

**ATILIM UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION MASTER'S PROGRAMME**

RWANDA'S TOURISM DESTINATION IMAGE IN TURKEY

Master's Thesis

Joel Uwizeye

Ankara-2020

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Supervisor

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Ankara-2020

ACCEPTANCE AND APPROVAL

This is to confirm that this thesis titled “Rwanda’s Tourism Destination Image in Turkey” that was prepared by Joel Uwizeye meets with the committee’s approval unanimously vote as Master’s Thesis in the field of Business Administration Management following the successful defense of the thesis conducted on 07 August 2020

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I hereby declare that;

- ✓ I prepared this thesis in accordance with Atilim University Graduate School of Social Sciences Thesis Writing Directive,
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Joe UWIZEYE

7/08/2020

ÖZ

Turizm [UWIZEYE, Joel]. [Ruanda'nın Türkiye'deki Turizm Destinasyonu İmajı], [İşletme Yüksek Lisans Programı, Ankara, [2020].

Turizm, herhangi bir ülkenin ekonomik kalkınmasının bileşenlerinden biridir. Turizmin ekonomik kalkınmaya katkı sağlaması için, ülkenin müşterileri etkileyecek bir imaja sahip olması gerekir. Bundan dolayı, turistik yer imajı turistlerin seçim yaparken ki davranışlarını etkileyen kilit faktörlerden bir tanesidir. Bu çalışmanın amacı Ruanda'nın turistik yer olarak imajı üzerindeki Türk algı ve düşüncelerini analiz etmek ve Ruanda'ya yönelik imaj oluşturulmasında kendilerine yardımcı olan bilgilere erişmek için hangi yöntemleri ve kanalları kullandıklarını belirlemektir.

Her yıl yaklaşık sekiz milyon Türk turistini farklı noktalara seyahat ettiğini ve Ruanda'yı ziyaret eden sayının çok az olduğunu düşünürsek, Ruanda'nın Türkiye'deki imajını, mevcut zorlukları anlamak ve Ruanda'yı ziyaret eden Türk vatandaşlarının sayısını artırmak için olası çözümler önermek amacıyla Ruanda'nın Türkiye'deki imajını analiz eden bir araştırma yapmak önemliydi.

Çalışma niceldir ve anket formu kullanılarak yürütülmüştür. Toplanan veriler profesyonel IT araçları kullanılarak analiz edilmiş ve tanımlayıcı istatistik, korelasyon testi, T-Testi ve ANOVA testleri yapılmıştır. Sonuçlar, olumsuz algılanan bazı imaj nitelikleri olmasına rağmen, Ruanda'nın imajının Türkiye'de oldukça iyi algılandığını göstermiştir.

Bu çalışmanın sonuçlarına dayanarak, Ruanda'nın turistik yerleri açısından Türkiye'nin önemli bir turistik hedef pazar olarak değerlendirilmesi önerilmektedir. Bu, Türkiye'nin turistik pazarını hedefleyen özel tanıtım ve pazarlama stratejileri geliştirilerek sağlanabilir. Herhangi bir ülkenin turistik yer olarak imajını geliştirmedeki birincil rol, öncelikle o ülkenin turizm tanıtım ajansına bağlıdır. Turistik yer imajının, ziyaretler üzerinde etkisi olan farklı seyahat acenteleri kullanılarak pazarlanabileceği de bulunmuştur.

Anahtar Kelimeler: Turizm, Ulusal İmaj, İmaj Destinasyonu, Ruanda

ABSTRACT

[UWIZEYE, Joel]. [Rwanda's Tourism Destination Image in Turkey], [Business Administration Master's Programme, Ankara, [2020].

Tourism is one of the components in any nations' economic development. For tourism to contribute to the economic development, the country has to have an image that is attractive to the customers. Therefore, destination image is a key factor in influencing the behaviors of the tourists while choosing destinations. The purpose of this study is to analyze Turkish perceptions and opinions on Rwanda's destination image and establish what methods and channels they use to access the information that helped them to form the destination image of Rwanda.

Considering that about eight million Turkish tourists travel to different destinations every year and the number that visits Rwanda is very small, it was important to conduct a research that analyses Rwanda's destination image in Turkey with the purpose of understanding Rwanda's image in Turkey, the existing challenges and recommend to possible solutions to increase the number of Turkish nationals visiting Rwanda.

The study was quantitative and it was conducted using survey questionnaire. The data collected was analyzed using professional IT tools and descriptive statistic, correlation test, T-Test and ANOVA tests were conducted. The results indicated that the destination image of Rwanda is perceived fairly-good in Turkey, although there are some destination image attributes that were negatively perceived. Basing on the results of this study, it is recommended that Turkey should be considered as an important touristic target market for Rwanda's touristic destinations. This can be achieved by developing specific promotional and marketing strategies targeting Turkey's touristic market.

The primary role in promoting destination image of any country lies primarily under its tourism promotion agency. It was found that destination image may be marketed using different travel agencies which have influence on the visiting

Keywords: Tourism, National Image, Image Destination, Rwanda, Turkey

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INTRODUCTION

According to Salleh et al., 2013; Haque & Khan 2013; Mohamed et al., 2013; and Salomao et al., 2013, tourism industry is among the main sectors that continue to among the leading contributors to the world economic development. Tourism has been and remains to be critical in boasting global economic growth and contributes to the development of other key sectors such as infrastructure, Foreign Direct Investments (FDI) mostly in services sector. According to Che-Mat, Zalkaria, and Jusoff, 2009, it is well known and accepted that tourism is an economic activity of attracting people to visit particularly area and providing their needs and demands. Tourism industry is currently the backbone of many economies of different countries including developing countries like Rwanda. It plays a critical role in economic growth and other non-economic benefits.

Considering that tourism has been contributing to the national and global economy, it has attracted many academicians and researchers to conduct different studies (Ortega and González, 2006). Given the increasing competition and globalization, new destinations have emerged in the tourism market which has led to the expansion of destination choices. Therefore, it became a challenge for destination marketing institutions to differentiate their destinations with those of the competitors. As it was stated by Echtner and Ritchie (2003), in order to survive in the market place, conducive, favorable and strong destination image contributes much, and has to be recognized and marketed within tourists' perspective. It is, therefore, important to note that destination image is an important factor in determining tourism destination and its success.

Although Rwanda experienced a tragedy of the Genocide against the Tutsi in 1994 that affected her destination image, her international perception is positively changing since 2010 and currently, the country is considered as a safest destination in African if not in the world. Rebranding of Rwanda is done closely with marketing of the country particularly the main touristic attraction, the mountain gorillas, which are also endangered species. Many factors have contributed to the successful revival of Rwanda's tourism sector mostly the political will from the top leadership where

government's commitment in developing a high end tourism industry and positioning Rwanda as a safest destination in Africa is the primary agenda, with consistent and reliable security to the Rwandans and the foreigners visiting Rwanda contributing a significant role. Apart from the political will, new policies that promotes tourism industry were developed and the existing ones were revised and improved to position Rwanda's tourism sector in a competitive angle in the region, Africa and globally.

Furthermore, the government of Rwanda is involved in supporting private sector in the implementation of tourism related policies that promotes and enhance business environment and encourages investments in tourism industry such building hotels, developing infrastructures like roads and air transport hence providing opportunities to market Rwanda's image as a positive destination and providing more affordable and easy accessibility. The current business environment in Rwanda is also significantly contributing to the development of the private sector including tourism industry and this has attributed to industry development. In general, Rwanda has always considering tourism as a key sector in poverty reduction by creating many jobs through directly involving communities and have access to the benefits of tourism where the country is giving 10% of the revenues to the development of the infrastructure in the area where the touristic sites are located.

CHAPTER ONE

THEORETICAL BACKGROUND

1.1. Background of the Study

As it was stated by Jenkins (1999), destination images have direct influence to a tourist's decision making for their travels, cognition and behaviors at a destination as well as satisfaction levels and recollection of the experiences. Tourists tend to capture different destination images at different stages of their visits, and therefore, it is important to understand the images the tourists have and perceptions in order to market or improve them. According to Gunn (1972) as well as Clawson and Knetch (1966), they developed two models of destination image formation and modification and one of them that focuses on country's destination like Rwanda was applied during the research for this thesis.

The study that focuses on Rwanda's image as touristic destination for the Turkish nationals analyzes the current image in attracting Turkish nationals. This is because destination image is the most important topic in tourism due to the fact that it is considered to impact the overall success of tourism destination. According to previous research conducted on the topic, (Chon, 1992; Echtner & Ritchie, 1993; Chen & Tsai, 2007; Tasci & Gartner, 2007, Chi & Qu, 2008, etc.), they all stated that the perceived destination image directly influences decision making on where to travel and purchasing or buying behaviors of the tourists, therefore, a positive destination image has the chance to be visited by many tourists.

Rwanda's current perception in tourism development is witnessed by unique opportunities that are dominated by rich biodiversity concentrated in the four National Parks; with the most popular being Volcanoes National Park that hosts rare endangered mountain gorillas. The growth of international arrivals to Rwanda has been significantly increasing for the last one decade, although it was recently affected by COVID-19 pandemic. Furthermore, although the majority of foreigners visiting Rwanda go for the business purposes, a quite number has tend to do both and

the number has increased mainly because of improved destination image, infrastructure development including transport and hotels as well as awareness campaigns, but the number of Turkish nationals particularly tourists visiting Rwanda is still low compared to those from other parts of the world.

Although there is significant improvement in the number of foreign tourists visiting Rwanda, as it is the same in many Sub-Saharan African countries, the country is coping and sometimes faces challenges from predominant international image. Rwanda as a developing country in Africa is still challenged with the biased negative perspective of international media that is sometimes negatively affecting tourism industry. Basing on some western tourism literatures, they have been characterized by biased profiles on Africa which impacted the number of foreign tourists visiting the continent.

Rwanda is positioning itself as a high-end touristic destination and intends to develop her tourism industry on international level that creates jobs and income for the economic and sustainable development of the country. This has been challenged by the fact that global tourism industry is dominated by foreign companies which many times maintain minimum collaboration with local tourism companies. Tourism sector has also been identified by the government of Rwanda as one of the priorities of development goals in the just concluded Vision 2020 and continues to be one of the key sectors that are highlighted in the new Vision 2050. In achieving the goal of making tourism a key player in economic development, Rwanda has developed a tourism policy which is now used as a guiding document in the management and improvement of tourism sector in the country.

Rwanda has four national parks namely; Volcanoes, Nyungwe, Akagera, and Gishwati-Mukura national parks and natural assets, including six volcanoes, 23 lakes and numerous rivers, and rare species such as mountain gorillas. The tourism sector in Rwanda is dominating in the foreign exchange earner for the country and the earnings were estimated at USD 438 million in 2017 compared to USD 390 million in 2016 and USD 368 million in 2015, according to the RDB and the National Bank of Rwanda. Rwanda is establishing itself as a regional and global hub for

conferences and events, having hosted the African Nations Cup (soccer championship), World Economic Forum Africa, and the African Union Summit recently. Rwanda was scheduled to host the Commonwealth Heads of Government meeting in June 2020 (it was postponed due to COVID-19 pandemic) among many other international conferences that were expected to be held in Kigali.

Additionally, Rwanda has also witnessed an increase in traffic from major international airline such as Turkish airlines, Qatar, Brussels airlines, KLM and others, contributes to the growth of Rwanda's tourism sector. Rwanda's national carrier Rwandair expansion to new many destinations such as London, Brussels, China and India also promoted Rwanda and played a critical role in linking Rwanda to other parts of the world, hence giving opportunities to foreigners to get more information on Rwanda and be able to fly to Rwanda. According RDB (2018), Rwanda received about 1.6 million tourists in 2017. Rwanda's new visa regime that allows all foreigners to get their visas upon arrival at the entry points was another important policy that has significantly increased the number of foreigners visiting the country, and has positive impacts in development of tourism sector.

Considering that many researchers conducted researches on similar area before, focused on the impact of formation of image destination and other tackled the tourists' perceived destination image, and few have conducted comprehensive studies which correlate both image destination formation and tourists' perceived image destination, more particularly focusing on image destination in developing countries such as Rwanda, it is important to do a research that would partly relate image destination and tourists' perceived image. After assessing the limited number of studies on image destination of Rwanda, the idea to conduct a related study was developed with the primary aim of assessing both perceived and projected image of tourists from Turkey visited or intend to visit Rwanda but also creating awareness of the existing destination images in different touristic sites in Rwanda for possible increase of the number of Turkish tourists visiting Rwanda.

1.2. Research Problem Statement

Rwanda as a developing country which is landlocked has some challenges mostly related to imbalance of trade and this has encouraged and motivated the leadership of the country to consider tourism sector as one of the sectors that would much support the economy. Through developing tourism sector, other sectors are also developing; like infrastructure and service sectors. Although there have been many platforms to mobilize Turkish nationals to visit Rwanda, the number is still low compared to nationals and tourists coming from other parts of the world such as UK, USA, China and Russia. Given that tourism is a key sector that is contributing to the Turkish economy and considering that Turkish tour agencies such as their umbrella TURSAB have international footprints in different countries in the world, it is unclear why these companies don't send tourists to Rwanda. It is important, therefore, to analyze image of Rwanda as a touristic destination with respect to the perceived image of Rwanda and impact it has on the number of Turkish nationals and tourists visiting the country. Furthermore, it is critically important to understand well what information Turkish nationals have on Rwanda that can either motivate them to visit the country or discourages them. This helps to understand the situation, hence enable decision makers to take appropriate decisions in order to improve the Turkish nationals visiting Rwanda.

1.3. Research Goals and Objectives

The purpose of this thesis is to examine Rwanda's destination image in attracting many Turkish nationals and tourists, as well as assessing the level at which Turkish nationals know Rwanda and her touristic sites. The assessment of image of Rwanda as touristic destination perceived by the Turkish nationals is the primary goal of this research. The image destination will include the infrastructure, cuisine, culture, transportation facilities, service industry such as hotels and bank, safety and security, touristic sites, travel agencies available, night life, friendliness, interesting history and many others, such as affective attributes.

This research with no doubt will also contribute towards the understanding of Rwanda's destination image among the Turkish citizens/tourists. It will also be used for the academic purposes or other researches related to Rwanda's image as a touristic destination or destination image formation in general.

Furthermore, this research will help Rwanda's decision makers in the tourism sector to take appropriate actions that would facilitate the increase of tourists from Turkey visiting Rwanda or do any other improvement that may be required in continuing to position Rwanda's destination image in a competitive angle in the global tourism industry.

1.4. Research Contributions

Africa today, demonstrates imperative economic development with significant urban expansion and visible transformation with huge natural and human resources which includes remarkable touristic destinations. Africa has registered an annual 5% economic development for the last ten years and it is projected to proceed with this pattern for the next number of years and the six in ten fastest global developing economies are presently in Africa. Economic forecasts demonstrate that by 2050, Africa will be having an economy of 29 trillion USD, bigger than combined Gross Domestic Product (GDP) of the U.S and Eurozone in 2012. Tourism has been a key sector that contributes to the economic development of some African countries following the development of new tourism policies by many African countries, where Rwanda in particular has positioned its tourism and service industry in general as an area to lead the economic development.

The significance of this research is to understand how the Turkish national understands Rwanda's image as a touristic destination and how it could be changed or modified during different stages of the a visit. It is paramount to understand if Turkish citizens know Rwanda, the expectations they have before visiting Rwanda, satisfaction for those who already visited Rwanda and intention to visit the country again and recommend others to visit Rwanda.

The most important part of the significance of this research is based on the fact that Rwanda as a country that has an economy that is partly based on service industry including tourism, through Rwanda Development Board (RDB), it is working tirelessly to attract many tourists visiting Rwanda and the numbers have been increasing in a positive trend, although the comparative analysis of foreigners visiting Rwanda indicates that the numbers from Turkey are still low compared to other countries some that actually geographically far from Rwanda. Therefore, partly this research will particularly promote Rwanda as a unique and remarkable destination but also encourage Turkish people to visit Rwanda.

The findings of this research will help decision makers in the Government of Rwanda to take appropriate decisions and provide more incentives to attract Turkish nationals to visit Rwanda but more particularly this paper will encourage Turkish Travel and Tourism agencies such as Turkey Travel Agencies Association (TURSAB) to have deeper understanding of Rwanda's destination image and assess opportunities available that would help in future planning with the purpose of increasing Turkish nationals visiting Rwanda. Furthermore, the research will help scholars and other researchers studying the same field to understand more about destination image and Rwanda's destination image in particular.

1.5. Research Structure

This research consists of five chapters, where chapter one is focusing on the introductory background of the research, the problem statement as well as the purpose and significance of the research. Chapter two describes the literature review which details secondary information on this research by consulting other academic and non-academic sources that may contribute to the research. It also includes theoretical background on the research focusing on similar researches that were conducted before and defining the concepts that are used in this research. The third chapter is Methodology which is the backbone of this research. It explains all the methods, measurements, validity and reliability of the research. Chapter four highlights the findings of the research while chapter five discusses the findings and gives recommendations and conclusion.

CHAPTER TWO

LITERATURE REVIEW

2.1. Theoretical Background

In the previous researches that have been conducted in similar topics such as the one done by Gallarza, Irene, and Garca (2002) who discussed an overview of the literature on similar topic for the period between 1971 and 1999 where 65 articles on explaining image destination were analyzed. Similarly, Pike (2002) also reviewed different sources on image destination which were published during the period between 1973 and 2000. Govers, Go and Kumar (2007) stated that previous researchers on image destination have been concentrating on the relationship between image destination and different variables post-visit influence and destination familiarity, interests of tourists on geographic location, purposes of the trips and many others, but image destination modification in different stages of the visit was mostly given less attention by the previous researchers, and few that were conducted on image destination focused on its static structure in analyzing relationship between image destination and behavior but not on its another part of dynamic structure, which analyzes the formation of image destination and how it is changing or modifying.

Destinations are a variable that depends on its image in attracting many tourists to visit them. According to the declaration by the World Tourism Organization, WTO (1979), it indicated the importance of positive images to the country, and after that Hunt (1975) conducted a research which was the first one to indicate the importance destination image in increasing tourists visiting these areas. After that, it came to exposure that destination image is a primary factor that is considered by the tourists while making decisions on the destinations to visit. According to Gunn (1988) and Hunt (1975), tourists who have no or limited personal experiences of the destinations take decisions to visit destinations basing on their image of the destinations, even if the perceived image does not correspond with the reality on the ground. By understanding well destination image, it gives an

opportunity to tourists to differentiate and compare different destinations and further would help some destinations to position themselves in a competitive angle than others or improve their destination images, and this has made destination image a key element in tourism marketing.

2.2. Destination Image

In analyzing by critically studying destination image, different approaches such as using marketing, sociology, geography, anthropology, and semiotics can be used as it was stated by Gallarza et al. (2002). Therefore, the image can be analyzed or defined differently depending on which approach is used. The combination of the above mentioned approaches would create a favorable definition of destination given that if one of them misses would mean missing of a part that would emphasize destination image. Example is like, if geography is not captured in the definition, there will be a big part missing in the destination that would help to understand well destination image.

Tesci and Gartner (2007) stated that some researchers signify that a well-developed destination image contributes significantly to the success of that destination in tourism sector. Additionally, many other researchers consider image as a key factor in competitiveness while relating marketing variables like promotion and positioning, while others consider destination image for its viability and success in tourism irrespective of the approach used. The most common definition of a destination image may be the combination of ideas, approaches, beliefs and impressions tourists have over a destination.

Basing on Echtner and Ritchie (2003), they developed a concept of destination image and developed multidimensional model which explains the key dimensions along three fields, which are attribute-holistic, functional-psychological and common-unique. The attribute-holistic field covers individuals perceiving images as separate information such as available accommodation facilities, transport facilitation, weather in the areas, communication facilities and many others. While functional-psychological are based on the quality of services provided or available,

safety, hospitality as well costs of the services. It is more concerned about the functioning and psychological characteristics and the third field is common-unique which considers elements that are common to all destinations as well as those that are unique to the specific destinations.

Different researches came into conclusion that image is formed by two factors which are stimulus and personal, where stimulus is mainly based on the sources of information, previous experiences and distribution of collateral materials that gives information about the destination while personal includes psychological and social behaviors of the perceivers as it was stated by Baloglu and McCleary (1999). Furthermore, Beerli and Martin (2004) indicated that both perceptual or cognitive and affective components from overall image of a destination are related to positive or negative evaluation of a destination.

Author/s	Definition
Lawson and Baud-Bovy (1977)	An experience of knowledge, impression, prejudices, imaginations and emotional thoughts an individual has of a specific place.
Crompton (1979)	Sum of beliefs, ideas and impressions that a person has of a destination.
Assael (1984)	Total perception of the destination that is formed by processing information from various sources over time.
Phelps (1986)	Perception of impression of a place.
Gartner and Hunt (1987)	Impressions that persons hold about a state in which they do not reside.
Moutinho (1987)	An individual's attitude toward the destination attributes based on their knowledge and feelings.
Calantone et al. (1989)	Perceptions of potential tourist destinations.
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation.
Chon (1990)	Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination.
Echtner and Ritchie (1991)	The perceptions of individual destination attributes and the holistic impression made by the destination.
Dadgostar and Isotalo (1992)	Overall impression or attitude that an individual acquires of a place.
Milman and Pizam (1995)	Visual or mental impression of a place, a product, or an experience held by the general public.
MacKay and Fesenmaier (1997)	A composite of various products (attractions) and attributes woven into a total impression.
Pritchard (1998)	An visual or mental impression of a specific place.
Baloglu and McCleary (1999a)	An individual's mental representation of knowledge, feelings and global impressions about a destination.
Coshall (2000)	The individual's perceptions of the characteristics of destinations.
Murphy, Pritchard and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception.
Tapachai and Waryszak (2000)	Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values.
Bigne', Sanchez and Sanchez (2001)	The subjective interpretation of reality made by the tourist
Kim and Richardson (2003)	Totality of impressions, beliefs, ideas, expectations and feelings accumulated towards a place over time

Fig 2.1. Destination Image Definitions

The decisions of people to visit some touristic destinations are much influenced by the image of that destination as it was stated by Echtner and Ritchie (1991), as well as Che and Hsu, 2000; Beerli and Martin, 2004; Tasci et al., 2007 and Alcaniz et al., 2009. This influence is mostly spearheaded or driven by some intermediaries such as travel agencies as well as National Tourism Boards or Agencies of the countries such as Rwanda Development Board (RDB). Each destination has its own unique image and some possess stronger images than others and subsequently have high demand compared to those with weaker images. The concept of image destination is currently used in marketing as one of the strategic and competitive tool in tourism industry. It is, therefore, important for the marketing agents of the destinations to regularly conduct assessment and evaluation of the strength and weaknesses (SWOT) analysis of the destination image to continue positioning the destinations into a competitive advantage positions compared to others. Positive image of a destination creates positive thinking and positive decision making towards that destination.

Considering the aggressive competition in all aspects of business environment, competition within marketing, promotion and branding of destinations has also increased, and for the cases of countries, the competition is growing at the fast pace in order to attract more tourists as well as attracting Foreign Direct Investments (FDI) mostly in the sectors of tourism and hospitality as well as infrastructure development. Therefore, destinations differentiate themselves among their competitors in order to have competitive advantage over others through developing positive and memorable image. The significance of destination image can be recognized for its impact on changing behaviors of the tourists vis-a-visa destination choice. Different previous researchers on the subject have concluded that destination image affects the decisions of tourists; therefore, it plays a critical role for the country to be chosen by foreign tourists.

A country's image has a significant role in influencing destination choices, creates destination brand value and serves as an indicator for the substitutability of destinations (Dolnicar and Grabler, 2004); and this contributes to the increasing importance of destination image building process. In the previous researches

conducted, there are some discussions on similarities and differences between destination branding and destination image. It may be of importance to distinguish the two using the concepts of early researchers. Ekinici (2003) based on the work done by Cai (2002) and Konecnik (2004) recommended that destination branding constitutes the core of destination image. When the assessment of a destination image involves a strong emotional attachment, it is where the process of destination branding starts.

According to Fakeye & Crompton (1991), the destination image influences decision making process at early stage through encouraging people to form destination expectations and assumptions before real and actual experiences. It is therefore, of importance to value and understand the perceptions of the tourists about destination than just promoting or understanding the available features the destination is offering. It is under this concept this research is based on understanding the perception of Turkish nationals about Rwanda as a touristic destination.

2.2.1. Components of destination image

Destination image can be seen through different dimensions and researchers differ in their concepts of explaining destination image with some only using cognitive elements by highlighting the functional characteristics of a place such as availability and price, while other researchers stressing on characteristics that are psychological based where two destination image scopes are involved which are feelings and atmosphere. According to Michaeli et al. (2013), it was observed that at least two scopes of destination image do exist which are cognitive and affective, where cognitive is linked to individual's beliefs and or knowledge about a destination such as infrastructure, culture, food, weather and political situation among many others, while the affective scope is more related to individual attachment and feeling towards a destination which originates mostly from favorable or unfavorable factors or situations in a destination.

Furthermore, some other researchers have acknowledged another third scope which is related to desire of the tourists. This can be described as individuals' behavioral intentions on a destination basing on the knowledge and feeling they have acquired. It can also be assessed as tendency or desire to visit a specific destination within specific period, like many tourists tend to visit Turkey's coastal resorts such as Antalya and Bodrum during the summer season. In concluding, the three components of destination image can be interrelated and they have impacts on each other.

In understanding the destination image components, different researchers developed different concepts and according to Echtner and Ritchie (2003), they hypothesized destination image and developed a multi-dimensional approach which explains the main scopes within three ranges, which are attribute-holistic, functional-psychological and common-unique. The attribute-holistic may cover individual perceiving images as separate or whole information on key aspects such as weather, infrastructure, transport and accommodation availability and status, while functional-psychological exists between functional characteristics such as weather, cost levels, security and safety as well as hospitality and destination image shape, and lastly, the common-unique considers elements that universal or common to all destinations or those that are specific and unique to some destinations

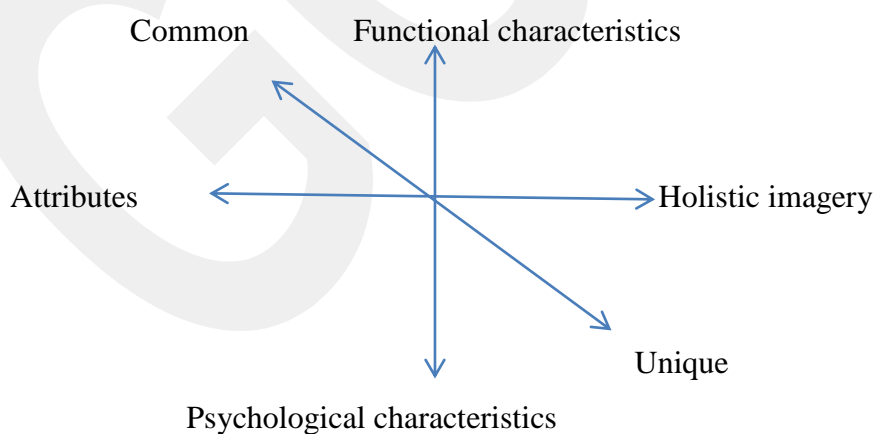


Fig 2.2. Echtner and Ritchie (2003) Destination Image Components Model

2.2.2. Formation of destination image

In spite of many studies that were conducted on the destination image formation process, it is always important to describe the theoretical framework of the image formation. The first stage of developing a theoretical framework was stated in Gunn's (1972) seven stage theory. The theory involves a constant construction and modification of image, which are conceived as being made of organic or non-touristic information about a destination like radio, television and books and induced or promotional information such as brochures and advertisements. For this, the image that is held by potential tourists or people who have not yet visited the destination is different from that image which people who visited the area have when they return back. The visited tourists tend to have a realistic and complex image on destination, although the image may fade or change over time due to visiting of other similar destination hence causing confusion.

The stages of image formation begins with the organic part which is accumulation of mental images of a place through life, followed by induced stage that involves modification of images through researching prior to take decision to travel to the destination, and after the decision to travel has to be taken based on the image efficiency, anticipated experience but kept within time, money and other constraints and the other stage within induced image is travel to attraction may condition the image for example landscape, guides and signage.

The image formation has also modified-induced image, which is composed of participation or experience at the destination, the activities, accommodation and other services which have impact on the image. In this part, the return travel allows reflection and evaluation, including sharing experiences with fellow travellers and the last stage is new accumulation which occurs after the visit because the process is circular and repeats itself where the end image may be the same or may be different from the original one.

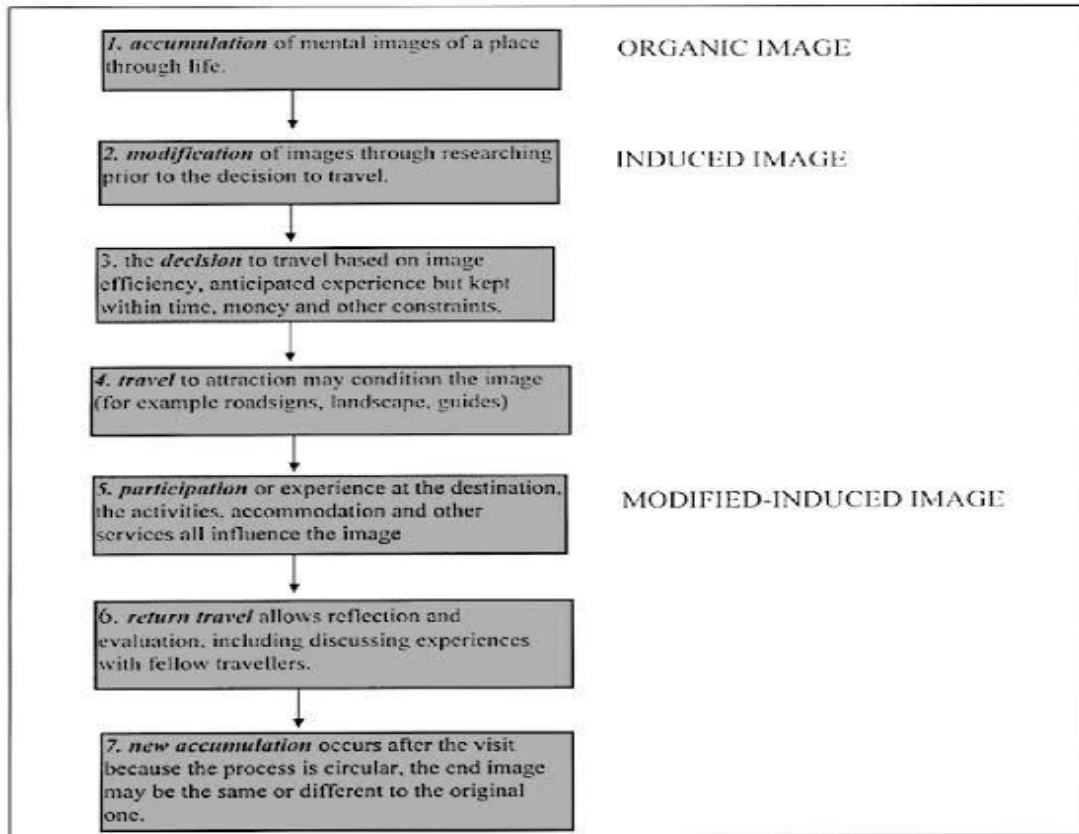


Fig 2.3. Stage theories of destination image (Gunn)

According to Echtner and Richtie in their studies of 1993 and 2003, they identified the components of destination image which could be considered in terms of attribute-holistic, functional-psychological and comment-unique and these components were used by different researchers in tourism sector such as Le (2010), Salem (2009), Mao (2008), Stepchenkova & Morrison (2006, 2008), Govers et al., (2007), Tacsı & Gartner (2007), Prebensen (2007), Vaughan (2007) and others. There has been a challenge that was identified that much related to improper destination positioning strategy, therefore, Rwanda as a country that is positioning herself as a high-end touristic destination has developed different strategies and policies to facilitate achievement of this mission.

A strong destination brand is built mostly by attaching a great importance in creating image and destination differentiation and uniqueness. As it was stated by Reynolds (1965), the formation of destination image is development of mental construct based on few impressions chosen from variety of information such as

promotional materials like travel brochures, videos, other marketing related materials, the opinions from others like friends, travel and tour agencies as well as family members and general media like newspapers, radios, television, books and movies. According to Jenkins (1999), and Jenkins & McArthur (1996), different people have different unique image of certain destination that comprises of their memories, associations and imaginations of a certain destination.

Gunn (1972) was among the first researchers to identify how cognitive of images are formed, followed by few other researchers investigated image formation process and measurement by using three stages that were developed by Gunn (1972). Image formation process starts with image perceived as original image, which the image is based on the information integrated from non-touristic and non-commercial sources such as books, media and education. The second step is to induce or make image. This step involves the use of more commercial sources such as advertisements and promotional materials. The last stage in the process modifying the image, where the tourists modify their image perceived based on the actual and real experiences at the destination. The formation of destination image is the grouping of different factors like psychological, social factors as well as destination determined image which includes; previous experiences, information availability and sources as well as distribution. In summary, destination image formation involves individual or personal and destination factors, and it can only be formed by combined the two areas of factors.

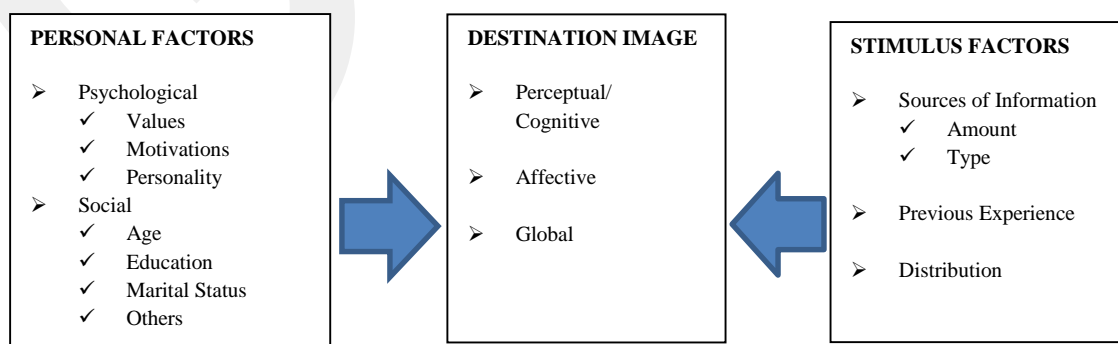


Fig 2.4. Destination Image Formation

The image of the country is a key factor for the formation of destination image of itself, given that it is normally associated with beliefs and impressions foreign people have about the country. In most cases image is related to the information people have that is linked to the destination or a place. This is why it is important to understand the information Turkish people have that is linked or connected to Rwanda. As it was stated by Kotler & Gertner (2002), image is an outcome of what mind is trying to process and capture out of important information from huge amounts of data about the place or a destination. It is from this perspective that maybe Turkish people may take decision not to visit Rwanda basing on some information captured from huge data that may be related to the negative history of Rwanda in previous years during the period of Genocide against the Tutsi in 1994.

It has been established by many researchers that each individual's image of a particular destination is unique that consists of memories, associations and imaginations. As it was stated by Stabler (1998), factors influencing image formation of the tourists who are now the consumers can be divided into demand and supply factors. The demand factors may be related to the organic image formation such as motivations, perceptions and psychological characteristics whereas supply factors are much more related to induced image formation such as marketing strategies, education and media. According to Hunt (1975) and Scott et al. (1978), destination image formation is also somehow determined by the distance from destination, given that people are more likely to visit destinations that are near to their countries and its easier for them to get information about destinations compared to the destinations that are far. It is, therefore, very realistic for the tourists to have strong and positive perception on the destinations that are close to them.

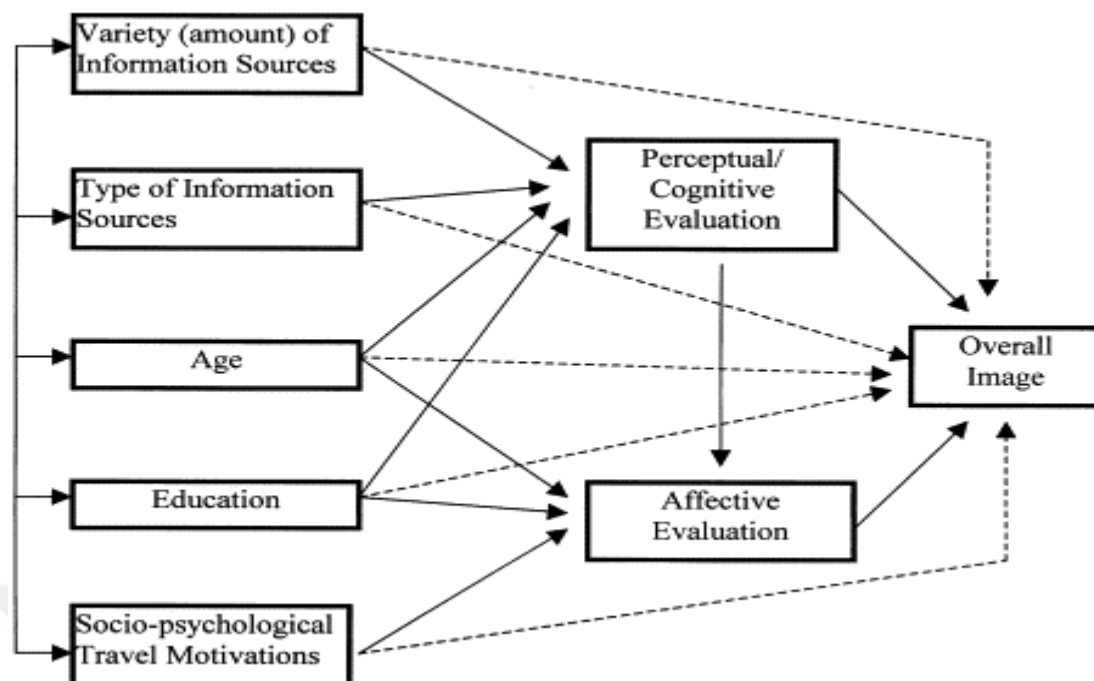


Fig 2.5. Factors influencing image formation of tourists ((Baloglu & MacCleary)

There have been many negative factors that are affecting the image of Rwanda mostly related to the history of the country such as Genocide against the Tutsi, and the general perception on the African continent. Although these factors have been removed by the current government where Rwanda today is one of the safest and secure countries in the world with good governance and rule of law that can be witnessed through her policies such as zero tolerance on corruption, some foreigners still perceive the image of Rwanda in negative aspect. This includes also some Turkish nationals who many times ask if Rwanda is safe or if there are other Turkish nationals living in the country. Of course the negative perception has been changing gradually following the establishment of diplomatic relations between the Republic of Rwanda and the Republic of Turkey and the launch of Turkish Airlines direct flight to Kigali which has somehow increased the movement of people from Turkey to Rwanda and vice versa, hence improving the access of real information and situation on Rwanda.

2.2.3. Destination image formation agents

Destination image has been largely influenced by external factors such as information from IT based platforms like television, documentaries, social media and blogging, although some are biased and others are unbiased. This is because due the globalization and advancement of Information, Communications and Technology (ICT), customers are able to access different information of different destinations and customers are using the social media platforms to share more information about destinations they visited which influences a big number of other people. According to Gunn (1988), he developed a concept of organic and induced tourism image, where organic reflects image information from unbiased sources, while induced reflects image information originates from marketing and promotional materials. He further indicated that different agents can contribute to the formation of destination image, and his model was composed of seven stages in which travel experiences keeps on changing.

Gunn (1988) highlighted the following as seven steps model; (i) mental image gathering about vacation experiences, (ii) regularly adjustment of image due to new information, (iii) visiting decision, (iv) travel to destination, (v) participation to destination, (vi) return to original place, (vii) adjustment of destination image basing on the experiences. Considering the above stages, the key stages for destination image formation happens mainly through stage one, two and seven. This is because at stage one and two, information about a destination is being gathered, assessed and adjusted depending on the new information available, while stage seven is important because it reflects all the experiences during the visit and compare post and pre-visit experiences, which determines if customers or tourists can revisit the destination and recommend others to visit it through sharing the positive information about the destination.

During stage one and two, secondary information is critical while in stage seven, since the visit has happened it depends on primary first-hand information, therefore, during stage one and two, the image developed is induced because it is dependent on the second hand information while the image developed at stage seven

is organic because it is based on primary information which is the experience during the visit.

Gartner (1993) described the difference between organic and induced images as being dependent on the amount of control destinations have over what is being presented. He further highlighted eight agents of destination image formation for destinations to understand the origin of the images and to have control on the marketed images. These agents are;

- ✓ Overt Induced 1, which involves old-style of advertising such as brochures, radios, and televisions in promoting a specific destination.
- ✓ Overt induced 2, which involves using tours operators and agencies which are not directly linked to the destinations being promoted by providing information on destination image. Given that these tour operators and agencies are looking for profits, they may provide incorrect or inaccurate information about a destination; this may have impact on pre and post-visit assessment and determines authenticity of destination and image formation.
- ✓ Covert induced 1, involves the use of a recognizable spokesperson such Embassies or development agencies and other people who have visited the destination and are satisfied. This improves credibility of information about destination.
- ✓ Covert induced 2, involve materials that published and the tourists or consumers are not aware on their involvement in promoting the destination. These are like, international reports, academic researches and papers and other presentations by individuals and companies that are not affiliated to the marketing of a destination.
- ✓ News agencies and reporters who work independently to providing information about a destination are categorized as autonomous agents, which is another critical section of destination image agents.
- ✓ Unsolicited organic, tourists who have knowledge about the destination provide information to new customers that has not been requested. It is mostly considered as accurate and reliable information and has influence on

people with little or no information on a destination to make decision to visit destination.

✓ Solicited organic is where information about a destination is collected from friends, family members, workmates, associates or any other person with previous connections. The agent can be influential in making decision to visit a destination mostly due to perceived credibility and trust between the two, and assume the information given is accurate and correct.

✓ Organic is the most reliable and accurate where information is collected by individual during his or her visit to a destination and holds the highest rank of credibility given that it based post-visit experience.

By assessing all the eight agents, it important to note that the first four are mostly aligned with inducing images to tourists because of being based largely on marketing and promotional information, while the fifth agent seem to neutral and the last three are organic by because there are based on consumer or tourists' experiences. The importance of identifying and classifying these agents of destination image helps marketing and promotional agencies such as Rwanda Development Board (RDB) to manage them in a better resourceful and productive way in positioning destination images in a competitive angle, hence making a better brand for a destination.

The marketing or promotional agencies may choose which agents to use, or may select a combination of agents with credibility which can build reliability and be believed by customer/tourists for the realistic destination image. However, this has been challenged by the fact that due to the complexity of destination image formation process, different agents involved in creation and promotion of images cannot be controlled. The advancement of ICT particularly internet, which is currently one of the tools that are used in communication and sharing information about destinations, the latter is faced with a new era of image creation and promotion which sometimes involves inaccurate information but helps the customers to compare destinations.

2.2.4. Evaluation of destination image

Tourists tend to conduct the evaluation of destination images to assess and do comparison of perceived and real images of destinations. The evaluation of a destination image can be done basing on pre and post travel image of the tourists, particularly by comparing the perceived image with the real image observed on the ground during the visit. Pre-travel images are normally acquired through second hand information such as brochures, television, newspapers, advertisements and others while post-travel images are acquired using firsthand information which is the experiences at the destination during the visit. Jani and Hwang (2011) claim that destination image, particularly the pre-travel image, is related to tourist satisfaction, as it is the perception prior to the actual experience. The marketing experts or strategists of destinations have to narrow the difference between pre-travel (expectations) and post-travel (reality) destination image so as to provide satisfaction of tourists.

Additionally, Sussman and Unel (1999) stated that when developing a marketing strategy, it is necessary to create pre-travel and post-travel image to be almost similar. They also stated that the pre-travel image should not represent more than the destination can realistically offer; otherwise, satisfaction of the travel experience and post-travel image comparison with pre-travel image will be lower and will lead to inconsistency. In addition, it should be mentioned, if the pre-travel image is very low in comparison with what the destination can offer, then, it is not likely that potential tourists would choose to visit that destination (Jani & Hwang 2011). Therefore, marketing strategists need to provide tourists with more reality information about destinations during pre-travel and provide good services and necessary facilitations and condition in order to achieve tourists' satisfaction, and when all these are done, tourists will have a positive image on the destination.

In marketing, the best theory that explains satisfaction vis-à-vis dissatisfaction concept is the expectancy disconfirmation developed by Richard Oliver (1980). His concept believes that consumers always have pre-purchased expectations that motivates them to buy products or services, and when outcomes of

the products or services corresponds expectations, confirmation occurs and creates satisfaction, and when there is a difference, disconfirmation occurs, with outcomes higher than expectations creating positive disconfirmation, while when the outcomes are lower it creates negative disconfirmation. This means that satisfaction is related to confirmation or positive disconfirmation whereas dissatisfaction is related to negative disconfirmation. Therefore, one may conclude by saying that satisfaction of the destination can be defined by the difference between outcomes and expectations or pre-image and post-image and this create the platform to conduct destination image evaluation.

2.2.5. Nationality and cultural influence on destination image

The geographic and cultural differences have also influence on the image perception as the personal and demographic factors do. There are some previous studies that were done on assessing perception among different nationalities and cultures. According to Correia and Crouch (2004), tourist decision making behavior differ significantly by country of origin. Furthermore, Bonn et al. (2005) also indicated the importance of image perception based on the country of origin. Therefore, in determining a positioning strategy, it is very critical to consider the country of origin of the targeted community.

Another key factor in influencing image perception is the culture affiliations that would be a competitive advantage for a destination with diversified cultural aspects. Consider a destination image of Istanbul in Turkey which has a variety and diversified cultures, attracts many foreign tourists to visit Istanbul and Turkey in general, hence, diversified cultures in a destination attracts foreign tourists to visit the destination. Basing on the above concepts that are related to geography and cultural, it is the reason why many Turkish tourists tend to visit North African countries such as Morocco, Egypt, Algeria, Libya than visiting Sub-Saharan African countries due to geographic and cultural links that can be traced back during the Ottoman empire period.

2.3. Tourism and Tourists' Behaviours in Information Searching

Tourism as an industry is one of the sectors that are rapidly growing and have critical contribution to economic development of the countries, but its definition has been unclear due to the fact that it involves multidiscipline approaches. Previous researchers on the topics related to tourism tried to define it in various perspectives, although they have not managed to capture the whole picture of tourism basically due to dynamism and interests behind tourism. In analyzing different previous researches can help to understand more about tourism and its nature, although some researches focused on some aspects of it, like analyzing the components of tourism.

According to Leiper (1979), the term tourism was developed in custom of the English rich classes who sent young people on extensive circuits of continental Europe to finish their education, but currently it involves categories of people beyond students. Furthermore, Leiper (1979) proposed that tourism definition can be categorized into three forms which are economic, technical and holistic. In economic perspective, according to Australian Department of Tourism and Recreation (1975), tourism is a national critical industry that is identified by the State, which involves many cross cutting activities ranging from provision of transport, accommodation, recreation, food and beverages and other social services. However, the concept is criticized due to the fact that it is only focusing on one part of tourism which is economic aspect and yet tourism is a multidiscipline matter.

While the technical definition provides instruments for particular statistical, legislative and industrial purposes, by defining tourism as a data intensive industry, therefore, makes statistical data more important. The United Nations (1963) came with a more acceptable technical definition of tourism where it described a visitor as a person visiting a country other than his usual place of residence for any purpose other than taking paid job from within the country visited. But this definition is also having some limitations given that it is related to only international tourists different from the current situation where tourists are composed of both domestic and international tourists, hence the definition missing some part of tourism.

The last concept definition stated by Leiper is holistic which tries to embrace the whole essence of the topic. According to Hunziker and Kraph (1974), tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents. Basing on this definition, it seem to covers all aspects on tourism, but it looks like vague as criticized by Leiper (1979) due to the fact that it is not helping in taking decision on which occurrences should be considered or not considered as tourism. Therefore, there is no common definition that was agreed upon to define tourism.

Information on destination is a primary component that defines the tourism in a particular destination and drives tourists towards decision making and the search for information on a certain destination can be seen as an action to acquire knowledge from the both internal and external environment. Tourists prefer searching for information on destinations in order to minimize uncertainties and risks, with intention of increasing chances of satisfaction. For the development of a competitive marketing strategy, it is therefore, important to understand information search by the tourists considering that it affects their decision making process. There are different factors that determine tourists' choices of sources of information that will be used while making decisions on their travels. Based on the previous studies, there are three different approaches of information search behavior (Srinivasan, 1990) and these are; psychological/motivational, cost/benefit or economic approach, and process approach.

The psychological/motivational approach is much more connected to individual characters such as social and demographic factors like occupation, educational levels, age as well as nationality. Depending on individual social grouping, the information searched and sources will be different. As it was stated by Schul & Crompton (1983), Fodness & Murray (1999), Bieger & Laesser (2004) and Gursoy & McCleary (2004), travel specific attributes like length of stay, travel party characteristics and experiences from the previous visits influence tourist information search. It is also important to note that in most cases, specific travel factors can explain information search behaviors of tourists than social and demographic factors. The economic approach which related to the cost and benefits is connected to the

cost of information search in terms of financial expenditure, time spent on searching information and efforts needed to collect the required information.

Gursoy & McCleary (2004) stated that if the cost of information search increases, it decreases the level of information search. Furthermore, when the search of information involves more efforts and costs much time, it may discourage a tourist, and this means the information on a destination should be easily accessible and attractive with limited cost in order to encourage more people to search for that destination and acquire relevant information. The last approach addresses the process of information search. According to Vogt & Fesenmaier (1998) and Correia (2002), there are several stages of information processing such as; acquiring information, processing it, purchase and consumption stages.

The source of information for destination can either be internal or external information search, where the former is mainly based on personal experiences and information acquired through past and continuous searches to make decision on the visit. Tourists travelling to the destinations which they previously visited may take decisions basing on internal information search which is their previous experiences at the destination, but it is possible that the internal information search may not provide sufficient information that would drive to the decision making, and then external information searches have to be consulted. According to Money & Crotts (2003), external sources can happen through different channels which can be classified into four categories; person such as words of advice from friends/relatives, marketer dominated like advertisements both print and electronic; neutral which are third party sources like travel agencies and guides, and finally experimental sources which involve direct contact with retailer. Following the development of Information, Communication and technology (ICT) and emerging of social media platforms like Facebook, and Instagram, internet has become another important external source of information that is currently used by tourists as well marketing agents of the destinations.

Many years before, the main source of information was offline sources such as books, magazines, radios and television, but the recent advancement of ICT

enabled online platforms that use internet to be commonly used by tourists while searching for information. According to Law et al., (2004), and Chung & Koo (2015), internet offers exclusive customization possibilities and means of extensive information about destination. Many people prefers searching information using online sources like internet because, it provides global accessibility and be able to make comparison of the information received, it involves low cost and highly interactive. Although the online sources have various advantages, it has also some disadvantages which include; overload of information, limited liability and trust and fraud. The recent trends indicate that online sources provide services that have been provided by travel agencies; like today it is possible to make hotel reservations or buy ticket or even acquire necessary information about the destination using internet, a job that was normally done by travel agencies before, and this contributed to level of unemployment. According to previous studies conducted by (Bizirgianni & Dionysopoulou, 2013; Kim et al., 2013; Xiang et al., 2015), searching for information using internet varies with generation particularly, the millennial generation believes in the importance of social media in searching for destination information.

2.4. Digital World and Destination Image Choice

Traditionally, verbal information has a great impact on tourists' decision making process; this is because it gives chances for the tourists to share their post-travel experiences with new customers or tourists. The development of ICT particularly internet brought implications on tourism sector given that they somehow replaced the traditional method of verbal information sharing. The IT based methods enjoys opportunities that the information can reach to many people easily and customers enjoy comparing information of different destinations. The use of digital world social media platforms such facebook, instgrams, tweeters, blogs and pin have promoted destination image formation and decision making given that they provide credible information for the tourists to take decisions.

Apart from promotional advantage to the destinations, social media platforms are important in analyzing tourists' attitudes and may use similar tools to recommend

to the new customers to visit destinations. Of course social media platforms may be used to undermine some destinations and to give new customers wrong information about destinations. Generally, the advancement of ICT has contributed to the development and formation of destination image and continues to be critical tool in sharing information about destinations and comparing them for the customers (tourists) to be able take correct decision, hence avoiding uncertainties in their visits.

2.5. Country Image

The definition of the image of a country can be explained as the general picture and reputation which a specific country shows as it was asserted by Grundey, Tolub & Brukiene (2006). Furthermore, National Image is composed of the following four components as it was asserted by Avraham and Ketter (2008) while citing Boulding (1956): Cognitive (knowledge about a place); Affective (feelings about a certain place), Evaluative (evaluation of a place) and behavioral (considerations for immigrating, working, visiting, investing in a certain place). This implies that each country has its own respective distinct image which is unique to their particular environment (internal and external) and situation which have a great impact on consumers' and investors' decisions. However, as Hermann (2010) suggested that Nation Images differ in six different forms depending on the situation and these are; overly attractive, positive, mixed, weak, contradictory or negative image.

Furthermore, Galician & Vestra (1987) and Avraham and Ketter (2008) in their academic research found that negative news coverage has a big effect on a nation's image. This has a clear significance impact on African countries, in spite of the challenges on the continent, and given that each country has its own unique image, much of these challenges that affect FDI (including tourism) on the continent originates from media coverage. Dinnie (2008) indicated that when a nation's image and reputation is described by negative circumstances like lack of good governance such as corruption, rule of law, war, poverty and injustice, even if these factors are no longer relevant, the disgrace caused by these negative conditions continue to be obstacles on country's FDI and tourism inflows. It is, therefore important for the

countries to always work towards building an over attractive image, considering its significant role in attracting FDI, hence promoting economic growth. All these national image perceptions contribute a significant portion of the investment climate which is a determinant for FDI inflow in a certain country.

The image of a country is so critical in making this country a desirable destination for foreign tourists, therefore, has a big role in promoting the destination. Country may be defined as perception people have on a country which may include, its geography, culture, food, history and other aspects such as safety and security. Like Rwanda's perception is currently linked with mountain gorillas that are primary touristic attraction in the country. Country image according to Baloglu and McClear (1999), is a combination of cognitive and affective impressions which a person has over a specific country, where cognitive assessments brought about auxiliary, influencing factors as symbolic stimuli (country attributes) and social stimuli (word of mouth from friends).

2.5.1. Country image attributes

The attributes of the country image are factors that influence peoples' perceptions on the image of a country and can neither be changed or manipulated based on the marketing strategies. The major attributes that influences country image can be categorized as; (i) personal factors, (ii) weather, (iii) culture, (iv) geographical location, (v) travel intermediaries, (vi) distance decay and other stimuli factors.

The personal factors can either be psychological or social basing on personalities and values the person holds as well as his or her social aspects such as education, background and age. The geographic location element is substantial for the country image particularly at the time of discussing it. Geographic location includes accessibility to destination and the cost involved. It has been observed that some tourists tend to visit destinations that more closely which does not require huge resources in terms of cost of travel and living expenditures. Western Europe tourists prefer to visit touristic areas in Turkey and other parts of the Asia than going to U.S and other destinations in Southern America because of the cost involved. The fact

that Rwanda is located in the central of Africa with easy accessibility and reasonable living costs, positions the country as a desirable destination for many European and Asia tourists.

Geopolitical situation is another key element that would influence tourists to visit or not visit a destination. Weather conditions are another factor that contributes to the country image. Countries with more summer days tend to attract tourists than countries with longer winter. The other part is the nature, which also reflects the image of the country. Tourists from developed countries with urban areas prefer to visit country with natural environment like Rwanda which has tropical environment/weather where tourists enjoy tropical wildlife in safaris and tropical foods that are unique. Furthermore, culture of a country reflects its image and tourists tend to visit countries that are rich in cultural remarkable heritage sites such as Istanbul in Turkey.

The other important element in the country image is distance decay which is the degree tourists are willing to travel to a specific destination. The far the tourists are from the destination, the less likely are going to visit the destination. This explains the effect of distance in making decision to visit a destination. The travel intermediaries such as travel agencies also reflects the country image in way that they promote the country image in order to attract tourists, hence making money. Considering that travel intermediaries meet tourists physically and give information about the destination, they have potential to influence tourists' decisions on the destinations to visit. They further play a critical role in image creation of a destination.

The last element of country image is affiliated to other stimulus factors such as information that positively led to the evaluation of a destination; a good example is the use of different media platforms in sharing information about destination. But some sources of information have also been acting to undermine some destinations and many media houses are being used as soft power political tools to target the country image of other nations mostly in targeting their economic sectors particularly tourism industry.

In general, country image have different attributes which cannot be manipulated or changed by any marketing and promotional strategies, but some are very critical in decision making towards destination marketing strategies, such as geographic location or cultural heritage. Country image can be developed, through imagination of initial status of the image which creates beliefs about the country image attributes such culture, geographic location which in turn creates image attitudes that will influence decision to travel to the destination or purchasing decision. After visiting the destination, individual or a tourist have experiences which will make him or her to be familiar with attributes and subsequently revise the country image. After revising the country image, it create new beliefs about attributes which will develop brand attitudes and revisiting the destination will come out or purchasing decision will be taken. In this process, country image is formed.

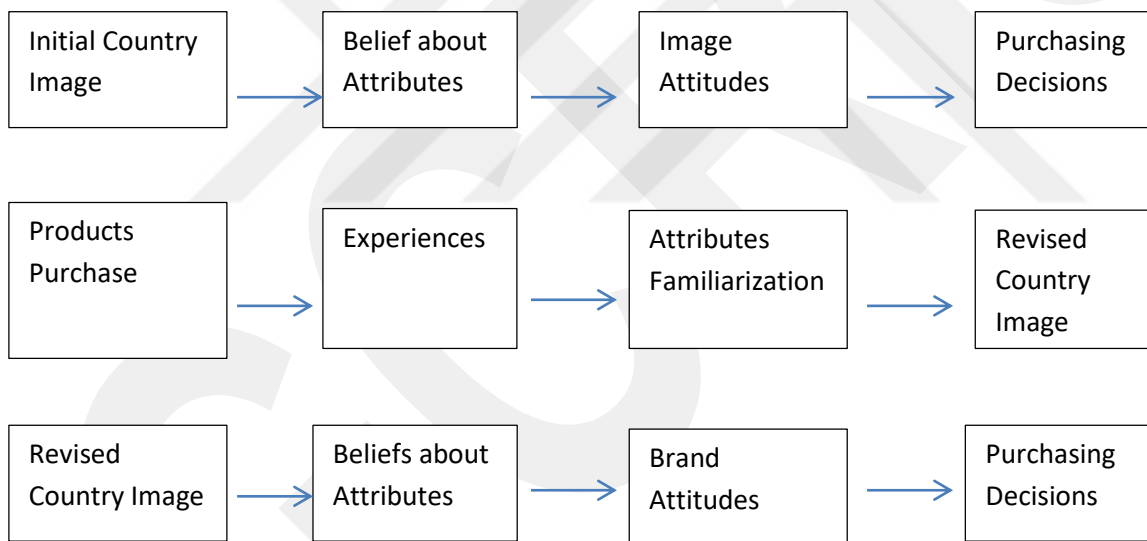


Fig 2.6. Country Image Development Developed by Eugene and Nebenzahl (2001)

2.6. Rwanda's Tourism and Its Contribution to National Economy

2.6.1. Introduction

Rwanda is one of the East African countries boarded by Uganda in the north, Tanzania in the east, Burundi in the south and Democratic Republic of Congo (DRC) in the west with a population of about 13 million and has a surface area of 26,000 square kilometers. Rwanda is known as a country of a thousand hills mostly due to the fact that it is a country with many landscapes and mountains. For the previous decade, Rwanda has tirelessly shown strong responsibility in order to promoting the tourism sector, where the government developed a clear tourism master plan strategy which is helping to market the destination successfully. The government has also involved the private sector in the policy and in general improved the country's business environment by introducing different incentives that would attract investors in different sectors including tourism as well as encouraging foreign tourists to visit Rwanda. The government has empowered private sector in order to be a key player in tourism industry and become the source of income hence driving the economic development of the country.



Fig 2.7. Map of Rwanda

Rwanda's main economic sectors that have contributed to the economic growth include services industry which continues to lead other sectors in contributing to the Rwanda's economy. Agriculture is another sector that is playing a significant role in Rwanda's economic development, followed by Mining and Industry Sector. Tourism industry has registered tremendous development since 2000 and it is currently one of the key sectors that support the economy of Rwanda. The sector has contributed to the inflow of foreign direct investments in areas of hospitality such as new international brand hotel that were established in Rwanda and infrastructure development like new roads and other facilities such as sports and leisure facilities.

Rwanda is characterized by different remarkable touristic assets that create a wider foundation of tourism in the country. The country has four main national parks namely; Volcanoes national park, Akegera national park, Nyungwe national park and Mukura national park and each park has its own uniqueness that is different from others and all the four parks are located in different parts of the country which gives another opportunity to the tourists to travel to all corners of the country. Considering that Rwanda is a small country where to travel from west to east would take maximum six hours and from north to south would take same time, this gives opportunities to the tourists to visit different parts of the country. Apart from national parks, Rwanda's tourism is also rich in national historical sites and museums, and the country is well decorated with various entertaining facilities along its many beautiful like Lake Kivu.

2.6.2. History of Rwanda's tourism sector

The commercial tourism industry in Rwanda can be traced back in 1970s and 1980s, although during this time there were a small number of foreign tourists visiting Rwanda. During the period, most of the tourists visiting Rwanda were destined for Akagera national park as it was famous that time and very few were visiting Volcanoes national park. At this time, tourism was not considered as a national priority and was not viewed as a sector that would contribute to national economic development, and in reducing poverty in the country. The fact that at that time Rwanda was also lacking some critical infrastructures such as hotels and roads

to enable easy accessibility was also a big challenge that hindered the development of tourism industry.

Rwanda had its first luxury hotel built in 1973 in Kigali which is Hotel des Milles Collines and it is currently still operating. This was followed in 1974 by the establishment of national agency that was responsible for tourism promotion which was named National Tourism Office (ORTPN). The other challenge which Rwanda's tourism sector was facing at that time was due to that fact that there were no tour operators who normally act as tourism agents to promoting destinations and linking customers/tourists with favorable destinations, and at that time the advancement of IT was at its lowest level and the only main option to get information about a destination was through offline sources like Radios and TVs. The involvement of private sector in tourism industry was negligible given that all tourism activities belonged to the docket of the government and all the hotels were government owned.

Rwanda started to witness an increase inflow of foreign tourists in 1980s with Akagera national park registering the highest number of tourists compared to Volcanoes national park, although in 1979, there was first official launch of mountain gorilla tourism program. The launch of this program has, however led to the increase of tourists visiting Volcanoes national park. Rwanda's tourism industry was later much affected by the liberation war that started in 1990 and ended 1994. Therefore, for the four years, there was significant decrease in the number of foreign tourists visited Rwanda. Volcanoes national park was also affected by the insurgency that was caused by genocidal militias Forces Démocratiques de Libération du Rwanda (FDLR) who were attacking Rwanda from Democratic Republic of Congo (DRC) and the park was closed for some time which affected Rwanda's tourism sector in general.

The significant increase of tourists visiting Rwanda started to be observed from 2007 and upwards when the entry cards were introduced and this has contributed to the increase of revenues generated from tourism. The tourism entry cards offer information about travelers coming to Rwanda, by indicating country of origin and purpose of the travel. The increase of the number of hotels and tour

operators in Rwanda has also contributed much to the development of tourism sector in Rwanda. The number of rooms increased from 650 in 2003 to 10,776 rooms in 2018. In 2009, there were only 26 tour operators in Rwanda compared to none 1980s. In 2017, the majority of the 1.5 million international nonresident arrivals reached Rwanda by land (87%). While 43% came from the EAC region the largest group arrived from other parts of Africa (45%).

2.6.3. Tourism contribution to Rwanda's economy

For many years, about 90% of Rwandans have been engaged in agriculture as their main economic activity, mostly in subsistence of food crops and few cash crops such as tea and coffee which were the key foreign exchange earners. The tragedy of the 1994 Genocide against the Tutsi completely destroyed the economy of the country and negatively affected foreign direct investments, more particularly affected tourism sector where the country was registering none of the foreign tourists visiting Rwanda.

Although Rwanda's economy may still be small and partly supported by agricultural sector, due to the political and security stability the country is witnessing as well as good governance Rwanda is having after 1994, it has led to increase of the economy where first quarter of 2019-2020, Rwanda's GDP registered increase to 12% and at the same time inflation reduced to 3.2% while the currency depreciation was merely at 6.5% per annum. Foreign exchange controls have been liberalized and the banking system in Rwanda is sound and successful. Rwanda has registered a tremendous economic growth after 1994 Genocide against the Tutsi, where it witness an average growth of 15.6% in the five years after the Genocide, later declined to 6.6% until 2005 when it increased again to 8.4%, and its estimated that the economy will grow at about 11% in the year 2020

According to WTTC (2019) report, in 2018, Rwanda grew at the rate of about 13.8% and was one of the fastest in the world. In this year, tourism sector in Rwanda contributed 1.4 billion U.S dollars to the country's economy, an indication that it contributed about 14.9% of the overall economy of Rwanda. The year 2018 also

indicated that Rwanda's tourism sector overtook the global growth rate which was at 3.9% and African rate which was at 5.6%. According to Rwanda's National Institute of Statistics of 2019, tourism sector in Rwanda provided jobs to about 410,000 people which contributed 13% to the general employment environment. This number has declined in the first half of 2020 due to COVID-19 pandemic.

2.6.4. Visit Rwanda brand

Service industry particularly tourism in Rwanda contributes the biggest percentage to the Rwanda's economy. The government through its agency responsible for investments, trade and tourism, Rwanda Development Board (RDB) developed a brand that has a mission of marketing Rwanda's tourism sector in order to attract many tourists and investors to visit and invest in Rwanda respectively. The brand named "Visit Rwanda" was launched in 2018 in partnership with English premiership giant Arsenal football club, one of the teams in the world that has many supporters and watched by over 35 million people per day with all its teams. In 2019, the same deal was extended to French Paris Saint-Germain (PSG) football team, which is the second European football giant that went into partnership with Rwanda within Visit Rwanda brand.

This marketing strategy by the government of Rwanda is intended to closely engage its existing and other potential customers (who are tourists and investors) in giving them updated information regarding touristic areas in Rwanda, incentives, promotions and conducting close discussions in their cities all over the world. Within just few months after the launch of Visit Rwanda, the numbers of tourists visiting Rwanda has almost doubled and the number of people who visited the search engines to learn more about Rwanda was beyond expectations which of course opened windows for the new customers to know and to visit Rwanda. The partnership with the two giants is also not only in tourism attraction but also in areas developing and supporting football sector in Rwanda. In this regards, these teams have started sending their technicians to train Rwandan youth in football academies and train some coaches of the local football clubs in Rwanda.



Fig 2.8. Arsenal Football Team promoting Visit Rwanda Brand

The social media platforms for visit Rwanda such as twitter, facebook, youtube and website have been actively used and visited mostly by customers who visited Rwanda and have experiences in Rwanda's tourism sector where they share these experiences including videos, documentaries, photos and verbal statements about Rwanda with other people all over the world. The brand has also attracted bigger investors and businessmen such as Alibaba Group Chairman, Mr Jack Ma who visited the country in platform of Visit Rwanda and during his stay he signed an agreement with RDB, a government agency responsible for the marketing of the brand intended to strengthen cooperation and support to Rwanda's economic development by promoting innovations within tourism sector, enhancing international trade of Rwandan products to the Chinese market and beyond, improving Rwanda's tourism to empower growth of Rwanda's digital economy. The Rwandan products and services can now be accessed and bought through Alibaba online group market.

Visit Rwanda gained global experience through branding on both Arsenal and PSG match day LED boards, interview backdrops. RDB officials have also opportunities to engage Arsenal and PSG fans around the world through the clubs' social media channels to continue living together in their daily lives and sharing

experiences about Rwanda and tourism in particular. The interaction has generated positive responses, where the fans of the two clubs have started visiting Rwanda and some have requested their teams to organize camps for their teams in Rwanda.

The Arsenal is seen by over 35 million times a day around the world and Visit Rwanda brand is seen by such a number but also interact with some other football supporters through social media whereas some customers engage themselves in promoting the brand. Venkatesham (2018) stated that “we look forward to working with the Visit Rwanda team to further establish the country as a number one tourist destination in the world”. Through this brand, Rwanda achieved new partnership such as National Geographic who will promote Rwanda as an important tourist destination.

Arsenal and PSG as the marketers and promoters for Visit Rwanda, created an emotional relationship between the customers/tourists who may be team supporters or others who watch and follow the two teams globally and this has significantly impacted positively on the number of foreigners visiting Rwanda for different purposes but also enhanced interaction among the people (customer), including those sharing experiences in their previous visits about Rwanda and those intending to visit Rwanda for the first time. For example before the brand was launched, many people felt scared to visit Rwanda due to the 1994 tragic history of the genocide against the Tutsi, thinking that the situation is still almost the same, but through this brand and customer relationship which provided interactions on social media platforms, they came to know that actually Rwanda is one of the safest country in the world as per the rankings from international ranking institutions.

According to 2018 Gallup Global Law and Order report, Rwanda has ranked the second safest place in Africa and eleventh in the world. In general, many people can visit Rwanda not because they knew the country before but because they heard about Rwanda through interaction with other Rwanda-Arsenal/PSG brand partnership which has been enhanced through social platforms, social events like Arsenal and PSG matches, on TV etc.

2.7. Rwanda's Touristic Destinations

Rwanda is a landlocked country in Central and East Africa with a population of about 13 Million and an area of 26,338 square kilometers. Rwanda enjoys a strategic location being situated in the center of Africa with several tropical destinations. Although the country went through terrible moments in 1994 during the Genocide against the Tutsi where over one million people were killed in a period of 100 days, the country has been witnessing tremendous developments in almost all sectors including tourism where tourism destinations which were destroyed were revived and new ones were development. Even though Rwanda is small in size, it is decorated with beautiful touristic sites which attract tourists from different parts of the world and given that all the destinations are closer to each other, it gives Rwanda a competitive advantage to market the destinations together and also gives tourists opportunities to visit all destinations without going far.

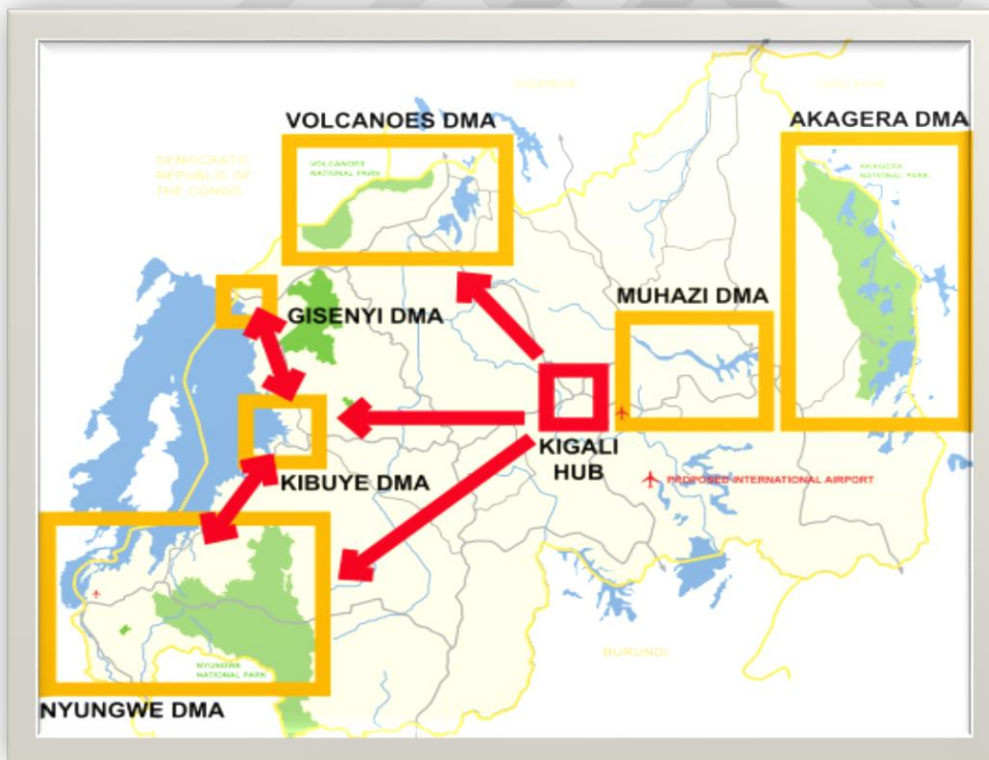


Fig 2.9. Volcanoes National Park

After the genocide, the new leadership of Rwanda put much emphasis in the transformation of the country in all sectors. It is this aspect the tourism sector was revived and transformed into among the sectors that support the economic development of the country. Among the recent transformation policies adopted by Rwanda to enhance tourism industry is Visit Rwanda brand that was launched in collaboration between Rwanda Development Board (RDB) and Arsenal football as well as PSG football teams, and since the brand has been launched it created awareness of Rwanda to the world and has increased the number of tourists visiting the country.

Rwanda's touristic destinations can be categorized into national parks, museums, lakes, genocide memorial sites, historical sites and city tours and the following are the main touristic destinations in Rwanda.

2.7.1. Volcanoes national park

Volcanoes national park is the main Rwanda's high end touristic destination that is significantly contributing to the national economy. With an area of 160 square kilometers located in the northern province of the Republic of Rwanda where it shares boundaries with both DRC and Uganda. Volcanoes national park is not far from the capital Kigali considering that it takes only two hour drive which is about 110 kilometers to reach the park. Tourists visiting Volcanoes park enjoy gorilla tracking where they interact face to face with gorillas that normally live within the families like human beings. The other interesting part of visiting gorillas is that while the tourists are going to see them up the mountains, they have to climb and enjoy mountain hiking sports through the bamboo jungles while breathing fresh air in green environment which are very useful for the health of human beings.

Mountain gorillas in Volcanoes national park are among endangered animals in the world, and it is only Rwanda that has a mechanism in place to track these gorillas depending on which family the tourists need to visit and see. The government of Rwanda has also introduced an annual ceremony of naming gorilla babies and it is an

event that attracts high profile personalities like Heads of State and other famous people in the world where they are given chances to name gorilla babies.

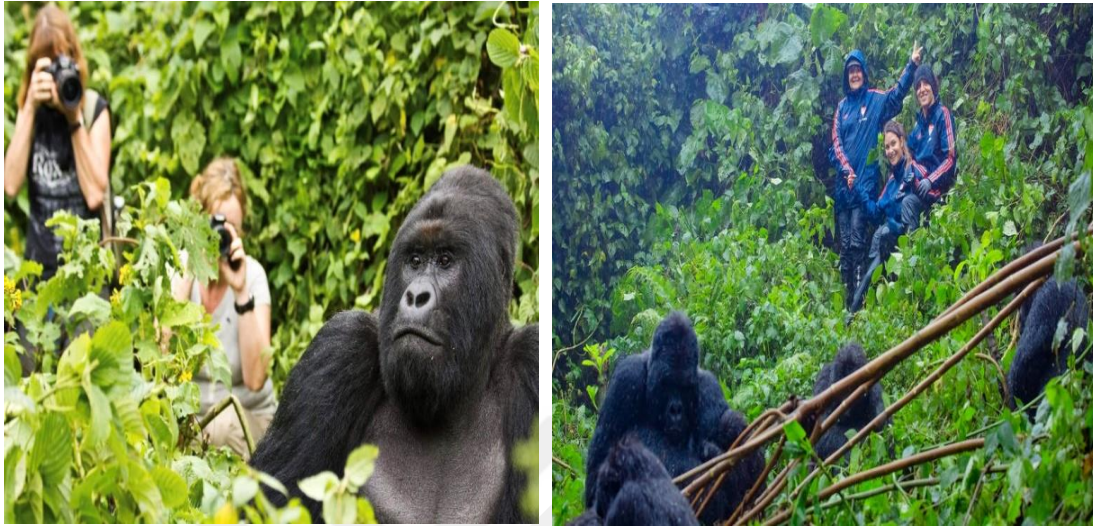


Fig 2.10. Volcanoes National Park

The park is also blessed with different kinds of animals and offers a remarkable chance for the tourists to see over 75 species of mammals like buffaloes, elephants, giant forest hogs, bushbucks and hyenas as well as more than 180 different species of birds where 26 species are endemic to Volcanoes mountains. Additionally, Volcanoes National Park has other attractions which include Dian Fossey grave, mountain Kalisimbi and mountain Bisoke. It also hosts historical information of Rwanda's liberation struggle which led to the current Rwanda that is admired by many.

2.7.2. Akagera national park

The oldest park in Rwanda, Akagera national park is the second important touristic destination that has variety of biodiversity and eco-touristic features dominated by savannah vegetation. The park is also significantly contributing to the economic development of Rwanda considering the revenues generated from tourists visiting the park. Akagera national park which is located in eastern province of Rwanda bordering Tanzania is about 135 kilometers from the capital Kigali and is covering an area of 1,122 square kilometers. The interesting attractions in Akagera

national parks ranges from variety wildlife species which include; savanna elephants, buffaloes, antelopes, lions, zebras, elephants, giraffes, leopards and hyenas as well as 525 species of birds such as shoebill stork and 44 species of raptor, Albertine rift endemic species like handsome francolin. Visiting the park gives a chance to tourists to view the network of lake such as Lake Ihema and Lake Rwanyakizinga.



Fig 2.11. Akagera National Park

2.7.3. Nyungwe forest national park

The third important destination with regards to Rwanda's national parks is Nyungwe forest national park located in western province about three hour drive from Kigali. The park that was established in 2004 covers area of 1020 square kilometers was developed to diversify Rwanda's tourism from relying on gorilla tourism but also bring new attractions. Nyungwe national park is blessed with about 75 species of mammals, 13 primate species such as chimpanzees where over 400 chimpanzees live in the park, black and white colobus monkeys and over 300 species of birds where 16 species are Albertine rift endemics. The other interesting part of visiting Nyungwe national park is walking on fascinating canopy, several hiking trails in Nyungwe forest which include; Ngabwe trail, Bigugu trail, Kamiranzovu marsh trail, Isumo waterfalls trail, Sources of the River Nile trail, Karamba birding trail, Imbaraga trail, Rukuzi trail and Irebero trail.

Tourists visiting Nyungwe national park also enjoy navigating equatorial dense forest that is dominating the park where they watch different species birds and further enjoy forest hiking and trailing and safari camping.



Fig 2.12. Nyungwe National Park

2.7.4. King's palace museum in Nyanza

The Nyanza King's palace museum is the historical residence of King Mutara III Rudahingwa, built in 1932 by Belgium government and it is located about 88 kilometers from Rwanda's capital Kigali. King's palace museum is a cultural based which gives information on Rwanda's history during the monarchy period over the last 200 years. The museum offers a view of Rwandan traditional seat of the King. Most of the traditional materials and objects in the museum were destroyed while others stolen during the 1994 Genocide against the Tutsi. However, in order to restore it to its authentic 19th Century state, certain traditional materials were added and these include traditional cows locally known as Inyambo because they represent the culture of the Rwandans. The museum also host burial grounds of King Mutara III and his precious wife Rosalie Gicanda on a neighboring hill of Mwima. She was innocently killed in 1994 genocide against the Tutsi.



Fig 2.13. Kings Palace Museum

2.7.5. Campaign against genocide museum

Campaign against genocide museum is a museum located in the parliamentary building in Kigali and was officially opened 13 December 2017. It was built in the parliamentary building which was formerly known as Conseil National de Development (CND) because this building hosted the Rwandan Patriotic Front (RPF) politicians and the 600 protection force under 3 Battalion from 28 December 1993 as they were in preparations for the installation of broad based transitional government and the national transitional assembly and these 600 protection force were the ones given the order first on 07 April 1994 by the Rwanda Patriotic Army (RPA) Chairman of High Command Major General Paul Kagame to break out from their initial positions, defend themselves and rescue victims of genocide in their vicinity when campaign against genocide began.

The museum shows how the RPF-RPA forces managed to stop genocide and many people both from Rwanda and foreigners learn from this museum the spirit of heroism where only 600 men and women managed to engaged thousands of the genocidal forces and other militias and stopped the genocide. It is also more visited by many people doing their research on RPF-RPA particularly on the ideology and

strength that led them to overcome many challenges and be able to stop the Genocide against the Tutsi.



Fig 2.14. Campaign against Genocide Museum

Campaign against genocide museum is one of the best museums in Rwanda which describes how the campaign against genocidal regime that was in Rwanda and stop the genocide that was happening. The campaign was executed by Rwanda Patriotic Front/Army (RPF/A) when the UN forces had decided to leave Rwanda and abandon many of the people who were targeted and left them to be killed. RPF/A took a unilateral decision to engage the genocidal forces in order to rescue victims of the genocide, although over one million people were killed during this tragedy of 1994 Genocide against the Tutsi. The campaign against genocide museum has also its outer part composed of monuments including the one for 12.7mm Machine Gun which played a critical role in containing the advancing genocidal forces.

2.7.6. Ethnographic museum

Ethnographic museum is located in southern province in Huye district, about 135 kilometers from the capital Kigali. It was built in 1987 and currently houses one of Africa's finest ethnographic collections within its seven galleries that display historical, ethnographic, artistic and archaeological artifacts that shown with visuals that gives tourists a rich insight into Rwanda's rich culture. It is one of the museums

in the regional that are visited by many tourists and researchers conducting studies on Rwanda's history.



Fig 2.15. Ethnographic Museum

2.7.7. Rwanda art museum

The Rwanda art museum is located in Nyarugunga sector, Kicukiro district in Kigali city about 04 kilometers from Kigali international airport, and it was formerly called Presidential palace museum that transformed into art museum on 18 May 2018. The museum was also formerly the Presidential Palace during the genocidal regime of Habyarimana and currently displays contemporary artworks produced by both Rwandan and international artists. The aim is to provide to Rwanda's tourists insight into the originality of Rwandan creativity, arts development from centuries up-to-date, whilst not overlooking traditional or modern imaginations. The Rwanda art museum further hosts temporally and moving arts exhibitions as well. Young tourists also enjoy the art kids' studio where they are given the opportunity to put their art skills to work. Furthermore, the museum hosts flight debris from the FALCON 50's presidential jet that went down on 06 April 1994 at this heritage site.

2.7.8. Kigali city tour



Fig 2.16. View of Kigali at Night and Kigali Convention Centre

Kigali city is the capital city of Rwanda and has many different touristic destinations which tourists visiting Rwanda should not miss. Kigali is the gateway to many other touristic destinations in Rwanda given that it is where Kigali international airport is located. Kigali was declared as Africa's most beautiful city by the United Nations (UN) as well as the cleanest and safest place in Africa. The great weather of the city makes a relaxing place for tourists too enjoyable. Kigali city tour offers an in-depth concept of Kigali and the history of Rwanda as a whole. While at Kigali city, tourists can visit campaign against genocide museum, Kandt house museum (oldest building), as well as visiting the first modern building on which the city was first founded, inema arts center, ivuka arts center, museum of national history, the Art museum, the Kigali genocide memorial center. Apart from historical, cultural and modern Kigali sites, tourists can also watch 5-D movies they wish in Kigali multiplex cinema.

Rwanda's capital Kigali is blessed by panoramic views of mildly slopping hills that apart from giving enjoyable viewing also can be explored in biking through

different suburbs like Kicukiro, Nyamirambo and Gisozi where the lovely Rwandan community is welcoming tourists in every corner of the city.

Kigali city is also beautified with different birding destination where the tourists enjoys seeing and interacting with many kinds of birds such as white pelicans, kingfishers and kites around the lake which is located about 25 minutes from the city center.



Fig 2.17. Kiagli City Tour Services

Many tourists visiting Rwanda wish to learn how this country that was completely destroyed in 26 years managed to come out of that situation and rebuild itself. In trying to understand what happened in 1994 during the tragedy of the genocide against the Tutsi, Rwanda's guests visit Kigali memorial center that is located in Gisozi suburb, 10 minutes from the city center. The center reflects Rwanda during the pre-colonial time, at the time of colonization, how it was governed during the first and the second Republics and terrible period of the genocide against the Tutsi and how it was stopped as well as the vision of the current leadership in Rwanda in the journey to rebuild the country.



Fig 2.18. Inside Kigali Genocide Memorial Centre

2.7.9. Rwanda's lakes

Rwanda is blessed with different beautiful lakes such as Lake Kivu in west, Lake Burera and Ruhondo in North that are twins, Lake Muhazi, Lake Ihema, Lake Mugesera and Lake Rwanyakizinga in East. These lakes are enjoyed by the tourists visiting Rwanda and the tourists enjoy the scenic views of these marvelous lakes. Lake Kivu, the biggest lake in Rwanda is blessed with the outstanding inland body of water that is accompanied by the beach that offers relaxation time to the tourists. It also provides opportunities for water sports such as canoeing, kayaking and windsurfing. The twin lakes of Ruhondo and Burera are very beautiful as they are located just at the foothills of Volcanoes National Park and have been welcoming many visiting tourists.

Tourists visiting these twin lakes enjoy canoeing, birding, boating and fishing. Lake Muhazi is another important lake due to its strategic location. It is one hour drive from Kigali and close to Akagera national park and tourists visiting this lake enjoys two memorable beaches, which are Jambo and Rwesero beaches. The lake has more than 30 species of birds and has unique boating, fishing and camping activities that are enjoyed by the tourists.



Fig 2.19. View of Lake Kivu

Tourists visiting Lake Kivu in Rubavu, western province enjoys tropical sandy beach with fresh breezing air from the natural lake. The guests to this lake also adore boat riding that take them to different islands where they interact with the nature such as birds as well as enjoying scenic views within lake Kivu and surrounding. The area is surrounding with different international brands on hotels such as Kivu lake Intercontinental hotel.

In summary, Rwanda has much potential for touristic destination and the country is blessed with fascinating attraction, ranging from mountain gorillas, chimpanzees, museums, historical sites and caves that attract tourists to visit Rwanda and the number has been increasing year by year, although it has not reached where it should be, given that most tourists know Rwanda for the mountain gorillas which then leaves many attractions unexploited.

2.8. Rwanda's Statistical Tourism Data

The number of tourists visiting Rwanda has been increasing since the year 2000 when the reforms within tourism sector were initiated. This has also been contribute to the increased number of international airlines that extended their operations in Rwanda as well as the opening up of the new routes by the national carrier Rwandair which provided direct flights to/from different parts of the world and bringing many people visiting Rwanda for different purposes. As it is indicated

in the table below, the number of people visiting Rwanda were normally using land as mode of transport but the number have been increasing mostly towards 2018 and 2019.

Table 2.1. Visitor Arrivals in Rwanda by Region and Mode of Transport

	Region								Total	
YEAR	Africa		Americas		Europe		Other		Tourist Arrivals	
2013										
Air	61,373	6	22,702	62	32,968	54	16,188	45	133,231	12
Land	926,661	94	13,999	38	28,412	46	19,847	55	988,919	88
Total	988,034	100	36,701	100	61,380	100	36,035	100	1,122,150	100
2014										
Air	57,101	5	19,574	56	31,584	51	14,557	45	122,816	10
Land	1,033,130	95	15,462	44	30,276	49	17,845	55	1,096,713	90
Total	1,090,231	100	35,036	100	61,860	100	32,402	100	1,219,529	100
2015										
Air	81,797	7	26,935	69	43,155	60	18,777	57	170,664	13
Land	1,072,621	93	12,115	31	28,957	40	14,115	43	1,127,808	87
Total	1,154,418	100	39,050	100	72,112	100	32,892	100	1,298,472	100
2016										
Air	95,732	8	29,956	74	47,462	69	21,503	44	194,653	14
Land	1,136,745	92	10,608	26	21,137	31	27,875	56	1,196,365	86
Total	1,232,477	100	40,564	100	68,599	100	49,378	100	1,391,018	100
2017										
Air	95,698	7	33,429	71	51,196	68	22,335	46	202,658	13
Land	1,301,389	93	13,327	29	24,101	32	26,468	54	1,365,285	87
Total	1,397,087	100	46,756	100	75,297	100	48,803	100	1,567,943	100

Source: NISR

According to Rwanda's National Institute of Statistics (NISR) in its Statistical Year Book (2019), both Volcanoes national park and Akagera national park registered similar number of tourists visited them since 2005 with an average of about 44%, while Nyungwe national park was visited at an average of 12%. Following the developed of new infrastructures like good accessible roads and high end hotels and resorts, the number of tourists visiting the three national parks will continue to increase. The three main national parks were only compared given that there are mostly visited and the fourth which Gishwati-Mukura national park is new and still under development, hence would be unfair to compare it with already known and developed national parks.

Table 2.2. Visits in the Rwanda's Parks from 2005-2017

Year	Volcanoes National Park		Akagera National Park		Nyungwe National Park		Total
	Number	%	Number	%	Number	%	
2005	10,495	44	11,239	47	2,386	09	24,120
2006	14,008	45	13,720	45	3,088	10	30,816
2007	18,001	47	16,323	43	3,981	10	38,305
2008	19,783	46	18,490	43	4,810	11	43,083
2009	18,865	49	14,890	39	4,695	12	38,450
2010	23,372	52	16,180	36	5,755	13	45,307
2011	26,821	47	22,457	39	8,274	14	58,153
2012	28,483	47	25,200	41	7,621	12	61,304
2013	25,199	41	29,687	48	6,902	11	61,788
2014	27,885	41	30,846	45	9,140	14	67,871
2015	27,111	37	36,862	51	8,817	12	72,790
2016	32,743	37	41,797	47	13,644	15	88,184
2017	35,567	38	44,054	47	14,415	15	94,036

Source: NISR

Furthermore, statistics indicates that the number of tourists visiting the three national parks is mainly dominated by the tourists from foreign countries. From 2008 to 2017, foreign visits contribute an average of 65% while foreigners who are living in Rwanda contributed to an average of 09% while resident Rwandan contributed about 26% as it indicated in the table below. This show the foreign tourists have a significant role in tourism sector in Rwanda and this shouldn't leave behind Turkish tourists where about 08% of total Turkish national travel for tourism purposes every year and almost zero of this number go to Rwanda.

Table 2.3. Visitor by Nationality in different Rwanda's National Parks

Year	Rwandan Residents		Foreign Residents		Foreign Visits		Totals
	Number	%	Number	%	Number	%	
2008	9,790	23	3,142	7	30,151	70	43,083
2009	7,861	20	3,555	9	27,034	70	38,450
2010	10,263	23	4,253	9	30,791	68	45,307
2011	13,172	23	5,770	10	39,211	67	58,153
2012	14,291	23	5,988	10	41,025	67	61,304
2013	16,646	27	6,737	11	38,405	62	61,788
2014	18,223	27	6,440	9	43,208	64	67,871
2015	22,775	31	7,256	10	42,759	59	72,790
2016	26,567	30	8,580	10	53,037	60	88,184
2017	26,107	28	9,897	11	58,032	62	94,036

Source: NISR

CHAPTER THREE

METHODOLOGY

3.1. Method and Design

According to Mackey & Gass (2015), while defining research methods, it has to involve looking into different research structures, procedures and processes that are used in research exercise. The discussion of methods used in this research is a key factor in determining if the research used the procedures for conducting scientific researches. In order to meet the objectives of this study, it is important to classify features, count them, and construct statistical models in an attempt to explain what is observed. Given that the main purpose of this research is to determine the touristic destination of Rwanda in Turkey, which involved numerical comparisons, quantitative method was applied to the research. It is, therefore, important and practical for a quantitative research to discuss and differentiate research methods from research methodology, although both have some similarities. The quantitative method that was used in this research also enjoys the advantage over qualitative method of holding big data sets that are statistically applied or analyzed using sophisticated IT based software such as SPSS Program. Although the data collected was analyzed statically using SPSS program, the questionnaire had three open-ended questions which gave opportunities to participants/respondents to express their views on Rwanda as a destination image. The responses on these questions were as well statistically analyzed.

Before conducting this research, tools like questionnaires, respondents or equipment to collect numerical data were carefully designed. Research methods help in data collection and analysis, which give a specific answer (s) to the challenges which the research was intended to solve. Whereas the research methodology, entails systematic approach to solve problems, including the procedures undertaken by researchers in explaining, describing and offering predictions of the phenomena that is under study. In addition, research methodology involves the exploration of the methods used in gaining knowledge and in this research, in order to get a work plan

of the study; research methodology has to be used. In data collection tool, Rwanda as a touristic destination image in Turkey measuring items were adopted based on earlier studies conducted by Echtner & Ritchie (1993) and Taşçi et al., Seyhmus Baloglu & Mehmet Mangaloglu (1999) and Feriyal F. Andarabi & Selma M. Uygur (2017). The questionnaire also puts into consideration the fact that the respondents are Turkish national where some of them don't understand English, therefore, the questionnaire was translated into Turkish language. Questionnaires are also extensive and exhaustive of all the research areas and topics, which in this sense, allows for a comprehensive exploration of the topic or phenomenon under study; therefore, provided the necessary data or information.

3.2. Sampling Method and Sample Population

Considering that the data collected for this research had to be assessed through numeric representation, the quantitative method was used, hence a questionnaire was developed. The questionnaire was developed and directly delivered to the participants or were sent through online platforms such as email and other social media channels like WhatsApp. The questionnaire was the best method to collect data about the perception of the Turkish nationals on the destination image of Rwanda.

Participants in the survey were selected using convenient sampling technique where nonrandom assignment was applied to every participant in the study and this helped in generalization of information legitimately from few people to many more. According to Dörnyei (2007), convenience sampling is nonprobability or nonrandom sampling method where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study. This approach is also known to be used in conducting researches on the population that is not difficult to access.

The survey also considered the inclusiveness of different categories of people, such as business people, tour and travel agencies, education, government (public)

officials and Non-Government Organizations (NGO), defence and security, retired people, health and many others. The age, gender, marital status and the level of education as well as different levels of income of the participants were also considered during the survey so that every category of people is represented. During data collection, 480 questionnaires were physically delivered or sent through email and other social media platforms such as WhatsApp to the respondents. In these, 350 questionnaires were physically delivered while 130 questionnaires were sent through online platforms (email and WhatsApp). Among the 480 questionnaires that were distributed or sent, 205 were successfully completed and returned back either physically or by email and social media platforms, and the 205 questionnaires returned were used for data analysis. The reason behind the nonreturnable of other questionnaires is mainly based on the COVID-19 situation during the data collection, where many people were reluctant fill and return back the given questionnaires, as well as the general mood that was in the country caused the pandemic panic and lockdown that could not motivate people to fill the questionnaires and return them back.

The survey data was analyzed using IBM SPSS program and the results were presented in form of statistical tables. In the 205 questionnaires that were successfully completed and returned, 144 were physically delivered while 61 were responded through online. Throughout the survey exercise, the nationality of the researcher who is a Rwandan was not revealed to eliminate any bias that may arise. The research population is all the Turkish nationals who either visited or have not yet visited Rwanda.

This quantitative research used descriptive approach to provide a detailed and highly accurate picture of destination image of Rwanda and tourism environment in general that would position the country as a touristic destination. It also clarifies on the stages through which destination image of Rwanda go through particularly basing on the perception the Turkish nationals have during the pre-visit expectations and post-visit evaluations as well plans to re-visit and recommend others to visit Rwanda.

The research further provides situation in Rwanda with regards to tourism sector, challenges it faces and recommend on possible solutions to the stakeholders mostly authorities in Rwanda. It is also of critically important to understand Turkey as a population target country. Turkey is a country that is located on two continents, Asia and Europe which has witnessed civilization that may be traced back in 8000 B.C. It has a population of about 83 million and about 8% visit different touristic destinations abroad every year.

3.3. Survey Questionnaire

Referring on the studies that were conducted on measuring touristic destination images such as Echtner & Ritchie (1993) and Taşçi et al., Baloglu & Mangalolu (1996) and Feriyal F. Andarabi & Selma M. Uygur (2017), the questionnaire that was used in collection of data for this research was adopted basing on the above mentioned researchers.

In this research, four pages questionnaire about affective, perceptual/cognitive and open ended questions on Rwanda's destination image was developed. It was clear, short, and simple to be understood by the respondents/participants and not boring. Respondents were engaged for any further clarification as well encouraging them in order to have maximum or positive returns. Furthermore, the questionnaire had some components related to the intention by the respondents to visit Rwanda, prior-visits and purpose of the visit as well as if they can recommend to other to visit Rwanda. In additional, there was a question to measure the impression of Rwandans who may have met some of the respondents. This part of the questionnaire had also two other questions related to the overall image of Rwanda as a travel destination and as a country, where the respondents rated the two questions using a scale from 1 meaning very negative to 7 being very positive. Likert-type questions were developed to measure Rwanda's holistic image both as a touristic destination and as a country.

Affective assessment of Rwanda's destination image was measured using four bipolar affective image items on a 7-point scale (Russel, 1980; Russel &

Snodgrass, 1987; Baloglu & Brinberg, 1997). The four measuring scales that were used are unpleasant-pleasant, sleepy-arousing, distressing-relaxing, and gloomy-exciting. Furthermore, perceptual/cognitive assessment of Rwanda's destination image was measured using 14 items that were extracted from the literature review of the destination image and the respondents were required to rate each item on a 5 points where 5 means offers very much, 4 offers somehow much, 3 offers neither much nor little, 2 offer somehow little and 1 offers very little. The purpose of using structured questions is to understand Rwanda's destination image according to the features and attributes.

Regarding unstructured questions, participants in the survey were asked open-ended questions. The purpose of using unstructured questions is to find and understand in general Rwanda as a destination image. The unstructured measurement as open-ended questions give opportunities to the respondents to freely answer these questions basing on the way they understand them or see Rwanda as a destination image that would motivate them to visit Rwanda or revisit and recommend others to visit the country. The unstructured questions used in this survey are;

- a) List the things that come to their mind when you think of Rwanda.
- b) Explain what environment or atmosphere and mood you are expecting while visiting Rwanda?
- c) What are the distinctive and unique touristic attractions you think Rwanda is having? List them.

The purpose of the first question is to establish the general useful information on Rwanda's destination image, and the second question just focuses on general information of Rwanda's image while the third one emphasizes on Rwanda's destination image uniqueness that would promote it as a touristic destination. The answers from these questions were statistically analyzed.

It is also of critical importance to understand the social demographic features of the people that participated in the survey (respondents), therefore, the questionnaire also included some questions asking gender, age, level of education, marital status, occupation and their income level given that these features may influence the understanding of the destination image of Rwanda or making decision to visit Rwanda as a touristic destination.

Although survey method using questionnaire is effective, it also has some challenges to the research. Through questionnaire, there might be some levels of dishonesty from the respondents by deliberately or unknowingly giving incorrect data which automatically have implication on the research. Another challenge is the rate of return at which participants responds and returns back the questionnaires. Furthermore, interpretation and understanding the questions sometimes becomes a challenge to the respondents but these problems were solved by making follow up with respondents and give clarifications where necessary. The last challenge is related to delays in responding which may affect the research timeline. This was mitigated through regularly engagements and sending reminders when deemed necessary, although COVID-19 pandemic impacted the whole process and timeline of the study.

3.4. Validity and Reliability

Considering that this research is a scientific that needs to provide quality results, it is very important to measure both its validity and reliability. Validity can be defined as the level at which the research concept can be measured appropriately and accurately. With this research, it is of paramount to understand to which level Rwanda's destination image is perceived by the Turkish nationals and encouraging them to visit the country. During the research, the content validity was measured both in Turkish nationals of different categories to determine their perception on Rwanda's image. Furthermore, during this stage, the questionnaire was measured to verify if it measures Rwanda's image vis-à-vis Turkish perception and was also be compared or related other instruments that have been used to conduct almost similar studies both in Rwanda and in other countries.

Apart from validity, any scientific research has to be tested for reliability which measures the accuracy of the instruments used in the collection of data. Reliability helps to understand the extent research instrument which is the questionnaire consistently provides similar results when deployed at different intervals or similar periods on repeated occasions or the accuracy of an instrument. For this research, the respondents to the survey should measure almost similar at every test conducted. In this research, reliability was considered as to whether the adopted research methodology and design could produce consistent and stable results.

Before data collection, a pre-test of the questionnaire was conducted to minimize the number of attributes and characteristics considering that some are understood by respondents as similar. The questionnaire was checked using IBM SPSS 26 program where at first it was checked to see if the data did show a normal distribution or not. Frequency statistical test for Histogram plot was used and it was noticed that the distribution was symmetrical. Furthermore, the skewness and kurtosis values were also checked and the distribution was found to be within acceptable range, which is normally between -1 to +1 according to Hair et al. (2010). Also, the cronbach's alpha to all likert or scaling questions was conducted, and all the tests gave cronbach's alpha higher than 0.70, the number that is statistically taken as a reference, hence the internal consistency of the survey proved to be accurate. Cronbach's alpha test is only meaningful when the questions are testing the same concept; therefore, there are some questions mostly the demographic profile questions and some other closed end questions that were tested for cronbach's alpha.

According to the tables 3.1, 3.2, 3.3 and 3.4 below, the results indicate that the cronbach's alpha for the questions related to the visit to Rwanda, purpose and frequency is 0.911, while the ones related to Rwanda's image both as a country and a travel destination is 0.886 and the cronbach's alpha for affective image and that of perceptual/cognitive image are 0.865 and 0.900 respectively. Therefore, the results imply that there is internal consistency among the different components of the questionnaire that were tested, hence indicates a good reliability of the questionnaire. Additionally, some relationship and significance difference tests between different

variables were tested using correlation analysis, T-test and ANOVA test to determine if there is any relationship between the variables or if there is any significance difference between the variables.

Table 3.1. Test for Reliability for the Visit to Rwanda, Purpose and Frequency

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.948	3

Table 3.2. Test for Reliability for the Rwanda Image

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.886	2

Table 3.3. Test for Reliability for the Rwanda's Affective Image

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.868	4

Table 3.4. Test for Reliability for the Rwanda's Perceptual/Cognitive Image

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	.900	14

3.5. Data Collection and Ethical Consideration

The exercise of data collection was conducted in scientific and friendly mood where the respondents were physically contacted either at their working places, public areas such as shopping malls, restaurants and bars, universities and travel agencies and tour operators or were virtually contacted through email and other social media platforms. In physical contact, respondents were approached and the researcher introduced himself and explains the kind of research he is doing and requests the respondent some few minutes to fill the questionnaire. If he or she accepts, 15 minutes were given for the filling the questionnaire and the researcher appreciates the respondent.

Considering that the data collection in this research involved engaging and interaction with different categories of people in Turkey, ethical codes of conduct and principles governing research were respected and applied accordingly. The researcher developed an informed consent explaining the purpose and voluntary nature of the research, the respondent had the full rights to withdraw or stop the exercise if he or she felt unsecure due to the research or not interested in the research. In making the exercise so confidential by not revealing the identities of the respondents, there were no identities of the respondents in the questionnaire and the researcher gave individual secret codes to each questionnaire in order to fulfill the privacy requirement as it is recommended in scientific research ethics.

3.6. Variables

Rwanda's destination image attributes such as affective image and perceptual/cognitive and the general image of Rwanda was measured as dependent variables against demographic profiles of the participants as independent variables. Gender, age, education level, marital status, employment and income level were identified and measured as independent variables and the data collected were used to determine how they can influence Turkish nationals on Rwanda's destination image.

3.7. Data Analysis

In analyzing the data that was collected, IBM SPSS program version 26 was used and descriptive analysis was applied to critically analyze the data. This analysis further used the statistics to analyze the study in order to determine the relationship between Rwanda's destination image and the perceived destination image of Rwanda hold by the Turkish nationals which is the main purpose of this research. Different analysis to determine relationships between Rwanda's images attributes as affective image and perceptual/cognitive against demographic profiles were conducted.

3.8. Unit of Analysis

The unit of analysis of this research is individual respondent from the targeted population which is Turkish nationals. The purpose is to analyze how Rwanda's destination image is perceived by the Turkish nationals and how it is influencing them on their perception before the visit and after the visit, and if those who already visited Rwanda are willing to go back and can recommend others to visit Rwanda.

CHAPTER FOUR

RESULTS

In this chapter the collected data is analyzed and interpreted using SPSS program version 26 with the primary objective of descriptively analyzing Rwanda's destination image in Turkey. This chapter gives interpreted results on descriptive demographic profiles of the participants, analyze destination image of Rwanda, analyze both affective and perceptual/cognitive images, as well as relationship between these image attributes with some demographic profile elements of participants such as age, gender, marital status and occupation in order to establish if there are existing relationship between these different variables.

4.1. Demographic Profiles of Participants

The demographic profiles of the survey participants consist of gender, age, education level, marital status, occupation and income level. The demographic data collected on the participants were descriptively analyzed and demonstrated in the tables below.

Table 4.1. Descriptive Demographic Profiles of the Participants

Participants Category	Frequency (n = 205)	Percentage of Total
Gender		
• Female	65	31.7
• Male	140	68.3
Age		
• 20-35	113	55.1
• 35-45	51	24.9
• 45-65	36	17.6
• +65	5	2.4
• High School	32	15.6
• Undergraduate	114	55.6
• Masters	49	23.9
• PhD	10	4.9
Marital Status		
• Married without Children	14	6.8
• Married with Children	64	31.2
• Single	127	62.0
Occupation		
• Tourism and Hospitality	90	43.9
• Government Employee/NGOs	20	9.8
• Education	31	15.1
• Others	38	18.5
	26	12.7
Income Level		
• Very Low	5	2.4
• Low	16	7.8
• Medium	114	55.6
• High	65	31.8
• Very High	5	2.4

The results frequency and percentage table indicates that female participants are 31.7% while 68.3% of the participants are male. The low number of female participants can be attributed to the fact that some female people who were contacted refused to do the survey or when it is a couple, men tend to do the exercise rather than their partners. The natural behaviors of women and culture in general, may have also contributed to the low turn-up of female participants. Likewise, male generally demonstrated positive attitude towards answering the questionnaires and this contributed to the bigger number of male respondents.

Among the 205 respondents, 113 who are equivalent to 55.1% are between 20-35 years old, 51 participants; equivalents to 24.9% are between 35-45 years, while 36 people representing 17.6% are between 45-65 years whereas the age group of 65 years and above is represented by 5 participants, equivalent to 2.4%. This information indicates that the majority of the respondents/participants are in the range of 20-45 years which constitutes 80% of the total participants. Furthermore, the two first age groups that contributed the bigger number of participants are mostly dominated by youth and bigger number of working group in Turkey. Therefore, while considering for the marketing of Rwanda as touristic destination, it is very important to consider different age groups. Concerning the marital status of the participants, those who are single are 62%, married with children are 31.2% while married without children are 6.8%.

Regarding the education level of the participants, statistics indicate that the participants with undergraduate level are 55.6% of the total participants, followed by those with Master's degrees who are 23.9% and high school level are represented by 15.6% whereas those with PhD are 4.9%. Again the level of education can be compared with the age of the respondents which represents the biggest number of youth and working group. Given that the survey was conducted in different public areas such as shopping malls, tour and travel agencies, universities, and both in some public and private offices, many of the respondents holds Bachelors and Master's degrees.

The highest number of participants is doing business or working in the private sector with 43.9%, those working in tourism and hospitality industry are 9.8% followed by the government employees or NGO staff constituting 15.1%, and those who are working in education sector were the second biggest with 18.5% while other categories of occupation are represented by 12.7%. The majority of participants equivalent to 55.6% indicate that their income is medium, 31.7% indicated that the income is high, 7.8% indicated that it is low while 2.4% indicated that the income is high and the same number said that income is very low.

4.2. Intention to Visit Rwanda/Previous Visits and Recommend Others

The second part of data analysis is concentrating on the intention by the participants to visit Rwanda in future or if they have visited Rwanda before, and if they can recommend to their friends and relatives to visit Rwanda. It also analyzes data on the number of respondents who have so far met Rwandans and the impressions they remained with after meeting them. This part is important because it helps to understand well if the participants plan to visit Rwanda or not, and this contributes to the general understanding of perception Turkish people have on the destination image of Rwanda.

Table 4.2. Rate of Intention to Visit Rwanda in Future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do not intend	40	19.5	19.5	19.5
	Somehow intending	36	17.6	17.6	37.1
	Neutral	46	22.4	22.4	59.5
	Likely	36	17.6	17.6	77.1
	Very Likely	47	22.9	22.9	100.0
	Total	205	100.0	100.0	

According to the frequency and percentage results in table 4.2 above, 22.9% of the participants indicate that they are very likely intending to visit Rwanda in future, 22.4% showed to be neutral, 19.5% are not intending to visit Rwanda while 17.6% are both somehow intending and likely to visit Rwanda in future. The statistics shows that there is a positive intention to visit Rwanda in future by the participants which can be used as a generalization on the intention of the Turkish

nationals to visit Rwanda. This can be verified with the statistics for both likely and very likely.

Table 4.3. Visits to Rwanda Before

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	177	86.3	86.3	86.3
	Yes	28	13.7	13.7	100.0
	Total	205	100.0	100.0	

Table 4.4. Participants' Purpose of the Visit to Rwanda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not visited	177	86.3	86.3	86.3
	Vacation	13	6.3	6.3	92.7
	Business/Work	12	5.9	5.9	98.5
	Education	2	1.0	1.0	99.5
	Others	1	0.5	0.5	100.0
	Total	205	100.0	100.0	

The statistics further indicates that among 205 participants, only 28 equivalent to 13.7% visited Rwanda before and majority of those who visited Rwanda had gone for vacation purpose which constitutes 6.3% of the total participants, while those who went for business and work related purposes are 5.9% of the total respondents. This indicates that although the number of Turkish national traveling to Rwanda is still small, the possibilities of those who have already visited the country introduce Rwanda and recommend to their friends is likely. It was also observed that the Turkish nationals who visited Rwanda between 1-3 times constitutes 9.3% of the total participants of the survey, 2.4% visited Rwanda more than 6 times while 2% visited the country between 4-6 times as it indicated in the table 4.5 below.

Table 4.5. Number of Visits to Rwanda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not visited	177	86.3	86.3	86.3
	1-3 times	19	9.3	9.3	95.6
	4-6 times	4	2.0	2.0	97.6
	6+	5	2.4	2.4	100.0
	Total	205	100.0	100.0	

As it is indicated in the table 4.6 below, 75.6% of the participants indicated that they can recommend to their friends, colleagues or relatives to visit Rwanda, an indication that Turkish nationals have positive perception towards Rwanda's destination image and willing to visit the country. This indicates that there is a positive perception within Turkish nationals to recommend to others to visit Rwanda.

Table 4.6. Recommend Friends, Colleagues or Relatives to Visit Rwanda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	155	75.6	75.6	75.6
	No	50	24.4	24.4	100.0
Total		205	100.0	100.0	

The survey also asked the participants if they have ever met or had an opportunity to meet any Rwandan people and the results indicate that 52.2% of the respondents met with Rwandans. 26.8% of the total participants said that the Rwandans they met were very positive while 19.5% indicated that they were positive and 1% said they were very negative. The general impression of participants on Rwandans is positive, which is one of the key factors in forming positive destination image of Rwanda on Turkish nationals.

Table 4.7. Prior Meeting with Rwandans

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	107	52.2	52.2	52.2
	No	98	47.8	47.8	100.0
Total		205	100.0	100.0	

Table 4.8. Impression on Rwandans

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never met	98	47.8	47.8	47.8
	Very Negative	2	1.0	1.0	48.8
	Negative	3	1.5	1.5	50.3
	Neither Negative nor Positive	7	3.4	3.4	53.7
	Positive	40	19.5	19.5	73.2
	Very Positive	55	26.8	26.8	100.0
	Total	205	100.0	100.0	

4.3. Rwanda's Image and Source of Information for Image Formation

The third part of the results discusses the rating of the participants on Rwanda's image both as a travel destination and as a country, in order to critically evaluate the perception of the Turkish nationals on both images. This section also analyzes the source of information that helped participants to form the image of Rwanda.

Table 4.9. Rwanda's Image Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Overall image of Rwanda as a travel destination	205	1	7	4.47	1.688
Overall image of Rwanda as a country	205	1	7	4.67	1.644
Valid N (list wise)	205				

As it is indicated in the statistical table 4.9 above, the overall image of Rwanda as a country recorded the highest mean of 4.67 and lowest standard deviation of 1.644 compared to the mean of 4.47 and standard deviation of 1.688 of the overall image of Rwanda as a travel destination. This indicates that the respondents have more positive perception on Rwanda's overall image as a country than as a travel destination. This can be further explained using the table 4.10 and 4.11 below that indicates that 15.1% of respondents said that the overall image of Rwanda as a travel destination is very positive whereas 19% of participants indicated that the overall image of Rwanda as a country is very positive.

Table 4.10. Overall Image of Rwanda as a Travel Destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Negative	12	5.9	5.9	5.9
Negative	18	8.8	8.8	14.6
Somewhat Negative	24	11.7	11.7	26.3
Neutral	43	21.0	21.0	47.3
Somewhat Positive	55	26.8	26.8	74.1
Positive	22	10.7	10.7	84.9
Very Positive	31	15.1	15.1	100.0
Total	205	100.0	100.0	

Table 4.11. Overall Image of Rwanda as a Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Negative	6	2.9	2.9	2.9
	Negative	11	5.4	5.4	8.3
	Somewhat Negative	38	18.5	18.5	26.8
	Neutral	41	20.0	20.0	46.8
	Somewhat Positive	41	20.0	20.0	66.8
	Positive	29	14.1	14.1	81.0
	Very Positive	39	19.0	19.0	100.0
	Total	205	100.0	100.0	

4.3.1. Relationship between Rwanda's overall image as a travel destination and intention to visit Rwanda

During the data analysis, a test to determine the relationship between Rwanda's image as a travel destination and the intention of participants to visit Rwanda was conducted. A two-tailed T-test using computed Pearson's Correlation on Rwanda's image as a travel destination and intention by participants to visit Rwanda is indicated in table 4.12 below. It is observed that in both cases, the Pearson's coefficient is 1 for the intention of the participants to visit Rwanda in future and 0.633 for the overall image of Rwanda as a travel destination. Furthermore, the p-value of the 2-tailed significance recorded during the test is $p=0.000 < 0.01$ which indicates that there is direct or positive relationship between overall image of Rwanda as a travel destination and the intention by the participants to visit Rwanda in future. Hence, the test reported a strong relationship between overall image of Rwanda as a travel destination and the intention to visit Rwanda in future.

Table 4.12. Correlation between the Rwanda's Overall Image as a Travel Destination and Intention to Visit Rwanda

		Intention to visit Rwanda	Overall Image of Rwanda as a Travel Destination
Intention to visit Rwanda in future	Pearson Correlation	1	.633**
	Sig. (2-tailed)		.000
	N	205	205
Overall Image of Rwanda as a Travel Destination	Pearson Correlation	.633**	1
	Sig. (2-tailed)	.000	
	N	205	205

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

4.3.2. Relationship between Rwanda's image as a country and intention to visit Rwanda

Likewise, a test to determine the relationship between overall image of Rwanda as a country and intention by participants to visit Rwanda was conducted. Similarly, a two-tailed T-test using computed Pearson's Correlation on Rwanda's overall image as a country and intention by participants to visit Rwanda in future is illustrated in table 4.13. It is observed that in both cases, the Pearson coefficient is 1 for the intention to visit Rwanda in future and 0.515 for the overall image of Rwanda as a country. Additionally, the p-value of the 2-tailed significance recorded during the test is $p=0.000 < 0.01$, which indicated that there is direct or positive relationship between overall image of Rwanda as a country and the intention to visit Rwanda in future by the participants. Therefore, the test reported a strong relationship between overall image of Rwanda as a country and intention to visit Rwanda in future.

Table 4.13. Correlation between the Rwanda's Overall Image as a Country and Intention to visit Rwanda

		Intention to visit Rwanda	Overall Image of Rwanda as a country
Intention to visit Rwanda in future	Pearson Correlation	1	.515**
	Sig. (2-tailed)		.000
	N	205	205
Overall Image of Rwanda as a country	Pearson Correlation	.515**	1
	Sig. (2-tailed)	.000	
	N	205	205

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

4.3.3. Relationship between Rwanda's image as a country and impressions on Rwandans

In this section, the other test conducted was to determine if there is any relationship between Rwanda's image as country and the impression left to some participants who met some Rwandans before. This test is very important considering that the impression given by the citizens of any country contributes to image formation to others people (foreigners), hence influence the decision taken on

visiting the country or not. As it was done on other tests above, a two-tailed T-test using computed Pearson's Correlation on Rwanda's overall image as a country and impression on Rwandans was conducted as it is demonstrated in table 4.14 below. It is witnessed that in both situation, the Pearson coefficient is 1 for the impression on Rwandans and 0.514 for the overall image of Rwanda as a country. Also, the p-value of the 2-tailed significance recorded during the test is $p=0.000 < 0.01$, which indicates that there is a direct or positive relationship between overall image of Rwanda as a country and the impression left to some participants who met Rwandans before. Thus, the test indicates a strong relationship between overall image of Rwanda as a country and impressions on Rwandans.

Table 4.14. Correlation between the Rwanda's Overall Image as a Country and Impressions on Rwandans

		Impression on Rwandans met with Participants	Overall Image of Rwanda as a country
Impression of Rwandan met with Participants	Pearson Correlation	1	.514**
	Sig. (2-tailed)		.000
	N	205	205
Overall Image of Rwanda as a Country	Pearson Correlation	.514**	1
	Sig. (2-tailed)	.000	
	N	205	205

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

4.3.4. Information source for Rwanda's image formation

The other important element in this section is to analyze the data on the source of information that helped participants to form image of Rwanda. In critical study of destination images, it is very significant to analyze the sources of information which target market used to make image formation of a destination such as Rwanda. The sources of information help to understand the channels that are mostly used by the targeted population while getting information on a specific destination. In line with this concept, this study descriptively analyzed the sources of information which the participants used while forming Rwanda's destination image.

Table 4.15. Information Source Descriptive Statistics

	N	Min	Max	Mean		Std. Deviation	Percentage (%)	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Yes	No
Internet	205	1	2	1.43	.035	.497	56.6	43.4
Movies or TV Shows	205	1	2	1.57	.035	.496	42.9	57.1
Friends, Colleagues or Relatives	205	1	2	1.65	.033	.479	35.6	64.4
Social Media	205	1	2	1.65	.033	.479	35.1	64.9
Prior Visit	205	1	2	1.70	.032	.458	29.8	70.2
Newspapers/Travel Magazines	205	1	2	1.80	.028	.401	20	80
Tourism Fairs	205	1	2	1.84	.025	.364	15.6	84.4
Others	205	1	2	1.89	.022	.310	10.2	89.8
Travel Agencies or Tour Operators	205	1	2	1.91	.020	.284	9.3	90.7
General Knowledge from School	205	1	2	1.93	.018	.261	7.3	92.7
Valid N (list wise)	205							

Descriptive statistics illustrated in the table 4.15 above indicates that internet (56.6%); movie or TV shows (42.9%), friends, colleagues or relatives (35.6%) and social media (35.1%) are most influential source of information on raising awareness of Rwanda's destination image and helped participants in forming the Rwanda's image. This is because, the use of internet is quick and easy to use and helps people to compare different information about a destination, hence becoming the most priority source of information. Movies or TV shows also indicated that they are useful in providing information about Rwanda's image because movies, documentaries and TV shows have a high level of reliability, hence influencing people to prefer using them while searching for the information about a destination.

Furthermore, friends, colleagues or relatives to the participants who have visited Rwanda or have more information on Rwanda contributed much in providing information to the participants and this is also an important source given that it is reliable and may play a critical role in influencing people to take decisions of either visiting Rwanda or not. The other useful source of information that is currently being used by many mostly youth and working group is the use of social media platforms. It is easier and cheap to use and gives an opportunity to see the destination with its physical features and play critical role in decision making. The fact that travel agencies and tour operators are among the least source of information used by the participants indicate that the tour operators and travel agencies are likely to be having less or no tourism packages and information about Rwanda's touristic destinations,

hence Rwanda's promotional and marketing institutions and agencies have to engage them to include Rwanda's destination package, and provide the required marketing information.

4.4. Affective Image

The affective image items of Rwanda were also analyzed. Four bipolar items namely; unpleasant/pleasant, sleepy/arousing, gloomy/exciting and distressing/relaxing were rated by the participants from 1 to 7 to determine their feelings on Rwanda as a travel destination and these items were statically analyzed using descriptive analysis. According to the descriptive statistics in table 4.16 below, gloomy/exciting has the highest mean of 5.10 indicating it is the affective image item that was rated the best by the participants, while distressing/relaxing was rated the least with a mean of 4.68. Generally, the rating of the four bipolar affective image items of Rwanda is good with an average mean of 4.86, an indication that the feelings of the participants towards Rwanda as a travel destination are good.

Table 4.16. Affective Image Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean		Std. Deviation Statistic
				Statistic	Std. Error	
Gloomy/Exciting	205	1	7	5.10	.121	1.735
Unpleasant/Pleasant	205	1	7	4.94	.117	1.669
Sleepy/Arousing	205	1	7	4.70	.111	1.592
Distressing/Relaxing	205	1	7	4.68	.129	1.853
Valid N (list wise)	205					

4.4.1. Relationship between affective image of Rwanda and participants' marital status

In the understanding the relationship between the feelings of the participants on the four affective image bipolar items, ANOVA test was conducted and as indicated in the table 4.17 below, it shows that the significance values of each of the four bipolar items are less than 0.05 (i.e: (unpleasant/pleasant; $F=22.126$, $p=0.000<0.05$), (Sleepy/Arousing; $F=15.885$, $p=0.000<0.05$), (Gloomy/Exciting; $F=13.086$, $p=0.000<0.05$), and (Distressing/Relaxing; $F=11.219$, $p=0.001<0.05$)), implying that there are no statically significant differences of the mean between the

participants who are married and those who are single. To understand detailed information that shows where there are differences a multiple comparison analysis was generated as it is indicated in the Annex I.

The results, therefore, indicate that the married participants have positive feelings on Rwanda's four bipolar affective image items. The analysis of the relationship between the feelings of participants on the affective image of Rwanda contributed to the recommendation of this research where the policy and destination marketing strategists of Rwanda are advised to consider marital status of the people while developing marketing and promotional materials to promote Rwanda as a travel destination.

Table 4.17. Relationship between Affective Image and Marital Status of the Participants

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Unpleasant/Pleasant	Between Groups	55.843	1	55.843	22.126	.000
	Within Groups	512.333	203	2.524		
	Total	568.176	204			
Sleepy/Arousing	Between Groups	37.538	1	37.538	15.885	.000
	Within Groups	479.710	203	2.363		
	Total	517.249	204			
Gloomy/Exciting	Between Groups	37.187	1	37.187	13.086	.000
	Within Groups	576.862	203	2.842		
	Total	614.049	204			
Distressing/Relaxing	Between Groups	36.700	1	36.700	11.219	.001
	Within Groups	664.051	203	3.271		
	Total	700.751	204			

4.5. Perceptual/Cognitive Image

Table 4.18. Perceptual/Cognitive Descriptive Statistics

	N	Min	Max	Mean		Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error	Statistic	Std. Error
Interesting and Friendly People	205	1	5	4.14	.077	1.099	-1.103	.170	.407	.338
Beautiful Scenery/Natural Attractions	205	1	5	3.94	.082	1.170	-.887	.170	-.095	.338
Suitable Accommodation	205	1	5	3.70	.080	1.145	-.554	.170	-.519	.338
Interesting Historical Attractions	205	1	5	3.46	.082	1.178	-.263	.170	-.715	.338
Unpolluted/Spoiled Environment	205	1	5	3.45	.095	1.366	-.352	.170	-1.093	.338
Good Climate	205	1	5	3.40	.081	1.162	-.250	.170	-.705	.338
Interesting Culture Attraction	205	1	5	3.29	.075	1.067	-.046	.170	-.485	.338
Hygiene and Cleanliness	205	1	5	3.23	.093	1.336	-.129	.170	-1.099	.338
Appealing Local Food (Cuisine)	205	1	5	3.19	.087	1.239	-.155	.170	-.833	.338
Good Nightlife and Entertainment	205	1	5	3.07	.085	1.221	.039	.170	-.827	.338
Personal Safety	205	1	5	3.04	.095	1.366	.048	.170	-1.200	.338
Good Value of Money	205	1	5	2.88	.081	1.166	.062	.170	-.577	.338
Quality of Infrastructure	205	1	5	2.66	.088	1.260	.405	.170	-.791	.338
Great Beaches/Water Sports	205	1	5	2.55	.087	1.250	.324	.170	-.903	.338
Valid N (list wise)	205									

Note: The items are arranged in the table according to their increasing mean value. (1=Offers Very Little, 2= Offers Somewhat Little, 3= Offers neither Little nor Much, 4= Offers Somewhat Much, 5= Offers Very Much)

According to the table 4.18 above, it indicates that interesting and friendly people is the most perceived image destination attributes with the mean scale of Offers Somewhat Much (4.14) and it can be seen that its distribution of the arithmetic mean is between Offers Somewhat Much (4) and Offers Very Much (5). It is followed by beautiful scenery/natural attraction with the mean scale which almost of Offers Somewhat Much (3.94) given that distribution of the arithmetic mean is very close to Offers Somewhat Much (4) and Offers neither Little nor Much (3). The destination image attribute that is lowest perceived by the participants is great beaches/water sports with the mean scale of 2.55 which is between Offers Somewhat

Little (2) and Offers neither Little nor Much (3). This is mainly contributed by the fact that Rwanda has no access to any sea, although it has lakes such as Lake Kivu which has good beaches and water sports.

The general impression of Rwanda recorded an average scale mean of 3.29 which is between Offers neither Little nor Much and Offers Somewhat Much (4). Therefore, the overall perceptual/cognitive image of Rwanda is general perceived relatively positive by the Turkish nationals. The results statistics further indicate that there are relatively high standard deviations, an indication that the participants had no consensus regarding the features of the destination image of Rwanda.

4.5.1. Relationship between age of participants and Rwanda's perceptual/cognitive image

During the data analysis, different tests were conducted to determine if there is any relationship between demographical profiles of the participants and the perceptual/cognitive image of Rwanda. Therefore, the first test conducted was to determine the relationship between age of respondents and perceptual/cognitive image of Rwanda using One way ANOVA test (n=205) as it is indicated in the results table below. The one way ANOVA test was conducted to determine the mean difference between different age groups hence determine if there is any statistical significance difference between the age groups.

By examining the results table 4.19 below, it shows the significance values of some age groups with respect to some elements of perceptual/cognitive of the image of Rwanda are less than 0.05, implying some perceptual/cognitive elements have statically significant differences of the mean between some age groups of the participants. In understanding detailed information about where the differences exist, a multiple comparison analysis was generated as it is indicated in the Annex II.

According to the multiple comparison analysis (attached as Annex II), it is observed that there is no significance difference between the participants' age groups and good climate (F=4.901, p=0.003<0.05), personal safety (F=7.428, p=7.428, p=0.000<0.05), unpolluted/spoiled environment (F=5.788, p=0.001<0.05), good

nightlife and entertainment ($F=3.872$, $p=0.010<0.05$) and hygiene and cleanliness ($F=6.732$, $p=0.000<0.05$). This indicates that, generally the participants have more positive perceptions on good climate, personal safety, unpolluted/spoiled environment, good nightlife and entertainment and hygiene and cleanliness compared to other attributes of the destination image of Rwanda.

For the analysis of the relationship of separate age groups of the participants and the specific travel destination attribute of Rwanda, it is observed that there is no significance difference between good climate and participants in 35-45 age group ($F=$, $P=0.006<0.05$) as well as participants in 45-65 age group ($F=$, $p=0.049<0.05$). Additionally, it is observed that there is no significance difference between personal security and participants in 35-45 age group ($F=$, $p=0.003<0.05$) as well as participants in 45-65 age group ($F=$, $p=0.003<0.05$). This indicates that participants in age groups of 35-45 and that of 45-65 have more positive perceptions on good climate and personal security destination image attributes of Rwanda than other age groups. Furthermore, it is noted that there is also no significance difference between participants of age group 35-45 ($F=$, $p=0.003<0.05$) and unpolluted/spoiled environment, meaning that the participants in the age group of 35-45 have positive perception on unpolluted/spoiled environment than other participants in other age groups. For the case of good nightlife, there is no significance difference between the age group of 65 years and more ($F=$, $p=0.031<0.05$), implying that participants with age from 65 and above have positive perception on Rwanda's good nightlife.

Finally, it is observed that there is no significance difference between hygiene and cleanliness and the age group of participants of 35-45 ($F=$, $p=0.013<0.05$), and age group of 45-65 ($F=$, $p=0.006<0.05$), an indication that participants in the two age groups 35-45 and 45-65 have positive perception of hygiene and cleanliness in Rwanda's destination image. The results of the this test indicate that it is very important to consider age groups while developing promotional and marketing strategies to promote, market and sell the destination of Rwanda in Turkey. It is also equally important to carryout separate marketing programs for each age group. Results table for the analysis of the relationship between age groups and perceptual/cognitive image is attached as Annex II.

Table 4.19. ANOVA Test for the Relationship between Age of Participants and Rwanda's Perceptual/Cognitive Image

ANOVA Test (N=205)		Mean Square	F	Sig.
Good Value of Money	Between Groups	2.061	1.528	.208
	Within Groups	1.348		
	Total			
Beautiful Scenery/Natural Attractions	Between Groups	3.168	2.360	.073
	Within Groups	1.342		
	Total			
Good Climate	Between Groups	6.257	4.901	.003
	Within Groups	1.277		
	Total			
Interesting Culture Attraction	Between Groups	1.206	1.059	.368
	Within Groups	1.138		
	Total			
Suitable Accommodation	Between Groups	2.063	1.588	.193
	Within Groups	1.299		
	Total			
Appealing Local Food (Cuisine)	Between Groups	1.759	1.149	.330
	Within Groups	1.531		
	Total			
Great Beaches/Water Sports	Between Groups	2.716	1.758	.157
	Within Groups	1.545		
	Total			
Quality of Infrastructure	Between Groups	3.289	2.106	.101
	Within Groups	1.562		
	Total			
Personal Safety	Between Groups	12.662	7.428	.000
	Within Groups	1.705		
	Total			
Interesting Historical Attractions	Between Groups	1.159	.833	.477
	Within Groups	1.390		
	Total			
Unpolluted/Spoiled Environment	Between Groups	10.092	5.788	.001
	Within Groups	1.743		
	Total			
Good Nightlife and Entertainment	Between Groups	5.534	3.872	.010
	Within Groups	1.429		
	Total			
Hygiene and Cleanliness	Between Groups	11.085	6.732	.000
	Within Groups	1.647		
	Total			
Interesting and Friendly People	Between Groups	.427	.350	.789
	Within Groups	1.218		
	Total			

The mean difference is significant at the **0.05** level.

4.5.2. Relationship between occupation of participants and Rwanda's perceptual/cognitive image

According to the results table 4.20 below, it indicates that there is no significance difference between occupation of the participants and beautiful scenery/natural attractions ($F=3.354$, $p=0.011<0.05$), suitable accommodation ($F=4.179$, $p=0.003<0.05$), great beaches/water sports ($F=3.563$, $p=0.008<0.05$),

interesting and friendly people ($F=6.044$, $p=0.000<0.05$). Hygiene and cleanliness ($F=2.384$, $p=0.053$ which almost equal to 0.05) has also very close to no significance difference with the occupation. The above mentioned perceptual/cognitive destination image attributes of Rwanda are positively perceived by different participant with different occupation.

Table 4.20. Relationship between occupation of participants and Rwanda's perceptual/cognitive image

		ANOVA Test (N=205)				
		Sum of Squares	df	Mean Square	F	Sig.
Good Value of Money	Between Groups	3.785	4	.946	.692	.598
	Within Groups	273.405	200	1.367		
	Total	277.190	204			
Beautiful Scenery/Natural Attractions	Between Groups	17.557	4	4.389	3.354	.011
	Within Groups	261.740	200	1.309		
	Total	279.298	204			
Good Climate	Between Groups	11.133	4	2.783	2.106	.081
	Within Groups	264.262	200	1.321		
	Total	275.395	204			
Interesting Culture Attraction	Between Groups	6.802	4	1.701	1.507	.201
	Within Groups	225.637	200	1.128		
	Total	232.439	204			
Suitable Accommodation	Between Groups	20.614	4	5.153	4.179	.003
	Within Groups	246.635	200	1.233		
	Total	267.249	204			
Appealing Local Food (Cuisine)	Between Groups	2.434	4	.608	.392	.814
	Within Groups	310.522	200	1.553		
	Total	312.956	204			
Great Beaches/Water Sports	Between Groups	21.203	4	5.301	3.563	.008
	Within Groups	297.509	200	1.488		
	Total	318.712	204			
Quality of Infrastructure	Between Groups	9.297	4	2.324	1.478	.210
	Within Groups	314.478	200	1.572		
	Total	323.776	204			
Personal Safety	Between Groups	4.281	4	1.070	.569	.686
	Within Groups	376.324	200	1.882		
	Total	380.605	204			
Interesting Historical Attractions	Between Groups	12.891	4	3.223	2.387	.052
	Within Groups	270.007	200	1.350		
	Total	282.898	204			
Unpolluted/Spoiled Environment	Between Groups	8.948	4	2.237	1.203	.311
	Within Groups	371.764	200	1.859		
	Total	380.712	204			
Good Nightlife and Entertainment	Between Groups	1.381	4	.345	.228	.922
	Within Groups	302.521	200	1.513		
	Total	303.902	204			
Hygiene and Cleanliness	Between Groups	16.577	4	4.144	2.384	.053
	Within Groups	347.648	200	1.738		
	Total	364.224	204			
Interesting and Friendly People	Between Groups	26.549	4	6.637	6.044	.000
	Within Groups	219.626	200	1.098		
	Total	246.176	204			

The mean difference is significant at the **0.05** level.

In analyzing the relationship between separate occupation and the perceptual/cognitive image, according to it is indicated that there is no significant difference between the participants in education sector (university professors, administration staff, and students) and suitable accommodation ($p=0.007<0.05$) as well as interesting and friendly people ($p=0.005<0.05$) perceptual/cognitive images of Rwanda. It is further noted that there is no significant difference between participants from tourism and hospitality sector ($p=0.010<0.05$) and great beaches and water sports. Likewise, there is no significant difference that was established between participants with other kinds of occupation and interesting and friendly people ($p=0.001<0.05$), and hygiene and cleanliness ($p=0.020<0.05$). The results indicate that participants from education sector have positive perception on Rwanda's suitable accommodation as well as interesting and friendly people attributes of the perceptual/cognitive image, while participants from other categories of occupation have positive perception on interesting and friendly people as well as hygiene and cleanliness. The results table for the relationship between occupation and perceptual/cognitive image is attached as annex III. It is observed that interesting and friendliness people dominated other attributes in being positively perceived by the participants, an indication that the impression of Rwandans towards Turkish nationals is very positive.

4.6. Open-Ended Responses

The open-ended questions asked the participants to list down what comes in their minds in regards to the Rwanda's general image, the atmosphere and mood they are expecting in Rwanda and touristic attractions that are unique in Rwanda. According to results of the open-ended questions as it is illustrated in the table 4.21 below, Genocide against the Tutsi comes first in the minds of participants when they think about the general image of Rwanda with 62.4%, followed by Rwanda being located on the African continent with 59.1%, mountain gorillas as one of the touristic attraction for Rwanda comes third with 54.6% while Rwanda's good and green nature and mountain forests are fourth and fifth with 51.2% and 41.9% respectively.

It was further observed that 25.4% of the participants had no information on Rwanda's general image. The fact that Genocide against the Tutsi commonly comes into the minds of the participants, it is because Rwanda experienced the worst tragedy of the century where over one million people were killed in 1994 during the Genocide against the Tutsi.

For the expected atmosphere and mood, the biggest number of participants 49.8% indicated that they expect friendly, sincerity and hospitality people in Rwanda. Hot weather condition, security and cleanliness, good and green nature and wild animals registered 45.9%, 44.4%, 41.9% and 37.6% respectively. Meanwhile, 36.6% of the respondents indicated that they have no information on atmosphere and mood expected in Rwanda.

Regarding touristic attraction that are unique in Rwanda, 45.9% indicated national parks namely; Volcanoes, Akagera and Nyungwe as the most unique touristic attraction in Rwanda, 42.4% indicated safari tour and mountain gorillas while 38.5% indicated lakes like Kivu and Muhazi whereas 34.1% indicated Kigali genocide memorial. Tourism as one of the sectors that are developing in Rwanda where some national parks such as Virunga are mostly visited by foreigners contributed for the participants to consider them as the most unique touristic attraction in Rwanda. In this question, it was observed that a bigger number of participants represented by 47.8% had no response on Rwanda's unique touristic attractions. Therefore, the low rating of Rwanda's unique touristic attraction could be as a result of the fact that many of the participants had not yet visited Rwanda or have little information about Rwanda's tourism.

Table 4.21. Statistical Results of Open-Ended Questions

Open-Ended Answers	No. Mentioned First	No. Mentioned Second	No. Mentioned Third	Mentioned Total No.	Percentage (%)
Rwanda's General image that comes in mind					
- Genocide against the Tutsi	52	43	33	128	62.4
- Rwanda located in Africa	37	49	29	115	59.1
- Mountain Gorilla	52	37	23	112	54.6
- Rwanda has good and green nature	43	29	33	105	51.2
- Mountains and Forests	26	29	31	86	41.9
- No response given	22	19	11	52	25.4
Atmosphere/Mood Expected					
- Friendliness, sincerity and hospitality people	32	37	33	102	49.8
- Hot weather condition	18	46	30	94	45.9
- Security and cleanliness	42	25	24	91	44.4
- Good and green nature	51	20	15	86	41.9
- Wild animals	27	21	29	77	37.6
- No response given	33	27	15	75	36.6
Unique Touristic Attractions					
- National Parks (Volcanoes/Akagera/Nyungwe)	37	31	26	94	45.9
- Safari tour and Mountain Gorillas	39	18	30	87	42.4
- Lakes (Kivu and Muhazi)	19	33	27	79	38.5
- Kigali Genocide Memorial	29	17	24	70	34.1
- No response given	31	26	41	98	47.8

CHAPTER FIVE

DISCUSSIONS

This research is aimed at determining Rwanda's touristic destination image as it is seen or perceived by Turkish nationals. Unlike the previous studies in this field, positive results concerning the image of Rwanda were found, given that there has been no any research that was conducted before to determine the destination image of Rwanda in Turkey. Therefore, this research will make significant contribution in the literature during the future related studies. In the literature that was used in this study, several models exist to explain well destination image and in particular Rwanda as a destination image, but the experimental study is intended to measure and determine Rwanda's image as perceived by the Turkish nationals. The term country image and touristic destination image are sometime interchanged or are related to each other, given that one can determine another. It is, therefore, critical to analyze country image as a country as well as a touristic destination and relate both affective and perceptual/cognitive attributes of the destination image with other different variables such as demographic profiles of the participants. It is equally important to analyze the relationship between a destination image as a country and as a travel/touristic destination.

Furthermore, empirical investigation of the source of information helped the participants to form the image of Rwanda was conducted. While analyzing the source of information that helped participants to form an image on Rwanda, it was established that internet, movies or TV shows, friends, colleagues or relatives, social media and prior visit are the best five sources of the information used by the participants to acquire information on Rwanda, meaning that there is a need to continue using these information channels in marketing and promoting Rwanda's touristic destination image in Turkey. Considering that some Turkish national understands Turkish language only, the promotional and marketing materials have to be developed also in Turkish language so that the message could reach as many people as possible.

Regarding the results of ANOVA tests conducted to determine the relationship between demographic variables and the four bipolar affective image of Rwanda, it was witnessed that in all the four bipolar affective image items, participants who are married with children registered the following significance of $p=0.00<0.05$ for unpleasant/pleasant, sleepy/arousing, and gloomy/exciting, while distressing/relaxing, it registered $p=0.03<0.05$, indicating that there are no significant differences between the participants' feeling on the affective image items of Rwanda and participants who are married with children. Therefore, married with children participants have positive feelings on Rwanda's four bipolar affective image items. This indicates that special promotional and marketing strategies targeting different categories of people in Turkey need to be developed and implemented, mostly, by considering marital status, age groups, education level and occupation.

Regarding perceptual/cognitive image items of Rwanda, ANOVA tests were also conducted to determine the relation between perceptual/cognitive attributes and age of the participants as well as with their occupation. According to the results, it was observed that there is no significance difference between the participants' age groups and good climate ($F=4.901$, $p=0.003<0.05$), personal safety ($F=7.428$, $p=0.000<0.05$), unpolluted/spoiled environment ($F=5.788$, $p=0.001<0.05$), good nightlife and entertainment ($F=3.872$, $p=0.010<0.05$) and hygiene and cleanliness ($F=6.732$, $p=0.000<0.05$). This indicates that generally the participants have more positive perceptions on good climate, personal safety, unpolluted/spoiled environment, good nightlife and entertainment and hygiene and cleanliness compared to other attributes of the destination image of Rwanda. Furthermore, ANOVA test was also conducted to determine the relationship of the perceptual/cognitive image attributes and the occupation of the participants and the results indicated there is no significance difference between occupation of the participants and beautiful scenery/natural attractions ($F=3.354$, $p=0.011<0.05$), suitable accommodation ($F=4.179$, $p=0.003<0.05$), great beaches/water sports ($F=3.563$, $p=0.008<0.05$), interesting and friendly people ($F=6.044$, $p=0.000<0.05$). Hygiene and cleanliness ($F=2.384$, $p=0.053$ which almost equal to 0.05) has also very close to no significance difference with the occupation. The above mentioned

perceptual/cognitive destination image attributes of Rwanda are positively perceived by different participant with different occupation.

The re-visiting intention is mainly influenced by the participants' perception of their previous experiences in Rwanda and the touristic image destination of the country they have formed. As it was mentioned by Baloglu et al. (2014: 1067) where he indicated that there must not be any factors that might create prejudice on "trust" regarding destination so that the visitors can re-visit the destination. This study has, therefore, integrated Rwanda as a touristic destination with the term trust for the Turkish participants.

This research also makes significant theoretical contribution to both generic marketing and tourism literature. Researchers and academicians needs to pay particular attention in differentiating country image and country branding. The two terms are well described in the literature review of this study. There are few studies that were previously conducted on the image of Rwanda as touristic destination and none on the Rwanda's image in Turkey and given that tourism industry is one of the key sectors that contribute to the Rwanda's national economy, it was the basis to conduct this study. This study provides also important implication for developing destination marketing strategies, given that tourism sector is currently becoming competitive where destination marketing agencies are working tirelessly to position their destinations in the best competitive angle by attracting as many tourists as possible.

Therefore, appropriate destination image has to be created and well managed in order to have effective positioning and create a positive difference from other destinations. From this point of view, destination strategists and marketers have to develop promotional campaigns emphasizing the distinctive and unique personality of their destinations, which would influence positive decision making on the tourists to decide to visit their places. As it was state by Batra et al., multitude of marketing variables such as using imagery and advertising can create brand personality of a destination. Furthermore, it is very important to develop strategic promotional materials and tools such as public relations, media advertising, social media networks

and other tools that touch the emotions of the targeted market in order to create, position and maintain a destination as a distinctive and unique from others.

The analysis of the relationship between the feelings of participants on the affective image of Rwanda contributed to the recommendation of this research where the policy and destination marketing strategists of Rwanda are advised to consider marital status of the people while developing marketing and promotional materials to promote Rwanda as a travel destination. The same study was also conducted to determine the feelings of different age groups visa-a-vis the four bipolar affective images and this would again help to know the gaps or significant difference among the age groups hence helping marketing strategists to develop promotional plans, packages and strategies that would fit with different age groups.

CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

This study has emphasized the importance of Rwanda's destination image held by different demographic profiles ranging from age, marital status to occupation and income of the participants. In analyzing structured (affective and perceptual/cognitive attributes) and unstructured image of Rwanda, the study identified the strengths and weaknesses of Rwanda's destination image as perceived by the Turkish nationals. It is, therefore, of practical importance for the marketers such as Rwanda Development Board (RDB) to improve the identified weakness with regards to promoting Rwanda as a touristic destination in the Turkish market, as well continue promoting the strengths identified in the targeted market. Additionally, the results of this study indicate that the perception held by the Turkish participants would be an important component in influencing other Turkish nationals worldwide particularly those who have already visited Rwanda. The perceived image held by the respondents would reflect the general perception held by the Turkish nationals. The study results further indicated the importance of measuring Rwanda's destination image by both structured and unstructured methods for validation purposes; given the two complemented each other in order to recognize the true image of Rwanda's touristic destination image. The responses from open-ended questions provided holistic functional and psychological characteristics of Rwanda's destination image and gave an opportunity to Rwanda's unique image to emerge, whereas the scale items are more focused on the common, attributed-based and psychological elements of Rwanda's destination image. It was, therefore, critical to use a combination of both open-ended questions and scale items in order to comprehensively measure the destination image of Rwanda.

In analyzing the holistic and unique images of Rwanda, it is possible to understand a category in which Rwanda's image lie like stereotype holistic impressions and unique touristic attractions that differentiates Rwanda's destination image from other images particularly in East Africa and Africa in general. For example, in responses from open-ended questions indicate that Rwanda is categorized as a country with Mountain gorillas, although many participants indicated that when they hear Rwanda, Genocide against the Tutsi comes in their

minds which both gorillas and genocide are unique to Rwanda compared to other Africa countries (mountain gorillas found in Rwanda and there is no any other country in Africa that had a genocide tragedy like the one happened in Rwanda in 1994). Furthermore, responses from open-ended questions regarding the unique attractions in Rwanda indicate that national parks such as Volcanoes, Akagera and Nyungwe national parks which are very important in terms of relaxing and enjoying Rwanda's destination atmosphere.

As it was observed in the results, Turkish nationals have positive perception on Rwanda's image and may consider the country as an important travel destination, thus, it is very imperative to consider Turkey as a touristic target market and promotional and marketing strategies targeting Turkish tourists should be developed and implemented. Promotional materials and tools such as computer games, TV shows, movies and documentaries introducing Rwanda's historical sites, culture, touristic attraction and natural characteristics should be effectively developed and be availed for the Turkish touristic market both in English and Turkish languages. According to Baloglu et al. (2010: 76), computer games stimulate familiarity as to touristic destination in users' minds and therefore they can be used as effective stimulant tools for promotion and branding of a destination. It is also further noticed, even from other similar studies that digital communication is currently playing a significant role in terms of promotion and branding of destinations, therefore, the use of internet and social medial platforms as source of information in forming an image about a destination is increasing significantly.

Considering the fact that many participants obtained information about Rwanda from their friends, colleagues or relatives indicates that there has been satisfaction from these friends, colleagues and relatives who visited Rwanda which influences the positive recommendation intention. As it was stated by Bigane et al. (2001: 614), the visitors recommend the destination when their expectations are satisfied in the attributes that determines destination image. Therefore, basing on this finding, this study confirms with the results stated by this earlier study. In a move to encourage more Turkish tourists to visit Rwanda, there is a need to engage Turkish

touristic market with specific promotional and marketing packages and strategies targeting this market.

The frequency or the percentage of the responses on the open-ended questions indicated that there is a relatively good perception and feelings of the participants on Rwanda's general image, atmosphere and mood as well as unique touristic attractions expected in Rwanda. Marketing and promotional agents in Rwanda needs to enhance focus on the formation of and strengthening positive image in the minds of the targeted population who turn into potential travellers or influences others to take decisions regarding the visit of a destination.

Tourism attraction and promotion goes hand in hand with other social-economic and political/diplomatic factors, it is so significant to consider encouraging tourism investments in sectors of hotel management and hospitality, trade, culture and education, given that it will increase the awareness of Rwanda within Turkish community in Turkey and all over the world. Air transport where national carriers can operate to the main cities of both countries is also another important areas that would boost the movement of people from both countries particularly the Turkish tourists visiting Rwanda. It has been observed that among that first question Turkish nationals ask when you tell them about Rwanda, they ask if Turkish airlines goes to Rwanda, and when they know that it goes to Kigali every day, it builds trust and influences them to have intentions to visit Rwanda. Likewise, it would be equally important to have Rwandair flying to Istanbul, given it would facilitate the movement of people between the two countries, but more importantly it carries a national brand and would help to increase awareness of Rwanda within the Turkish community as well as other foreigners living or traveling through Turkey. Social aspect such as Rwanda-Turkey cultural relations, presence of Turkish cuisine (Turkish hotel brands and restaurants in Rwanda), partnership between universities in Rwanda and those in Turkey are very critical and important elements to increase the awareness of Rwanda in Turkey.

Rwanda Development Board (RDB) needs to enhance campaigns that emphasizes on Rwanda's attraction in the Turkish touristic market, and this could be

achieved by developing promotional and marketing materials that induce trust within the targeted population, like using the testimonial advertisements by international celebrities including those that hail and are famous in Turkey. These Turkish celebrities can be invited or encouraged to visit Rwanda and their experiences and testimonies would be used as promotion package to market Rwanda's destination image in Turkey. The other key element that would be helpful in branding, promotion and marketing of Rwanda's destination is through the use of famous social media platforms or bloggers followed by many people such as famous bloggers in tourism sector. There is also need for enhancing cooperation between Rwanda's public and private institutions in tourism sector and those in Turkey, such as RDB, TURSAB, Turkish Airlines, Rwandair, universities and travel and tour operators. Furthermore, as a strategic move, RDB may also focus on few destinations image attributes that have both functional and emotional values to the Turkish touristic market.

This study has further found that tourists compare or do evaluation of different destinations using perceptual/cognitive and affective attributes as well as personality dimensions of the destinations, therefore, the destination markets need to consider the above mentioned three components while developing promotional and marketing strategies in order to create a competitive destination image. There is a need for destination marketing agencies to focus on the commonality between image and personality of a destination so that they can clearly showcase the uniqueness of the destination attributes, hence be able to influence decisions of the tourists. The destination attributes need to reflect clearly the image of the destination and have to communicate their emotional benefits like; security and safety, relaxing environment, friendly people to the tourists.

6.1. Limitations

The sample population of this study was the Turkish nationals, however, despite the significance sample used in the research, there are many other people particularly those who have already visited Rwanda who have different perception on the image of Rwanda, therefore, different other studies may be conducted in future to

continue analyzing Rwanda's image in Turkey. Specific studies on different image attributes such as affective image and perceptual/cognitive image may as well be conducted to understand more about the perception of these specific attribute in Turkey. Furthermore, during the study, fourteen perceptual/cognitive image attributes and four bipolar affective image items were used, but there more many attributes which were not considered and could contribute to the understanding of Rwanda's image as a touristic destination.

During the period of data collection, there was a challenge that was brought by COVID-19 pandemic, where people were under partial lockdown and many of the public places were closed, which has affected on the rate of return by respondents and also people were not willing to do the survey because of scaring to contaminant the pandemic. This has led to low rate of return as well as affected the timeline given for data collection, hence affecting the general timeline of the research. Although, COVID-19 was a challenge during data collection, it also helped destination promotion agencies to think about more possible strategies that would help for their destinations to continue receiving tourists through different virtual platforms, but also increased the awareness of the use of digital platforms in destination marketing and promotions rather than physical promotions such as trade fairs.

6.2. Suggestion for Future Studies

Considering the fact that the study was conducted on Turkish national only living in Turkey and given that there are quite big number of the Turkish diaspora members including those living and working in Rwanda, this can be a limitation to consider. Data collection was conducted in March and early April 2020, therefore, it would be essential to conduct the same study after this tragedy of COVID-19 that has affected the global tourism industry and may have affected the general tourism destination images in all countries in the world.



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ANNEX I: ANOVA Test Multiple Comparisons between Marital Status of Participants and Affective Image

Dependent Variable	(I) Marital Status of Participants	(J) Marital Status of Participants	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Unpleasant/Pleasant	Married without Children	Married with Children	-.734	.467	.260	-1.84	.37
		Single	.472	.446	.540	-.58	1.52
	Married with Children	Married without Children	.734	.467	.260	-.37	1.84
		Single	1.207*	.243	.000	.63	1.78
	Single	Married without Children	-.472	.446	.540	-1.52	.58
		Married with Children	-1.207*	.243	.000	-1.78	-.63
Sleepy/Arousing	Married without Children	Married with Children	-.471	.453	.553	-1.54	.60
		Single	.495	.433	.488	-.53	1.52
	Married with Children	Married without Children	.471	.453	.553	-.60	1.54
		Single	.966*	.236	.000	.41	1.52
	Single	Married without Children	-.495	.433	.488	-1.52	.53
		Married with Children	-.966*	.236	.000	-1.52	-.41
Gloomy/Exciting	Married without Children	Married with Children	-.694	.496	.343	-1.87	.48
		Single	.308	.474	.793	-.81	1.43
	Married with Children	Married without Children	.694	.496	.343	-.48	1.87
		Single	1.002*	.258	.000	.39	1.61
	Single	Married without Children	-.308	.474	.793	-1.43	.81
		Married with Children	-1.002*	.258	.000	-1.61	-.39
Distressing/Relaxing	Married without Children	Married with Children	-.353	.534	.787	-1.61	.91
		Single	.582	.510	.490	-.62	1.79
	Married with Children	Married without Children	.353	.534	.787	-.91	1.61
		Single	.935*	.278	.003	.28	1.59
	Single	Married without Children	-.582	.510	.490	-1.79	.62
		Married with Children	-.935*	.278	.003	-1.59	-.28

*. The mean difference is significant at the 0.05 level.

ANNEX II: ANOVA Test Multiple Comparisons between Age of Participants and Perceptual/Cognitive Image

Tukey HSD

Dependent Variable	(I) Age of Participants	(J) Age of Participants	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Good Value of Money	20-35	35-45	-.008	.196	1.000	-.52	.50
		45-65	-.078	.222	.985	-.65	.50
		65+	1.094	.531	.170	-.28	2.47
	35-45	20-35	.008	.196	1.000	-.50	.52
		45-65	-.070	.253	.992	-.73	.58
		65+	1.102	.544	.182	-.31	2.51
	45-65	20-35	.078	.222	.985	-.50	.65
		35-45	.070	.253	.992	-.58	.73
		65+	1.172	.554	.152	-.26	2.61
	65+	20-35	-1.094	.531	.170	-2.47	.28
		35-45	-1.102	.544	.182	-2.51	.31
		45-65	-1.172	.554	.152	-2.61	.26
Beautiful Scenery/Natural Attractions	20-35	35-45	-.298	.195	.425	-.80	.21
		45-65	-.517	.222	.095	-1.09	.06
		65+	-.639	.529	.623	-2.01	.73
	35-45	20-35	.298	.195	.425	-.21	.80
		45-65	-.219	.252	.821	-.87	.43
		65+	-.341	.543	.923	-1.75	1.07
	45-65	20-35	.517	.222	.095	-.06	1.09
		35-45	.219	.252	.821	-.43	.87
		65+	-.122	.553	.996	-1.55	1.31
	65+	20-35	.639	.529	.623	-.73	2.01
		35-45	.341	.543	.923	-1.07	1.75
		45-65	.122	.553	.996	-1.31	1.55
Good Climate	20-35	35-45	-.632*	.191	.006	-1.13	-.14
		45-65	-.562*	.216	.049	-1.12	.00
		65+	-.667	.516	.569	-2.01	.67
	35-45	20-35	.632*	.191	.006	.14	1.13
		45-65	.070	.246	.992	-.57	.71
		65+	-.035	.530	1.000	-1.41	1.34
45-65	20-35	.562*	.216	.049	.00	1.12	
	35-45	-.070	.246	.992	-.71	.57	

	65+	20-35	.370	.565	.914	-1.09	1.83
		35-45	.325	.580	.943	-1.18	1.83
		45-65	.739	.590	.595	-.79	2.27
Great Beaches/Water Sports	20-35	35-45	.373	.210	.287	-.17	.92
		45-65	.448	.238	.239	-.17	1.06
		65+	.126	.568	.996	-1.35	1.60
	35-45	20-35	-.373	.210	.287	-.92	.17
		45-65	.075	.271	.992	-.63	.78
		65+	-.247	.583	.974	-1.76	1.26
	45-65	20-35	-.448	.238	.239	-1.06	.17
		35-45	-.075	.271	.992	-.78	.63
		65+	-.322	.593	.948	-1.86	1.21
	65+	20-35	-.126	.568	.996	-1.60	1.35
		35-45	.247	.583	.974	-1.26	1.76
		45-65	.322	.593	.948	-1.21	1.86
Quality of Infrastructure	20-35	35-45	-.448	.211	.149	-.99	.10
		45-65	-.098	.239	.977	-.72	.52
		65+	-.887	.571	.408	-2.37	.59
	35-45	20-35	.448	.211	.149	-.10	.99
		45-65	.350	.272	.573	-.36	1.05
		65+	-.439	.586	.877	-1.96	1.08
	45-65	20-35	.098	.239	.977	-.52	.72
		35-45	-.350	.272	.573	-1.05	.36
		65+	-.789	.596	.550	-2.33	.76
	65+	20-35	.887	.571	.408	-.59	2.37
		35-45	.439	.586	.877	-1.08	1.96
		45-65	.789	.596	.550	-.76	2.33
Personal Safety	20-35	35-45	-.768*	.220	.003	-1.34	-.20
		45-65	-.892*	.250	.003	-1.54	-.24
		65+	-1.336	.597	.116	-2.88	.21
	35-45	20-35	.768*	.220	.003	.20	1.34
		45-65	-.124	.284	.972	-.86	.61
		65+	-.569	.612	.789	-2.15	1.02
	45-65	20-35	.892*	.250	.003	.24	1.54
		35-45	.124	.284	.972	-.61	.86
		65+	-.444	.623	.892	-2.06	1.17
	65+	20-35	1.336	.597	.116	-.21	2.88

		35-45	.569	.612	.789	-1.02	2.15
		45-65	.444	.623	.892	-1.17	2.06
Interesting Historical Attractions	20-35	35-45	-.105	.199	.953	-.62	.41
		45-65	.064	.226	.992	-.52	.65
		65+	-.775	.539	.477	-2.17	.62
		20-35	.105	.199	.953	-.41	.62
	35-45	45-65	.168	.257	.913	-.50	.83
		65+	-.671	.553	.619	-2.10	.76
		20-35	-.064	.226	.992	-.65	.52
		35-45	-.168	.257	.913	-.83	.50
	45-65	65+	-.839	.563	.445	-2.30	.62
		20-35	.775	.539	.477	-.62	2.17
		35-45	.671	.553	.619	-.76	2.10
		45-65	.839	.563	.445	-.62	2.30
Unpolluted/Spoiled Environment	20-35	35-45	-.787*	.223	.003	-1.36	-.21
		45-65	-.607	.253	.080	-1.26	.05
		65+	-1.285	.603	.147	-2.85	.28
	35-45	20-35	.787*	.223	.003	.21	1.36
		45-65	.180	.287	.924	-.56	.92
		65+	-.498	.619	.852	-2.10	1.10
	45-65	20-35	.607	.253	.080	-.05	1.26
		35-45	-.180	.287	.924	-.92	.56
		65+	-.678	.630	.705	-2.31	.95
		20-35	1.285	.603	.147	-.28	2.85
	65+	35-45	.498	.619	.852	-1.10	2.10
		45-65	.678	.630	.705	-.95	2.31
35-45		-.252	.202	.595	-.77	.27	
45-65		-.504	.229	.126	-1.10	.09	
Good Nightlife and Entertainment	20-35	65+	-1.515*	.546	.031	-2.93	-.10
		35-45	.252	.202	.595	-.27	.77
		45-65	-.252	.260	.768	-.93	.42
	35-45	65+	-1.263	.560	.113	-2.71	.19
		20-35	.504	.229	.126	-.09	1.10
		35-45	.252	.260	.768	-.42	.93
	45-65	65+	-1.011	.571	.290	-2.49	.47
		20-35	1.515*	.546	.031	.10	2.93
		35-45	1.263	.560	.113	-.19	2.71
		65+					

Hygiene and Cleanliness	20-35	45-65	1.011	.571	.290	-.47	2.49
		35-45	-.664*	.216	.013	-1.22	-.10
		45-65	-.809*	.246	.006	-1.45	-.17
		65+	-1.515	.586	.051	-3.03	.00
	35-45	20-35	.664*	.216	.013	.10	1.22
		45-65	-.145	.279	.954	-.87	.58
		65+	-.851	.601	.491	-2.41	.71
	45-65	20-35	.809*	.246	.006	.17	1.45
		35-45	.145	.279	.954	-.58	.87
		65+	-.706	.612	.658	-2.29	.88
	65+	20-35	1.515	.586	.051	.00	3.03
		35-45	.851	.601	.491	-.71	2.41
45-65		.706	.612	.658	-.88	2.29	
Interesting and Friendly People	20-35	35-45	.054	.186	.991	-.43	.54
		45-65	-.034	.211	.999	-.58	.51
		65+	-.467	.504	.791	-1.77	.84
		35-45	20-35	-.054	.186	.991	-.54
	35-45	45-65	-.088	.240	.983	-.71	.53
		65+	-.522	.517	.745	-1.86	.82
		45-65	20-35	.034	.211	.999	-.51
	45-65	35-45	.088	.240	.983	-.53	.71
		65+	-.433	.527	.844	-1.80	.93
		65+	20-35	.467	.504	.791	-.84
	65+	35-45	.522	.517	.745	-.82	1.86
		45-65	.433	.527	.844	-.93	1.80

*. The mean difference is significant at the 0.05 level.

ANNEX III: ANOVA Test Multiple Comparisons between Occupation of Participants and Perceptual/Cognitive Image

Tukey HSD							
Dependent Variable	(I) Occupation of Participants	(J) Occupation of Participants	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Good Value of Money	Business/Private Sector	Tourism and Hospitality	.389	.289	.663	-.41	1.18
		Government Employee/NGOs	-.143	.243	.977	-.81	.53
		Education	-.058	.226	.999	-.68	.56
		Others	.004	.260	1.000	-.71	.72
	Tourism and Hospitality	Business/Private Sector	-.389	.289	.663	-1.18	.41
		Government Employee/NGOs	-.532	.335	.507	-1.46	.39
		Education	-.447	.323	.638	-1.34	.44
		Others	-.385	.348	.803	-1.34	.57
	Government Employee/NGOs	Business/Private Sector	.143	.243	.977	-.53	.81
		Tourism and Hospitality	.532	.335	.507	-.39	1.46
		Education	.085	.283	.998	-.69	.86
		Others	.148	.311	.990	-.71	1.00
	Education	Business/Private Sector	.058	.226	.999	-.56	.68
		Tourism and Hospitality	.447	.323	.638	-.44	1.34
		Government Employee/NGOs	-.085	.283	.998	-.86	.69
		Others	.063	.298	1.000	-.76	.88
	Others	Business/Private Sector	-.004	.260	1.000	-.72	.71
		Tourism and Hospitality	.385	.348	.803	-.57	1.34
		Government Employee/NGOs	-.148	.311	.990	-1.00	.71
		Education	-.063	.298	1.000	-.88	.76
Beautiful Scenery/Natural Attractions	Business/Private Sector	Tourism and Hospitality	.294	.283	.836	-.48	1.07
		Government Employee/NGOs	-.514	.238	.201	-1.17	.14
		Education	-.361	.221	.480	-.97	.25
		Others	-.640	.255	.092	-1.34	.06
	Tourism and Hospitality	Business/Private Sector	-.294	.283	.836	-1.07	.48
		Government Employee/NGOs	-.808	.328	.103	-1.71	.10
		Education	-.655	.316	.236	-1.53	.21
		Others	-.935	.340	.051	-1.87	.00
	Government Employee/NGOs	Business/Private Sector	.514	.238	.201	-.14	1.17
		Tourism and Hospitality	.808	.328	.103	-.10	1.71
		Education	.153	.277	.982	-.61	.91
		Others	-.127	.304	.994	-.96	.71

Good Climate	Education	Business/Private Sector	.361	.221	.480	-.25	.97
		Tourism and Hospitality	.655	.316	.236	-.21	1.53
		Government Employee/NGOs	-.153	.277	.982	-.91	.61
		Others	-.279	.291	.873	-1.08	.52
	Others	Business/Private Sector	.640	.255	.092	-.06	1.34
		Tourism and Hospitality	.935	.340	.051	.00	1.87
		Government Employee/NGOs	.127	.304	.994	-.71	.96
		Education	.279	.291	.873	-.52	1.08
	Business/Private Sector	Tourism and Hospitality	-.078	.284	.999	-.86	.70
		Government Employee/NGOs	-.584	.239	.109	-1.24	.07
		Education	-.120	.222	.983	-.73	.49
		Others	-.509	.256	.276	-1.21	.20
	Tourism and Hospitality	Business/Private Sector	.078	.284	.999	-.70	.86
		Government Employee/NGOs	-.506	.330	.540	-1.41	.40
		Education	-.042	.318	1.000	-.92	.83
		Others	-.431	.342	.716	-1.37	.51
Government Employee/NGOs	Business/Private Sector	.584	.239	.109	-.07	1.24	
	Tourism and Hospitality	.506	.330	.540	-.40	1.41	
	Education	.464	.278	.455	-.30	1.23	
	Others	.076	.306	.999	-.77	.92	
Education	Business/Private Sector	.120	.222	.983	-.49	.73	
	Tourism and Hospitality	.042	.318	1.000	-.83	.92	
	Government Employee/NGOs	-.464	.278	.455	-1.23	.30	
	Others	-.389	.293	.674	-1.19	.42	
Others	Business/Private Sector	.509	.256	.276	-.20	1.21	
	Tourism and Hospitality	.431	.342	.716	-.51	1.37	
	Government Employee/NGOs	-.076	.306	.999	-.92	.77	
	Education	.389	.293	.674	-.42	1.19	
Interesting Culture Attraction	Business/Private Sector	Tourism and Hospitality	-.300	.263	.784	-1.02	.42
		Government Employee/NGOs	-.481	.221	.194	-1.09	.13
		Education	-.268	.205	.688	-.83	.30
		Others	-.323	.236	.650	-.97	.33
	Tourism and Hospitality	Business/Private Sector	.300	.263	.784	-.42	1.02
		Government Employee/NGOs	-.181	.305	.976	-1.02	.66
		Education	.032	.293	1.000	-.78	.84
		Others	-.023	.316	1.000	-.89	.85
	Government Employee/NGOs	Business/Private Sector	.481	.221	.194	-.13	1.09

		Tourism and Hospitality	.181	.305	.976	-.66	1.02
		Education	.212	.257	.922	-.50	.92
		Others	.158	.282	.981	-.62	.94
	Education	Business/Private Sector	.268	.205	.688	-.30	.83
		Tourism and Hospitality	-.032	.293	1.000	-.84	.78
		Government Employee/NGOs	-.212	.257	.922	-.92	.50
		Others	-.055	.270	1.000	-.80	.69
	Others	Business/Private Sector	.323	.236	.650	-.33	.97
		Tourism and Hospitality	.023	.316	1.000	-.85	.89
		Government Employee/NGOs	-.158	.282	.981	-.94	.62
		Education	.055	.270	1.000	-.69	.80
Suitable Accommodation	Business/Private Sector	Tourism and Hospitality	.128	.275	.990	-.63	.88
		Government Employee/NGOs	-.554	.231	.120	-1.19	.08
		Education	-.733*	.215	.007	-1.32	-.14
		Others	-.099	.247	.995	-.78	.58
	Tourism and Hospitality	Business/Private Sector	-.128	.275	.990	-.88	.63
		Government Employee/NGOs	-.682	.318	.207	-1.56	.19
		Education	-.861*	.307	.043	-1.71	-.02
		Others	-.227	.330	.959	-1.14	.68
	Government Employee/NGOs	Business/Private Sector	.554	.231	.120	-.08	1.19
		Tourism and Hospitality	.682	.318	.207	-.19	1.56
		Education	-.178	.269	.964	-.92	.56
		Others	.455	.295	.537	-.36	1.27
	Education	Business/Private Sector	.733*	.215	.007	.14	1.32
		Tourism and Hospitality	.861*	.307	.043	.02	1.71
		Government Employee/NGOs	.178	.269	.964	-.56	.92
		Others	.634	.283	.169	-.14	1.41
	Others	Business/Private Sector	.099	.247	.995	-.58	.78
		Tourism and Hospitality	.227	.330	.959	-.68	1.14
		Government Employee/NGOs	-.455	.295	.537	-1.27	.36
		Education	-.634	.283	.169	-1.41	.14
Appealing Local Food (Cuisine)	Business/Private Sector	Tourism and Hospitality	.089	.308	.998	-.76	.94
		Government Employee/NGOs	-.037	.259	1.000	-.75	.68
		Education	-.153	.241	.969	-.82	.51
		Others	.227	.277	.924	-.54	.99
	Tourism and Hospitality	Business/Private Sector	-.089	.308	.998	-.94	.76
		Government Employee/NGOs	-.126	.357	.997	-1.11	.86

		Education	-.242	.344	.956	-1.19	.71
		Others	.138	.371	.996	-.88	1.16
	Government Employee/NGOs	Business/Private Sector	.037	.259	1.000	-.68	.75
		Tourism and Hospitality	.126	.357	.997	-.86	1.11
		Education	-.116	.302	.995	-.95	.71
		Others	.264	.331	.931	-.65	1.18
	Education	Business/Private Sector	.153	.241	.969	-.51	.82
		Tourism and Hospitality	.242	.344	.956	-.71	1.19
		Government Employee/NGOs	.116	.302	.995	-.71	.95
		Others	.381	.317	.751	-.49	1.25
	Others	Business/Private Sector	-.227	.277	.924	-.99	.54
		Tourism and Hospitality	-.138	.371	.996	-1.16	.88
		Government Employee/NGOs	-.264	.331	.931	-1.18	.65
		Education	-.381	.317	.751	-1.25	.49
Great Beaches/Water Sports	Business/Private Sector	Tourism and Hospitality	-.500	.302	.462	-1.33	.33
		Government Employee/NGOs	.442	.254	.412	-.26	1.14
		Education	.226	.236	.873	-.42	.88
		Others	.700	.272	.078	-.05	1.45
	Tourism and Hospitality	Business/Private Sector	.500	.302	.462	-.33	1.33
		Government Employee/NGOs	.942	.350	.059	-.02	1.90
		Education	.726	.337	.201	-.20	1.65
		Others	1.200*	.363	.010	.20	2.20
	Government Employee/NGOs	Business/Private Sector	-.442	.254	.412	-1.14	.26
		Tourism and Hospitality	-.942	.350	.059	-1.90	.02
		Education	-.216	.295	.949	-1.03	.60
		Others	.258	.324	.932	-.63	1.15
	Education	Business/Private Sector	-.226	.236	.873	-.88	.42
		Tourism and Hospitality	-.726	.337	.201	-1.65	.20
		Government Employee/NGOs	.216	.295	.949	-.60	1.03
		Others	.474	.310	.547	-.38	1.33
	Others	Business/Private Sector	-.700	.272	.078	-1.45	.05
		Tourism and Hospitality	-1.200*	.363	.010	-2.20	-.20
		Government Employee/NGOs	-.258	.324	.932	-1.15	.63
		Education	-.474	.310	.547	-1.33	.38
Quality of Infrastructure	Business/Private Sector	Tourism and Hospitality	-.722	.310	.140	-1.58	.13
		Government Employee/NGOs	-.100	.261	.995	-.82	.62
		Education	.025	.243	1.000	-.64	.69

		Others	-.038	.279	1.000	-.81	.73
	Tourism and Hospitality	Business/Private Sector	.722	.310	.140	-.13	1.58
		Government Employee/NGOs	.623	.360	.417	-.37	1.61
		Education	.747	.346	.200	-.21	1.70
		Others	.685	.373	.356	-.34	1.71
	Government Employee/NGOs	Business/Private Sector	.100	.261	.995	-.62	.82
		Tourism and Hospitality	-.623	.360	.417	-1.61	.37
		Education	.125	.303	.994	-.71	.96
		Others	.062	.333	1.000	-.86	.98
	Education	Business/Private Sector	-.025	.243	1.000	-.69	.64
		Tourism and Hospitality	-.747	.346	.200	-1.70	.21
		Government Employee/NGOs	-.125	.303	.994	-.96	.71
		Others	-.063	.319	1.000	-.94	.82
	Others	Business/Private Sector	.038	.279	1.000	-.73	.81
		Tourism and Hospitality	-.685	.373	.356	-1.71	.34
		Government Employee/NGOs	-.062	.333	1.000	-.98	.86
		Education	.063	.319	1.000	-.82	.94
Personal Safety	Business/Private Sector	Tourism and Hospitality	-.161	.339	.990	-1.09	.77
		Government Employee/NGOs	-.172	.286	.974	-.96	.61
		Education	.147	.265	.981	-.58	.88
		Others	-.319	.305	.835	-1.16	.52
	Tourism and Hospitality	Business/Private Sector	.161	.339	.990	-.77	1.09
		Government Employee/NGOs	-.011	.393	1.000	-1.09	1.07
		Education	.308	.379	.927	-.74	1.35
		Others	-.158	.408	.995	-1.28	.97
	Government Employee/NGOs	Business/Private Sector	.172	.286	.974	-.61	.96
		Tourism and Hospitality	.011	.393	1.000	-1.07	1.09
		Education	.319	.332	.872	-.59	1.23
		Others	-.146	.365	.994	-1.15	.86
	Education	Business/Private Sector	-.147	.265	.981	-.88	.58
		Tourism and Hospitality	-.308	.379	.927	-1.35	.74
		Government Employee/NGOs	-.319	.332	.872	-1.23	.59
		Others	-.466	.349	.671	-1.43	.50
	Others	Business/Private Sector	.319	.305	.835	-.52	1.16
		Tourism and Hospitality	.158	.408	.995	-.97	1.28
		Government Employee/NGOs	.146	.365	.994	-.86	1.15
		Education	.466	.349	.671	-.50	1.43

Interesting Historical Attractions	Business/Private Sector	Tourism and Hospitality	-.239	.287	.921	-1.03	.55
		Government Employee/NGOs	-.273	.242	.792	-.94	.39
		Education	-.605	.225	.059	-1.22	.01
		Others	-.558	.259	.200	-1.27	.15
	Tourism and Hospitality	Business/Private Sector	.239	.287	.921	-.55	1.03
		Government Employee/NGOs	-.034	.333	1.000	-.95	.88
		Education	-.366	.321	.785	-1.25	.52
		Others	-.319	.346	.887	-1.27	.63
	Government Employee/NGOs	Business/Private Sector	.273	.242	.792	-.39	.94
		Tourism and Hospitality	.034	.333	1.000	-.88	.95
		Education	-.332	.281	.763	-1.11	.44
		Others	-.285	.309	.888	-1.14	.57
	Education	Business/Private Sector	.605	.225	.059	-.01	1.22
		Tourism and Hospitality	.366	.321	.785	-.52	1.25
		Government Employee/NGOs	.332	.281	.763	-.44	1.11
		Others	.047	.296	1.000	-.77	.86
	Others	Business/Private Sector	.558	.259	.200	-.15	1.27
		Tourism and Hospitality	.319	.346	.887	-.63	1.27
		Government Employee/NGOs	.285	.309	.888	-.57	1.14
		Education	-.047	.296	1.000	-.86	.77
Unpolluted/Spoiled Environment	Business/Private Sector	Tourism and Hospitality	-.022	.337	1.000	-.95	.91
		Government Employee/NGOs	-.335	.284	.763	-1.12	.45
		Education	-.222	.264	.917	-.95	.50
		Others	-.607	.304	.270	-1.44	.23
	Tourism and Hospitality	Business/Private Sector	.022	.337	1.000	-.91	.95
		Government Employee/NGOs	-.313	.391	.930	-1.39	.76
		Education	-.200	.377	.984	-1.24	.84
		Others	-.585	.406	.602	-1.70	.53
	Government Employee/NGOs	Business/Private Sector	.335	.284	.763	-.45	1.12
		Tourism and Hospitality	.313	.391	.930	-.76	1.39
		Education	.113	.330	.997	-.80	1.02
		Others	-.272	.363	.944	-1.27	.73
	Education	Business/Private Sector	.222	.264	.917	-.50	.95
		Tourism and Hospitality	.200	.377	.984	-.84	1.24
		Government Employee/NGOs	-.113	.330	.997	-1.02	.80
		Others	-.385	.347	.802	-1.34	.57
	Others	Business/Private Sector	.607	.304	.270	-.23	1.44

		Tourism and Hospitality	.585	.406	.602	-.53	1.70
		Government Employee/NGOs	.272	.363	.944	-.73	1.27
		Education	.385	.347	.802	-.57	1.34
Good Nightlife and Entertainment	Business/Private Sector	Tourism and Hospitality	.028	.304	1.000	-.81	.86
		Government Employee/NGOs	.078	.256	.998	-.63	.78
		Education	.078	.238	.998	-.58	.73
		Others	-.191	.274	.956	-.95	.56
	Tourism and Hospitality	Business/Private Sector	-.028	.304	1.000	-.86	.81
		Government Employee/NGOs	.050	.353	1.000	-.92	1.02
		Education	.050	.340	1.000	-.89	.99
		Others	-.219	.366	.975	-1.23	.79
	Government Employee/NGOs	Business/Private Sector	-.078	.256	.998	-.78	.63
		Tourism and Hospitality	-.050	.353	1.000	-1.02	.92
		Education	.000	.298	1.000	-.82	.82
		Others	-.269	.327	.923	-1.17	.63
	Education	Business/Private Sector	-.078	.238	.998	-.73	.58
		Tourism and Hospitality	-.050	.340	1.000	-.99	.89
		Government Employee/NGOs	.000	.298	1.000	-.82	.82
		Others	-.269	.313	.911	-1.13	.59
	Others	Business/Private Sector	.191	.274	.956	-.56	.95
		Tourism and Hospitality	.219	.366	.975	-.79	1.23
		Government Employee/NGOs	.269	.327	.923	-.63	1.17
		Education	.269	.313	.911	-.59	1.13
Hygiene and Cleanliness	Business/Private Sector	Tourism and Hospitality	-.278	.326	.914	-1.17	.62
		Government Employee/NGOs	-.236	.275	.911	-.99	.52
		Education	-.162	.255	.969	-.86	.54
		Others	-.901*	.294	.020	-1.71	-.09
	Tourism and Hospitality	Business/Private Sector	.278	.326	.914	-.62	1.17
		Government Employee/NGOs	.042	.378	1.000	-1.00	1.08
		Education	.116	.364	.998	-.89	1.12
		Others	-.623	.392	.506	-1.70	.46
	Government Employee/NGOs	Business/Private Sector	.236	.275	.911	-.52	.99
		Tourism and Hospitality	-.042	.378	1.000	-1.08	1.00
		Education	.074	.319	.999	-.80	.95
		Others	-.665	.351	.322	-1.63	.30
	Education	Business/Private Sector	.162	.255	.969	-.54	.86
		Tourism and Hospitality	-.116	.364	.998	-1.12	.89

		Government Employee/NGOs	-.074	.319	.999	-.95	.80
		Others	-.739	.336	.183	-1.66	.18
	Others	Business/Private Sector	.901*	.294	.020	.09	1.71
		Tourism and Hospitality	.623	.392	.506	-.46	1.70
		Government Employee/NGOs	.665	.351	.322	-.30	1.63
		Education	.739	.336	.183	-.18	1.66
Interesting and Friendly People	Business/Private Sector	Tourism and Hospitality	-.383	.259	.577	-1.10	.33
		Government Employee/NGOs	-.524	.218	.120	-1.12	.08
		Education	-.707*	.203	.005	-1.27	-.15
		Others	-.964*	.233	.001	-1.61	-.32
	Tourism and Hospitality	Business/Private Sector	.383	.259	.577	-.33	1.10
		Government Employee/NGOs	-.140	.301	.990	-.97	.69
		Education	-.324	.289	.797	-1.12	.47
		Others	-.581	.312	.341	-1.44	.28
	Government Employee/NGOs	Business/Private Sector	.524	.218	.120	-.08	1.12
		Tourism and Hospitality	.140	.301	.990	-.69	.97
		Education	-.183	.254	.951	-.88	.51
		Others	-.440	.279	.512	-1.21	.33
	Education	Business/Private Sector	.707*	.203	.005	.15	1.27
		Tourism and Hospitality	.324	.289	.797	-.47	1.12
		Government Employee/NGOs	.183	.254	.951	-.51	.88
		Others	-.257	.267	.871	-.99	.48
	Others	Business/Private Sector	.964*	.233	.001	.32	1.61
		Tourism and Hospitality	.581	.312	.341	-.28	1.44
		Government Employee/NGOs	.440	.279	.512	-.33	1.21
		Education	.257	.267	.871	-.48	.99

*. The mean difference is significant at the 0.05 level.

turnitin raporu

ORIJINALLIK RAPORU

% **16**

BENZERLIK ENDEKSI

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KAYNAKLARI

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Graduate	MBA	Atilim University	2017-2020

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WORK PLACE	POSITION	YEAR
Office of the President	Government Staff	2006-2015
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Kigali International Airport	Member of National Air Transport Facilitation Committee	2010-2015
Embassy of the Republic of Rwanda in Turkey	Diplomat (First Secretary)	2015-Up to Date

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