					.529		
It is very famous						.681	
The characteristics						-.573	
Reasonable price						.546	
High level of safety							.876
							.517

**Notes:** each of these items have been measured in a 5 point Likert scale(from 1= strongly disagree, 2= i disagree, 3= neutral, 4= i agree to 5= i strongly agree). The

Kaiser-Meyer-Olkin measure of sampling adequacy is 0.52. The bartlett's test specificity is  $p < 0.000$

Table 11: Exploratory factor analysis results affective image

FACTORS (AFFECTIVE)	Component							
	T	1	2	3	4	5	6	7
Variance explained %	66.811							
Eigenvalue		4.915	2.316	1.941	1.713	1.460	1.198	1.156
Cronbach's alpha	0.646							
Variables and Communities								
Scenery		.699						
Friendliness		.685						
Cost/value affordable		.644						
Cultural		.545						
Unpolluted environment			.831					
Cleanliness			.777					
Local festivals			.614					
Accomodation			.429					
Histotical				.767				
Service				.749				
Museums				.581				
Sport					.772			
Excursions					.717			
Shopping					.582			
Atmosphere						.777		
Safety						.729		
Cuisine						.438		
Restaurants							.817	
Transportation							.695	
Climate							.489	
Amusing night							.448	
Easy reached								-.815

**Notes:** each of these items have been measured in a 5 point Likert scale(from 1= strongly disagree, 2= i disagree, 3= neutral, 4= i agree to 5= i strongly agree). The Kaiser-Meyer-Olkin measure of sampling adequacy is 0.61. The bartlett's test specificity is  $p < 0.000$

### 6.3 Reliability and validity

Evaluation of Sanaga-Maritime (Edea) attribute, accuracy of the components are necessary. That is why, to investigate the reliability of this school work, Cronbach's Alpha was the suitable method. For Kerlinger (1973) this measurement must be above 0.60. Thus 0.64 for Cronbach's Alpha of Sanaga-Maritime destination image shows that this study is reliable.

Validity is the tool to evaluate if the method used is reliable to examine the attributes to be measure (Suter, 2006). So the following steps are required in order to be certain about the validity of a survey:

- Data are collected from reliable respondents
- Questionnaires should be inspired by literature review.
- Pilot test to approve the legitimacy of the questionnaires.

### 6.4 Correlation analysis

The aim of this analysis is to inspect the relationship between the main components of research. The Pearson correlation matrix below shows the results.

Table 12: Correlation analysis

	<b>Overall Image</b>	<b>Recommend</b>	<b>Revisit Intention</b>	<b>Cognitive Image</b>	<b>Affective Image</b>
<b>Overall Image</b>	1				
<b>Recommend</b>	0.331**	1			
<b>Revisit Intention</b>	0.323**	0.380**	1		
<b>Cognitive Image</b>	0.383**	0.385**	0.491**	1	
<b>Affective Image</b>	0.305**	0.075	0.266**	0.185**	1

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

This research did make use of the Pearson's correlation to find the extent to which the variables are related to each other as shown in table 12. The correlation ratio  $r$  varies

between 1, 0 and -1 indicating respectively a perfect positive correlation, no correlation and a perfect negative correlation.

All of the significant correlations ( $\alpha = 0.05$ ) were found positively moderate just as, cognitive image and intention to visit. In the other set of significant correlations some has a weak correlation. Among these were the relationship between affective image and intention to recommend ( $r = 0.075$ ,  $p < .001$ ) who failed to be statistically significant.

### 6.5 Multiple regression analysis

A regression analysis was run to find the extent of the influence of cognitive and affective on overall image. These were respectively the dependent variables and independent variable for our first model.

Table 13: Multiple Regression Analysis Results

	RECOMMEND INTENTION		REVISIT INTENTION	
	Step1	Step2	Step1	Step2
COGNITIVE IMAGE	0.39	0.30	0.49	0.43
	-	0.22	-	0.16

When there is overall image in between Cognitive Image any of the tourist recommendation and intention, overall image has a role of mediator. Cognitive Image and Recommendation is significant. Moreover, Cognitive image is directly and positively associated to Revisit Intention. But in the presence of Overall Image as mediator the relation is still significant.

According to the correlation table Cognitive Image is link to Overall Image and Revisit Intention. Moreover Affective Image is link to Overall Image and Revisit Intention. But according to the regression table Affective image is only associated to Overall Image and not to Intention to recommend.

Based on regression analysis, Cognitive Image is directly linked to overall Image, Revisit Intention and Recommend Intention. But when we include Overall Image, in the equation, Overall Image is partially mediating the relationship between Cognitive Image, Revisit intention and Intention to recommend.

Table 14: Multiple Regression Analysis

	RECOMMEND INTENTION		REVISIT INTENTION	
	STEP 1	STEP 2	STEP 1	STEP 2
AFFECTIVE IMAGE	0.08	-0.03	0.27	0.19
	-	0.34	-	0.27

Affective Image and Intention to recommend is not significant with Overall Image as a mediator. In the presence of Overall Image, Affective Image increase from  $r = 0.08$  to  $r = 0.34$ . Moreover, Affective image is directly and positively related to Revisit Intention. But in the presence of Overall Image as mediator the relation is still significant.

Nevertheless, according to this regression analysis, Affective Image does not have any influence on either Overall Image or Intention to Recommend. Affective Image has

direct effect on Revisit Intention and when Overall Image is Included in the regression, it plays as a partial mediator.

## Chapter 7

### DISCUSSION AND CONCLUSION

#### 7.1 General

The progress of this work was to meditate on a model of Sanaga-Maritime (Edea) as a destination based on destination attributes and other elements.

#### 7.2 Discussion

According to the findings of this study, the hypothesis H1, H2, H4, H5, H6 and H7 are accepted while the hypothesis H8 is rejected.

In hypothesis 1: (Visitors' overall image is positively affected by cognitive image). According to the correlation matrix, this statement is significant with a coefficient ( $r = 0.000$ ) lower than  $p < 0.005$ . Considering as well the regression matrix which shows that  $p < 0.001$  confirming by the way its validity, the hypothesis 1 is accepted.

In hypothesis 2 (The affective image will positively affect visitors' overall image). According to the correlation and regression matrix ( $p < 0.001$ ) H2 is significant. Therefore in this particular study, this hypothesis is accepted.

In hypothesis 3 (the visitors' overall image of a place to visit impact his revisit intention) and hypothesis 4 are both significant with a correlation coefficient of  $r = 0.000$  and in their regression  $p = 0.001$ . Therefore we can say that both hypotheses are accepted.



In hypothesis 5: Cognitive image positively influence revisit intention.

Hypothesis 6: Affective image positively influence revisit intention.

Hypothesis 7: Cognitive image positively influence intention to recommend are accepted as well due to their correlation coefficient and regression one inferior to 0.005. Moreover hypothesis 9, 10, and 11 were also accepted.

Only the last one, H8: Affective image is positively and directly related to recommendation were found insignificant. Therefore we don't have enough evidence to accept that hypothesis.

### **7.3 Conclusion**

The primary aim of this accademic work is to:

Assess the image of the destination (the cognitive and affective), the destination attributes and the tourist' perception of the overall image of Sanaga-Maritime (Edea) as a destination image, and their point of view about its main attributes. But also renew the destination image of the country. Focus on the culture of the country as an originality of this study.

Investigate the cognitive and affective attributes of Cameroon (Edea-Sanaga Maritime).

Assess the link between Cameroon (Edea-Sanaga Maritime) attributes and the tourists' perception. Assess the position of Cameroon according to its competitors.

The findings show that the destination image and overall image are good predictors of intention to revisit and to recommend to others. However, overall image will appear as a partial mediator between destination image and revisit intention and intention to recommend. Moreover this research was done using a mix method (triangulation) with deductive approach on the quantitative part and the inductive approach on the qualitative approach. The qualitative data were collected from influential managers of hotels, from directors in the ministry of tourism and leisure and other managers from the transportation sector, travel agencies...etc. the quantitative data were collected from tourists.

There are many theories related to the prediction of behavioral intention such as the Theory of Planned Behavior, the Customer Loyalty Theory, Attitude theory and more others. But this study only focuses and used the Image Theory and the Motivation Theory. As a result we had a total of eleven hypotheses. Most of them came out at the end of the positive. Only one hypothesis was rejected.

In hypothesis 2 (The affective image will positively affect visitors' overall image). According to the correlation and regression matrix ( $p < 0.001$ ) H2 is significant. Therefore in this particular study, this hypothesis is accepted.

In hypothesis 3 (the visitors' overall image of a place to visit impact his revisit intention) and hypothesis 4 are both significant with a correlation coefficient of  $r = 0.000$  and in their regression  $p=0.001$ . Therefore we can say that both hypotheses are accepted.

In hypothesis 5: Cognitive image positively influence revisit intention.

Hypothesis 6: Affective image positively influence revisit intention.

Hypothesis 7: Cognitive image positively influence intention to recommend are accepted as well due to their correlation coefficient and regression one inferior to 0.005. Moreover hypothesis 9, 10, and 11 were also accepted.

Only the last one, H8: Affective image is positively and directly related to recommendation were found insignificant. Therefore we don't have enough evidence to accept that hypothesis.

#### **7.4 Managerial implications**

In the results of this study, implications of this work are addressed to the government, managers in the tourism field, but also the local population. Some of the most important problems are lack of tourist infrastructures, inaccessibility of tourist sites, touristic sites not develop, the insufficient funds allocated to the tourism sector. These are the elements are very important for the Improvement of tourism in the Sanaga-Maritime (Edea). Fixing these issues could help managers to attract more tourists in the future. The government should allocate sufficient fund for the development and care of touristics sites. Managers of recreational and leisure businesses should respect the standard in term of cleanliness.

One of the critical problems that we had to face is that there were very few tourists. This shows that although Cameroon is so-called Africa in miniature and a lot of potential, its position in the tourism market segment is dropping down and its competitiveness is really down.

Another implication is going to the local population. According to our result, only one hypothesis was not significant which is affective image leading to recommendation. This shows that, the atmosphere of Sanaga Maritime, the emotion tourists can get over there is not sufficient to push them to recommend the place to others. Therefore, the population should learn how to be more welcoming, enthusiasm and have a bit of tourism culture. They should be more involve in the process of providing an unforgettable experience to their visitors.

The second implication is for managers of hotels, resorts, restaurants, and other facilities. They should respect the standard pre-establish in term of cleanliness, safety etc.... They should train their for a better customer service.

## **7.5 Limitation and Future Research**

First, 300 questionnaires were distributed but only 201 were returned. For better findings, number of participants must be much more. Secondly, the research was run only in the region of Sanaga-Maritime and specifically in Edea (Cameroon). That is why, for future studies, others regions should be taken in to consideration. Third, the quantitative data were collected online.

Moreover, the questionnaires were in English, meanwhile most of the tourist where French speaking. They respondents were probably not able to get the full sense of some questions. This was the issues with interviews.

Furthermore, the data collection was done in two weeks, which is a very short time when it comes to collection of data. Future research should much more time to collect properly data.

Another limitation that we had to face is the lack of recent statistics. The first and the last time the ministry of tourism and leisure of Cameroon did a study in order to collect tourism data of the country was one year after the country has been recognized as an international destination in 2010. Since then, there are no new official numbers hence, the latest ones are from 2011.

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## **APPENDICES**

## **Appendix A: Interviews**

### **A-MALEGUEL Henok Conrad**

#### **1. In your idea what images or characteristic of Sanaga-Maritime (Edea) is very significant as a travel destination?**

One of the most interesting thing in Cameroon is the wilderness of its sites (its touristic sites and its popular). Cameroon has not yet reached the level of development of European countries. Therefore, for me, it is this wilderness -:

- Waza Park
- Mt Mandara
- Kapsiki

The nature and fauna kept it's originality and is really wild. Cameroonian coasts have not yet been developed or exploited by the capatalists. We hope that the construction of the deep water port will be limited in Kribi, and the new coast identified in the areas of Mouanko and Yo-Yo will remain just the way they are. For me, the most significant characteristic of Cameroon in terms of tourism is its wilderness.

Developing all of its potential won't be attractive.

Now when we take the railway, we can have the opportunity to see all the little beautiful villages and all the different kinds of forest, culture. Moving (going) from the Litoral (Douala, Bassa, Beti)to Yaounde – east we can observe many different cultures which are for me the riches of the Cameroon.

The government and the native population of Cameroon does not market their country properly. They accept themselves the way they are just like the Asian population did

(selling their culture). Instead we depreciate our potential. For me we have too much tourism potential but we are selling it very cheaply.

I think first of all we must have a list of all the touristic attractions of Cameroon not only the famous ones which are somehow known, but even those that are deeply inside the Cameroon and which are not yet well known. Such a document does not exist.

The challenge in terms of the development of tourism in Cameroon is the lack of infrastructure. There is no road to give access to those tourist attractions.

Cameroon is a very good travel destination but I think a lot has to be done for it to be a very good touristic destination as Morocco and some of the other famous African tourism destinations. We already have the facilities, the touristic sites but all these have to be developed. For instance we only have 2 airports which are not yet well developed and this is not good for the image of the country. When we get to Waza park there is no security for the tourist. This is what I can say about the Cameroon as a touristic destination.

When tourists arrive in the Cameroon the first thing they will see, or appreciate is the quality of the airport and roads and these are not yet developed.

**2. Please list any distinctive or unique tourist attractions that you think of Sanaga-Maritime (Edea)?**

❖ Socapalm Plantation

- ❖ Marienberg catholic mission
- ❖ Ossa Lake
- ❖ Nkohom Mountain
- ❖ Ngog Lituba sacred cave
- ❖ Sanaga Bridge
- ❖ Yo-Yo beaches

**3. What is your logical and emotional perspective of Sanaga-Maritime (Edea)?**

Cameroon is good Country and it population is very warm and welcoming. The atmosphere is very nice.

**4.What are the challenges faced government to implement a tourism marketing plan?**

Underdeveloped infrastructure (Airport , Hotels )

**5. What are the difficulties facing by the government in identifying resources that will differentiate our destination from competing places offering similar attributes?**

Underdevelopment is the main obstacle.

## **B- Mr Le Directeur**

### **1. In your idea what images or characteristic of Sanaga-Maritime (Edea) is very significant as a travel destination?**

Cameroon has a very large potential from the diversity of its population and its culture, with about 250 ethnic tribes. Considering that, the Sanago Marime itself has many tribes such as Baso'o, Bakoko, bassa, Bati...etc. this means different culture, traditional tasty and very unique dishes, festival organized each year...etc

Now geographically, from its geographical position (next to the sea in Central Africa) allows Sanaga-Maritime to have many different kinds of tourism. It has a strategic position. It is possible to find seas, ecotourism, wilderness, old buildings and more.

### **2. Please list any distinctive or unique tourist attractions that you think of Sanaga-Maritime (Edea)?**

- The Sanaga Bridge
- Safacan Plantations
- The Marienberg Catholic Mission
- Yoyo Beaches
- The Dehane waterfalls
- The Nkohom mountain

### **3. What is your logical and emotional perspective of Sanaga-Maritime (Edea)?**

It is a very peaceful and relaxing place to visit. The exotics aspect of the population, culture, and atmosphere is unique. But on the other hand, depends on what (the tourist) you is looking for. Besides another tourist might prefer to stay and sleep in camp, while there is a 5 star hotel not very far, some of them are not looking for high quality service luxury; instead they are looking for native, wilderness

Therefore the emotional perspective of the country depends on what each and every one tourist is looking for.

**4. What are the challenges faced government to implement a tourism marketing plan?**

For instance a town like Douala has problems in terms of the service quality, comfort, compliance with standard pre-establish, in the environment of hotels in Cameroon. How many restaurants respect rules and laws established by the government? Not a lot!

**5. What are the difficulties facing by the government in identifying resources that will differentiate our destination from competing places offering similar attributes?**

Cameroon has a lot of potential but in terms of future development it has a lot to do.

**C-Mr Jimmy ALWANI ( Satguru Travel & Tours Services)**

**1. In your idea what images or characteristic of Sanaga-Maritime (Edea) is very significant as a travel destination?**

For me, it is not a real touristic place there because it is not yet developed and sophisticated.

**2. Please list any distinctive or unique tourist attractions that you think of Sanaga-Maritime (Edea)?**

- Socapalm plantations
- Yoyo beaches
- Ngog lituba sacred cave

**3. What is your logical and emotional perspective of Sanaga-Maritime (Edea)?**

It is not safe.

**4. What are the challenges faced government to implement a tourism marketing plan?**

There is no touristic place apart from Kribi and Limbe. Yaounde is the political market and Douala is the commercial market. There is a not good security in the touristic area.

Security is the most important aspect in tourist destination, the risk of being attack any time, is the main thing (safety), because of that I cannot advise anybody to do any tourism here in Cameroon.



**5. What are the difficulties facing by the government in identifying resources that will differentiate our destination from competing places offering similar attributes?**

There not a good service management for such thing and a little bit of corruption.

The government probably does not take the tourism sector that seriously.

**D-Mr .PALA**

**1. In your idea what images or characteristic of Sanaga-Maritime (Edea) is very significant as a travel destination?**

It is business. The few foreigners, who come here mostly from Turkey or china, are here for business reasons. Tourism in Cameroon is not yet in a stage which can attract people; beside the little sociopolitical troubles (Nigerian terrorist trying to enter Cameroon) in the Nord of the country do not help at all. If we can talk about a characteristic of Cameroon, it might be it wildness. But it is completely neglected by the government.

**2. Please list any distinctive or unique tourist attractions that you think of Sanaga-Maritime (Edea)?**

- The Ossa Lake
- Yoyo beaches
- The Ngog Lituba sacred cave
- Socapalm plantations
- Safacam plantations
- The Dehane waterfall
- The Marienberg catholic mission

**3. What is your logical and emotional perspective of Sanaga-Maritime (Edea)?**

Sanaga-Maritime especially Edea is the city of exotism, culture, love, friendship.

**4. What are the challenges faced government to implement a tourism marketing plan?**

The first thing before implementing a tourism market plan is to know very well what we want to market. In other words, the biggest challenge is first of all to develop an internal tourism before trying to expand to an international one. The challenge is to bring the Cameroonian to discover their own country, enjoy it, and then market its attributes in an international plan to attract more tourists. This might be due to the living condition of the population who is struggling and cannot afford some holiday in the touristic site of the country.

The means used by our travel agency to promote the tourism of the country in an international scale are: excursions, corporate hospitality, we are present in some international event to attract the attention of other countries...

**5. What are the difficulties facing by the government in identifying resources that will differentiate our destination from competing places offering similar attributes?**

A good organization.

**E-Stephane Efon ETOUKE** (Director of sales, le meridian hotel)

**1. In your idea what images or characteristic of Sanaga-Maritime (Edea) is very significant as a travel destination?**

As a travel destination, the most significant characteristics of Cameroon is its cultural and socioeconomic diversity.

**2. Please list any distinctive or unique tourist attractions that you think of Sanaga-Maritime (Edea)?**

- Socapalm Plantation
- Marienberg catholic mission
- Ossa Lake
- Nkohom Mountain
- Ngog Lituba sacred cave
- Sanaga Bridge
- Yo-Yo beaches

**3. What is your logical and emotional perspective of Sanaga-Maritime (Edea)?**

Peaceful, unique, friendly.

**4. What are the challenges faced government to implement a tourism marketing plan?**

It is all about ecotourism, everyone expects or waits for the government to make changes, but in reality, Cameroonians should change. They do not have the culture of tourism. Their standard living is very down. These can have an impact on the way Cameroonians welcome foreigners and influence the improvement of the tourism sector of the country. For instance in our level, we promote tourism in an

international scale mostly online; through our website, social network (facebook, twitter). Our hotel (Le Meridien) is selling business as concept, therefore we are dealing mostly with companies who want to look after their international guest. That is why we organize some brunch, forum, events to create a positive word-of-mouth.

**5. What are the difficulties facing by the government in identifying resources that will differentiate our destination from competing places offering similar attributes?**

There no means or sufficient funds allocated for such project. This is, according to me, the main difficulty.

**F-Mr. Jacque MBOUA**

**1. In your idea what images or characteristic of Sanaga-Maritime (Edea) is very significant as a travel destination?**

Cameroon has a lot of potential; it is a very rich country in term of hydraulic network, wildlife, historic symbol, geographical features...and a lot of attractions. But we should notice that all these are not yet develop, either advertises. For instance, let talk about one of it region SANAGA MARITIME . The bank of the” SANAGA’s river” which goes till the Atlantic ocean, the” YOYO beaches” which goes till 52km ( we are planning to build a very big economic and touristic complex there) ; in term of ecotourism there are high forest, the sacred cave NGO LITUBA, the catholic mission of MARIEMBERG is a place of pilgrimage constructed in 1884, safari.. . Unfortunately, as I aforementioned, the accessibility is not good, there are no infrastructures.

**2. Please list any distinctive or unique tourist attractions that you think of Sanaga-Maritime (Edea)?**

- The Ossa Lake
- Yoyo beaches
- The Ngog Lituba sacred cave
- Socapalm plantations
- Safacam plantations
- The Dehane waterfall
- The Marienberg catholic mission
- Traditional chiefdoms

**3. What is your logical and emotional perspective of Sanaga-Maritime (Edea)?**

Cameroon very big...I will focus mostly on the SANAGA MARITIME region (EDEA). All those attributes are still pure, natural, wild... while the local population are very kind and welcoming, the atmosphere is nice, and peasant. We are organizing some event and forum in high school where we try to inculcate, to initiate a tourist culture to our children. We have to work as well with the customs services, police, and staff at the airport... because they are somehow in the frontline of the whole system when a tourist arrived. If he does not feel secure, welcome at the first stage, no matter how beautiful is the country; he might go back with a wrong impression. Therefore, the respect, kindness, and hospitality are very important and are not yet well establish in here...but, we are working on it.

**4. What are the challenges faced government to implement a tourism marketing plan?**

One of the challenges is that the resources allocated for the development and the implementation of touristic sites are insignificant. But we are trying our best at least in the theoretical aspect to make everything ready. Moreover tourism in the Sanaga maritime region is still in an embryonic stage. I cannot talk about implementing, about a marketing plan when there is not yet facilities and infrastructures for a tourist to reach sites; which are not yet develop neither secure. That is the biggest difficulty.

**5. What are the difficulties facing by the government in identifying resources that will differentiate our destination from competing places offering similar attributes?**

There are not a lot fund allocated the ministry of tourism.

**E-Mr. MOHKOMBI**

**1. In your idea what images or characteristic of Sanaga-Maritime (Edea) is very significant as a travel destination?**

There are a lot of potential in the country which are not yet develop, there is a lack of infrastructures, lack of resources. But those touristic sites require a huge amount of resources to develop them. The country has about 800 touristic sites (historical, cultural, religion...) from different scale; to a regional interest, departmental, national, and international one.

**2. Please list any distinctive or unique tourist attractions that you think of Sanaga-Maritime (Edea)?**

- Socapalm Plantation
- Marienberg catholic mission
- Ossa Lake
- Nkohom Mountain
- Ngog Lituba sacred cave
- Sanaga Bridge
- Yo-Yo beaches
- The Dehane waterfall

**3. What is your logical and emotional perspective of Sanaga-Maritime (Edea)?**

The region is pure, natural, wild, and peaceful.



**4. What are the challenges faced government to implement a tourism marketing plan?**

Some sites are located in villages with the lack of road; the accessibility is very difficult which is a barrier to a potential development of the site. Another problem is that, here in the ministry of tourism and leisure, there are different department which are not working together. For instance I am responsible of the development of the touristic sites in the country; my department is in charge of the touristic sites, but, parks are under the control of the ministry of water and forests. The time for both ministry to agree a specific decision or project can be very long and they might not agree. They might not find the time settle everything for any improvement because each of the directors of both ministries is very busy.

**5. What are the difficulties facing by the government in identifying resources that will differentiate our destination from competing places offering similar attributes?**

The funds allocated to the ministry of tourism and leisure is not sufficient.

## Appendix B: Questionnaires

**Dear respondent,**

You are being asked to participate in an academic study examining the Destination brand image of Sanaga Maritime (Edea) Cameroon.

All the information you will provide will remain confidential and anonymously processed.

Thank you for taking your time to complete this survey and being a part of this study.

### Contact Address:

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School of Tourism and Hospitality	Master Student
KKTC	
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### \* Required

**1. How long have you been in the Sanaga Maritime \***  
in Days

**2. Have you traveled to Sanaga Maritime before? \***

- Never
- Once
- Twice or more

### Sources of information. \*

How did you hear about Sanaga Maritime

- Official guide
- Brochure
- Map
- Travel Agent
- Book or Article
- Friend(s) or Family
- Other:

**Age \***

- 18-24
- 25-44
- 45-64
- 65+

**Place of residence \***

- EU
- UK
- Cameroon
- Rest of Europe
- North America
- Africa
- Other:

**Gender \***

- Male
- Female

**Marital Status \***

- Single
- Married
- Divorced / Separated / Widowed

**Level of education \***

- High school or less
- Associate or Bachelor degree
- Master or PhD

**Average household income per year (in US Dollars) \***

- Less than 5,000
- 5,000 - 9,999
- 10,000 - 14,999
- 15,000 or more

**Please rate your overall image of Sanaga Maritime as a vacation destination. \***

1   2   3   4   5

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Very Negative                Very Positive

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**Please indicate if you would recommend Sanaga Maritime to your friends and relatives. \***

	1	2	3	4	5	
Not recommend at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely recommend

**Please rate the level of your intention to visit Sanaga Maritime for vacation purposes over the next TWO years. \***

	1	2	3	4	5	
Not intend to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely to visit

**Listed below are some statements about Sanaga Maritime. Please give your level of agreement for the statements below relevant to Sanaga Maritime by checking the most appropriate field. \***

	1- Strongly disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly agree
1. This destination has reasonable prices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This destination is very famous.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I enjoy visiting this destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. When I am thinking about international holiday, this destination comes to my mind immediately.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The characteristics of the destination comes to my mind quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. This destination has	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1- Strongly disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly agree
high quality infrastructure.					
7. This destination has high level of cleanliness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. This destination has high level personal safety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. This destination has high quality accommodation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. This destination would be my preferred choice for a vacation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Visiting this destination is economical.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. The costs of visiting this destination has a bargain relative to the benefits I receive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. This destination has a good name and reputation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I intend visiting this destination in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1- Strongly disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly agree
16. I would advise other people to visit this destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Visiting this destination is a good deal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Listed below are some attributes that determine the quality of a tourist destination. Please rate below attributes for Sanaga Maritime by checking the most appropriate. \*

	1- Strongly disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly agree
1. Scenery/Natural attractions are beautiful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. It has rich and plentiful historical attractions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Cultural attractions were diverse (Customs and Traditions).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Unpolluted/unspoiled environment is attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. People's behavior was friendly and hospitable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Cleanliness and hygiene standards are highly taken into consideration.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The destination can easily be reached.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Climate is mild and tolerable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1- Strongly disagree	2- Disagree	3- Neutral	4- Agree	5- Strongly agree
9. Atmosphere is calm and relaxing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Quality of restaurants/cafes are at high level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Quality of accommodation facilities is at high level.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Safety and security of the place makes me fell better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. There are plenty and interesting shopping facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Public transportation is organized and affordable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Local tours/Excursions are interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Amusing Night life and entertainment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Sport facilities and activities are highly available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Local cuisine is delicious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. There is high availability of local festivals and fairs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Museums are interesting and culturally rich.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. The quality of service is perfect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Cost/value is affordable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Listed below are some historical and natural place or monuments that determine the unique image of Sanaga Maritime as a tourist destination. Please rate them by selecting the most appropriate section \***

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

	1	2	3	4	5
The Sanaga Brigde	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Marienberg Catholic Mission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Nkohom mountain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Ngog Lituba sacred Cave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Dehane falls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoyo Beaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Ossa lake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Socapalm plantations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safacam plantations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>