



Full Length Research Article

INTERPLAY BETWEEN CULTURAL ENDOWMENTS, PROMOTIONAL EFFORTS AND DESTINATION IMAGE: A CASE OF ZANZIBAR AS A TOURIST TERMINUS

***Issa Seif Salim and Lufumbi J. Mwaipopo**

University of Dares Salaam Business School

ARTICLE INFO

Article History:

Received 20th June, 2016
Received in revised form
22nd July, 2016
Accepted 17th August, 2016
Published online 30th September, 2016

Key Words:

Destination Image,
Promotional Efforts and
Cultural Endowments.

ABSTRACT

This study was conducted to explore the relationship between cultural endowments and effective promotional efforts in the promotion of destination image. Data were collected from 410 international tourists in Zanzibar airport's departure lounge using a highly structured questionnaire. The findings from structural equation modeling revealed a significant relationship between cultural endowments and destination image. The effectiveness of destination promotional efforts also revealed a significant mediating relationship between both cultural endowments and destination image. This study proposes ways of reviving and managing cultural endowments with a view to creating an appealing destination. Strategically, the study recommends that tourism marketers should reinforce tourists' cultural authenticity so as to create a strong bond between a destination and potential visitors. Pragmatically, this research could help destination managers to determine segment so tourism which require special attention in the definition of future tourism intervention strategies. The study also recommends further research on this neglected area to enable tourism marketers to generate more literature that will help in creating a better and sound destination image.

Copyright©2016, Issa Seif Salim and Lufumbi J. Mwaipopo. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

Destination image has become a key global phenomenon in the tourism marketing arena. This is due to the increasing importance and rapid growth of international tourism and fierce competition among the destinations. This has motivated several countries to create images of their tourist destinations in order to survive the destination competition (Lee, Rodriguez and Sar, 2012). Among the pivotal suggested strategies that can keep the tourists' destination more appealing is to manage, maintain as well as to keep cultural endowments well known and acceptable to the tourists. Cultural endowments in this study were referred to as tourism cultural endowments because, they are not only one of the main capital assets but they are also recognized as the most tourist attractions and thus have a special value in shaping a cultural destination to be a variable choice by the tourists. Cultural endowments are many and well diversified over the urban and rural areas. Despite their abundance in Africa, they do not feature as the image of

their destinations at a convincingly high standard in the global tourism literature (Akama, 2000; Osei and Gbadamosi, 2011; OECD, 2009). There has been limited research in establishing whether or not a destination image can be developed through effective utilization of its endowments and how this can be achieved (Bandrian, Hosagrahar and Albernaz, 2011; Lopes, 2011; OECD, 2009). Such limitations have not only limited efforts of developing the destination image but have also kept some destinations less known to the tourist markets. This shows that various cultural elements can play different roles to destinations as well as to the society and have distinctive properties. This necessitates the spate of treatment in order to give a clear and less ambiguous analysis. A number of scholars have viewed tourism cultural endowments in different ways. These include aspects such as ideologies, performance and sporting, architecture, historical heritage, forms of artistic enterprise, cultural objects and art (Macbeth, Carson and Northcote, 2004). Others have viewed them in terms of cultural objects, behaviour and art work (Mwaipopo and Salim, 2012). Recently, cultural endowments were viewed in terms of historical objects, cultural behaviour, cultural events, food and culinary experiences, traditional medicine and spiritual practices, handcrafts and traditional aqua activities in

***Corresponding author: Issa Seif Salim**
University of Dares Salaam Business School

Zanzibar (Salim and Mwaipopo, 2015). It has been established that it is common practice now to promote tourism destinations mostly focusing on a list of attributes that are considered to be highly attractive to visitors (Hughes and Allen, 2005). The assumption here has been that these attributes individually contribute to the way the image to the destination is formed, or extra efforts from the destination marketers are needed. For example, wildlife is considered to be the major attraction in East African countries, beach resorts in Mauritius or Canary Islands, retail branding in Hong Kong, casino and gambling in Macao, and probably the English Premier League and imperial history in Britain. The questions that arise from this are: Could these cultural assets be easily visualized and accepted by the tourists; and if so, how can they reshape the destination to be more appealing to the tourists? (Salim and Mwaipopo, 2015; Bandrian, *et al.*, 2011; Lopes, 2011; OECD, 2009. While this is certainly true, the fact is that several cultural endowments have different strengths of attracting visitors, and visitors have different tastes and acculturation which force them to have different impressions about them. This can be observed from the state of the variation of cultural resources in different countries. Likewise, the importance of appropriate destination promotional efforts through which destination information, especially about the cultural attractions, is well and strategically disseminated to potential tourists has not been well documented. Little has been said on how these cultural endowments should be accorded specific destination promotional efforts for specific clientele, or how their uniqueness can act as enough convincing power to tourists in making decision to visit the places. This observation calls for the reflection on the feasibility of interventions between tourism cultural endowments and destination promotional efforts, and their effectiveness in creating the destination image. It is therefore important to contextualize tourism cultural endowments in a particular destination, and how promotional efforts can intervene between the two to the extent to which each of those attractions leads to the creation of a destination image. This paper is an analysis of how these cultural endowments reflect their significant relationship in developing the image of a destination as well as ways through which promotional efforts could intervene between the two constructs: the destination image and cultural endowments. Zanzibar Island was used to generate contextual evidence which was used to examine the opinions and impressions of international tourists at the departure lounge of this popular cultural destination.

Conceptual model and research hypotheses

Despite the fact that cultural endowments in Zanzibar were viewed in terms of historical objects, cultural behaviour, cultural events, food and culinary experiences, traditional medicine and spiritual practices, handcrafts and traditional aqua activities (Salim and Mwaipopo, 2015), very little has been done in terms of research on how these endowments can reflect their importance in creating destination image. In addition previous research did not make it clear how promotional efforts can either influence cultural endowments or the destination image, or both. With this observation in mind, three relationships were hypothesized and Figure 1 represents the conceptual framework of the current study.

The hypothesized relationships are

- H1:** There is a significant relationship between tourism cultural endowments and destination image.
H2: There is a significant relationship between the effectiveness of destination promotional efforts and destination image.
H3: There is a significant relationship between tourism cultural endowments and the effectiveness of destination promotional efforts.

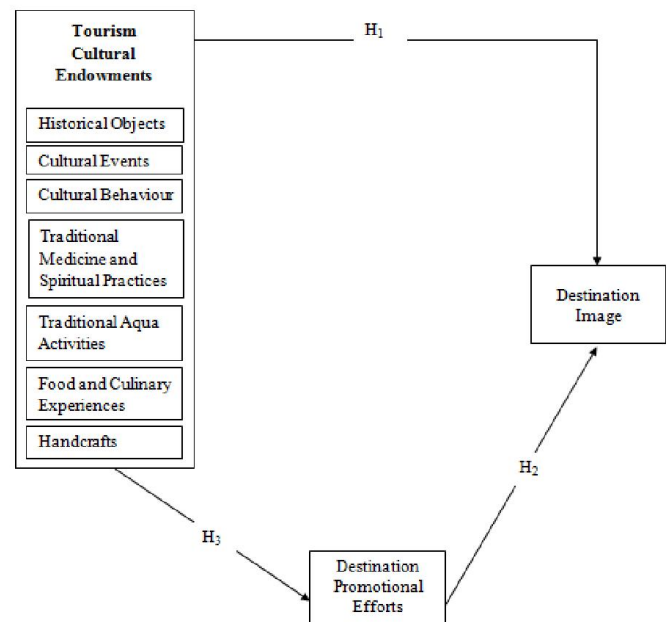


Figure 1. Conceptual Model

MATERIAL AND METHODS

The target population for the study was international tourists who visited Zanzibar during the holidays only. The sampling unit consisted of those tourists who were above 18 years of age among the targeted population. These were survey method which was used allowed maximum interaction with tourists who spent their vacation in Zanzibar and when they were in the departure lounge at Zanzibar airport. This method had the advantage of being less costly, easy, fast, and it gave the researcher control over the respondent type. Research assistants were used to distribute and collect the questionnaires. The questionnaire containing measurement items was designed based on the previous work by Salim and Mwaipopo (2015) and it was adjusted to fit the purpose of the current study. This questionnaire was highly structured to in order to investigate the tourists' opinions and impressions of possible cultural attractions that attracted them to visit Zanzibar. The tourists were approached as soon as they had finished immigration formalities. Appropriate respondents were selected through purposive and convenience sampling, after which their consent was sought. The questionnaire consisted of four major sections and the 7-larket scale was used. In the first part, 36 questions were used to examine the tourists' perception and impression of the key cultural attractions during their visits, as displayed in Table 1.

Table 1. Tourists' Perception and Impression of Cultural Activities in Zanzibar

Code	Activities	Code	Activities
HO1	Historical buildings	FCE3	Variety of spices
HO2	The uniqueness of architecture	CE1	Cultural festivals and shows
HO3	Walking through narrow street	CE2	Local music and dance
HO4	Historic monuments	CE3	Theaters
HO5	Museums and galleries	CE4	Local drama and performances
HO6	Historical places	CE5	W indoor social activities
HO7	Curving objects	CE6	Tribal events
HO8	Ruins and caves	CE7	Local sports and games
HO9	Archeological artifacts	TAQA1	Sailing using local dhows
HO10	The iconic buildings	TAQA2	Water sports using local dhows
CB1	Native languages	TAQA3	Watching sunset and sunrise using local dhows
CB2	The people customs and norms	TAQA4	Under water historical treasures
CB3	Dress and keep fashions	TMSPP1	Traditional healing and superstition
CB4	People interaction with the visitors	TMSPP2	Witch doctors and witchcraft practices
CB5	People attitudes and norms	TMSPP3	Herbal medicine
FCE1	local food and beverages	HCRT1	Souvenirs
CB6	Friendly and kind people	HCRT2	Weaving objects
FCE2	Unique culinary practices	HCRT3	Handcrafts

Table 2. Measuring the level to tourists satisfaction towards tourists cultural activities

Code	Activities	Code	Activities
DS1	The uniqueness of the cultural endowments	DS5	Tourist experiences offers over-expectation
DS2	Availability and diversification of cultural attractions	DS6	Repeat behavior intension
DS3	Pre-perception towards the destination	DS7	Intension to recommend others
DS4	Attraction of the traditional scenery	DS8	Level of cultural attractiveness

Table 3. Measuring Destination Promotional Efforts

Code	Activities
EDPE1	To what extent were the promotion messages you received about cultural attractiveness of Zanzibar before your visit convincing?
EDPE2	What was your impression about the cultural attractiveness of Zanzibar before your visit?
EDPE3	Given what you had earlier heard about the cultural attractiveness of Zanzibar, how do you compare Zanzibar with other destinations?"

The second part of the questionnaire covered eight aspects that measured the image of Zanzibar with the consideration of its cultural endowments. The questions required the tourists to express the level of their satisfaction with cultural activities that was attained during their stay in Zanzibar as displayed in Table 2. The third part of the questionnaire measured the effectiveness of destination promotional efforts. The tourists were asked questions like "How did you get to know about Zanzibar as a tourist destination?" The answers were guided by the following listed promotional efforts: Printed ads/brochures, Trade shows/Exhibitions, Sales promotions, Travel agents, Internet/websites, Tour operators, TV channels, Radio, Online Radio channels, Books and Guides, Friends / Relatives, Conferences, Road shows or Online social networking sites like face book, twitter, Skype, and LinkedIn. They were also given the opportunity to mention others promotional efforts apart from the listed ones. Other questions were gauged to measure the effectiveness of those promotional efforts (Table 3), based on the 7-larket scale. The fourth part of the questionnaire was about the socio-demographic characteristics of the respondents; namely, gender, age, nationality, employment status and annual household income. The questionnaire was checked and verified for validity and pre-tested for reliability by a group of tourism experts. The items of the first part of the questionnaire about cultural activities measured the Cronbach Alpha Coefficient ($\alpha = 0.998$); the second part measured the tourists' satisfaction with the cultural activities (destination image) ($\alpha = 0.887$); while the third section measured the effectiveness of destination promotional efforts

($\alpha = 0.668$). All the three variables: cultural endowments, destination image and destination promotional efforts exceeded the minimum Cronbach Alpha Coefficient ($\alpha = 0.6$) as recommended by Tabachnick and Field (2001). Other measurements used were the Kaiser-Meyer-Okin test of the adequacy of the sample (KMO = 0.910, which was greater than 0.5), and the Bartlett's test of Sphericity score which was also found significant (p 0.001). In addition, the missing values were handled using an expectation-maximization algorithm and no outliers were found. After data cleaning, SPSS via AMOS version 21 was applied and confirmatory factor analysis (CFA) was used to determine the goodness-of-fit of a hypothesized structural model. The decision to accept the model fit was made as per Hair, Black, Babin and Anderson (2014) as displayed in Table 4.

RESULTS

Response Rate and Demographic Profile

Out of the 539 questionnaires that were distributed 410 usable questionnaires were retrieved for the final data analysis, representing a response rate of 76.1 percent. The differences in response patterns were attributed to language, time constraints as well as approaching ineligible respondents. Descriptive statistics in Table 5 show the gender, age, nationality, employment status and annual income. The profile indicates that more male (56.3%) are spending their holidays in Zanzibar than females (43.7%). These were of the age groups

30-49 years (36.6 %) followed by 18-29 years (31.2 %) visited the islands. The study also showed that those at the age range of 31-35 years were 18.8 % and those aged 60 years and above were 13.4 %. In terms of nationality, most of the visitors comes from Europe (63.4%), followed by those from Australia and new Zealand (15.4%), north America (7.8 %), Asia (6.3%), South America (6.1%) and very few are from Africa (1%). In terms of employment status the majority were employed (66.1%) followed by the self-employed (18%), students (7.9%), retired (4.9%) and the un-employed were the last with the showing of 3.4% only. Those with an income of \$20,000-\$49,999 topped the list (38.8 %) followed by those earning \$50,000-\$99,999 (23.7%).

Table 4. Standard Requirements for Indices

Type of Goodness of Fit	Standard Requirements
Chi-square per degree of freedom(CMIN/DF)	< 4
Root mean square residual (RMR)	<0.05
Goodness-of-fit index (GFI)	>0.90
Adjusted goodness-of fit-index (AGFI)	>0.90
Normed fit index(NFI)	>0.90
Relative fit index (RFI)	>0.90
Incremental fit index (IFI)	>0.90
Tucker Lewis index(TLI)	>0.90
Comparative fit index(CFI)	>0.90
Root mean square error of approximation (RMSEA)	< 0.07

Source: Hair, *et al* (2014).

Table 5. Sample Demographic Characteristics

Profile	Categories	Frequency	Percentage
Gender	Male	231	56.3
	Female	179	43.7
Age	18-29	128	31.2
	30-49	150	36.6
	50-59	77	18.8
	60 and over	55	13.4
Nationality	Europe	260	63.4
	North America	32	7.8
	South America	25	6.1
	Asia	26	6.3
	Australia and New Zealand	63	15.4
	Africa	4	1.0
Employment Status	Employed	271	66.1
	Self-Employed	74	18.0
	Unemployed	14	3.4
	Retired	20	4.9
Annual Income	Student	31	7.6
	Under \$20,000	82	20
	\$20,000-\$49,999	159	38.8
	\$50,000-\$99,999	97	23.7
	Over \$100,000	72	17.6

Hypotheses Testing

The research data were analyzed using the following procedure: the accuracy of multi-item construct measures was assessed, followed by a test of the research model and the hypotheses. For measurement of accuracy assessment of the proposed structural model a two- step procedure was used. First, the variable tourism cultural endowments was broken down into several observed variables (31 attributes) which were simplified by computing them into a small number of observed factors. Previous research indicates that these variables were categorized into seven factors (Salim and

Mwaipopo, 2015). This was done on the assumption that the chance of showing all the variables cannot cause any harm to the revealed results. The main aim is just to keep the model simpler in order to help the reader see the figures clearly and make them easily readable (see Figure 2). Table 6 shows the observed variables that were used to derive the variable tourism cultural endowments.

Table 6. The components of TCE and its observed variables

Factor	Code	Factor's Components
Historical objects	HO	Mean {HO2, HO5, HO6, HO7, HO8, HO9, HO10}
Cultural behavior	CB	Mean {CB2, CB3, CB4, CB5, CB6}
Cultural events	CE	Mean {CE1, CE2, CE3, CE4, CE5}
Traditional medicine and spiritual practices	TMSPP	Mean {TMSPP1, TMSPP2, TMSPP3}
Traditional aqua activities	TAQA	Mean {TAQA1, TAQA2, TAQA3, TAQA4}
Food and culinary experiences	FCE	Mean {FCE1, FCE2, FCE3}
Handcrafts	HCRT	Mean {HCRT1, HCRT2, HCRT3}

The variables (HO1, HO3, HO4, CB1, and CE6) were eliminated because of overlapping with other factors, and one variable (CB1) was eliminated because of having the loading estimate lower than 0.4. Secondly, the structural model was developed by combining all three study variables in order to assess its accuracy and empirically test the three structural relationships (H1, H2 and H3) as displayed in Figure 2.

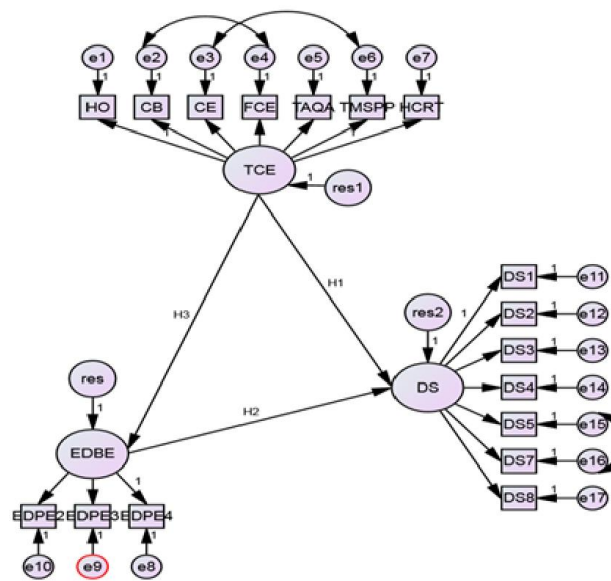


Figure 2. Relationship between Cultural Endowments, DPEs and Destination Image

Confirmatory factor analysis (CFA) was performed to examine the multi-item construct measures of the proposed model. The overall acceptable CFA model fit indices used in this study were taken from Hair, *et al.* (2014) (see Table 4). Thereafter the research model was estimated and the hypotheses were tested. All the research model fit statistics were within the acceptable ranges. Recommended statistics for the final overall model assessment showed an acceptable fit of

the measurement model to the data, that is: IFI=0.920, TLI =0.903, CFI =0.919, GFI=0.913, CMIN/DF =2.904 and RMSEA =0.068. The individual hypothesis testing results are shown in Table 7.

Table 7. Statistics of Hypotheses Testing

			C.R.	P	Label
EDBE	<---	TCE	4.969	***	H3
DS	<---	TCE	8.034	***	H1
DS	<---	EDBE	5.306	***	H2

Based on the CFA output in Table 7, the relationship between tourism cultural endowments and the effectiveness of destination promotional efforts (p-value 0.001 and CR=4.969), cultural endowments and destination image (p-value 0.001 and CR=8.034) and lastly the relationship between the effectiveness of destination promotional efforts and destination image (p-value 0.001 and CR= 5.306) was established. This means that all the three research hypotheses p-value are less than 0.05 and CR is greater than 1.96 (p<0.05, CR>1.96). Thus the three hypotheses H1, H2 and H3 were all supported. Table 8 presents the summary of the results of hypotheses testing.

Table 8. Summary of Hypotheses Testing

Relationship	Label	Hypotheses	CR	P	Results
DS <---	TCE	H1	8.034	<0.001	Supported
DS <---	DBE	H2	5.306	<0.001	Supported
DBE <---	TCE	H3	4.969	<0.001	Supported

DISCUSSION OF THE FINDINGS

Hypothesis 1: Relationship between Tourism Cultural Endowments and Destination Image

Hypothesis 1 shows a significant relationship between cultural endowments and destination image. The findings of this study have proved that the two constructs are significant, p-value 0.001 and CR= 8.034. This indicates that they are significant due to the fact that p<0.05 and CR>1.96. It can therefore be concluded that H1 is supported by the findings of the study which conform to the underlying theory. Literature shows that the availability of cultural endowments in tourist destinations is a fundamental pillar that can reinforce the country's national pride and identity (Cole, 2009). This signifies the prominence of cultural endowments in the form of culture, history, art and cuisine that are among the major factors that influence tourists to perceive a destination in a positive way (Song and Hsu, 2013). According to Hall (2000) the tourists' desirability of a destination is a pre-requisite of the traditional scenery of a destination and the inhabitants' cultural background. Buhalis (2000) posited that cultural heritage and special events are key cultural elements that link the creation of the image of the destination. Beerlin and Martin (2004) also support this idea of the tourists' desire to a destination by adding culture, history, art, beauty of scenery, leisure and recreation. The extent of the attractiveness to be derived by those cultural products of a particular tourists' destination has a potential contribution to the tourists' perception of the real image of the destination

(Gallarza, Saura and Garcia, 2002). This is further supported by previous studies, that cultural products and values are common in substantiating the differences between the image of a particular destination and another (Buhalis, 2000; Beerlin and Martin, 2004; Lopes 2011; Song and Hsu, 2013). Moreover, cultural endowments like cultural events (Trosit, Klaric and Ruzic, 2012; Valle, Mendes and Guerreiro, 2012) have become common factors that influence potential tourists to visit a destination, hence facilitating the image of a destination to be more competitive.

Hypothesis 2: Relationship between EDPEs and Destination Image

It was hypothesized (H2) that there is a significant relationship between the effectiveness of destination promotional efforts and the destination image. The findings of this study also support this view that the two constructs are significant (p-value 0.001 and CR= 5.306). This shows that the two constructs are significant due to the fact that p<0.05 and CR>1.96. This leads to the conclusion that H2 is supported by the findings of the study and conforms to the underlying theory.

It is also in line with the literature which shows that tourism branding cannot be disentangled from the overall schema of destination image (Qu, Kim and Im, 2011). A positive and strong destination image can therefore be built by the use of appropriate destination promotional efforts. This strengthens the tourists' decision in selecting the destination for their vacation as well as creating a good behaviour intention after the visit (Blain, Levy and Ritchie, 2005). The scenario further emphasized the fact that destination promotional efforts are an important strategy in articulating the destination's endowments (Douglas, Douglas and Derret, 2001; OECD, 2009) and that it motivates tourists to build a perception towards the image of a place (Blain *et al.*, 2005, Addo, 2011; Osei and Gbadamosi, 2011). O'Leary and Deegan (2003) report that the right destination promotional efforts articulate a destination's resources to be more and easily visualized by the eyes of the tourists. Pragmatically, the development of the tourism industry depends on how strategic measures are applied to attract more tourists and make them more appealing to the location (Akosoy and Kiyici, 2011). Destination promotional efforts create emotional confidence to the tourists towards a destination and hence make it easy for the tourists to build a good image of the place (Baker and Crompton, 2000). That is why destination marketers are always eager to glue the mind of tourists with positive perceptions towards a holistic destination image. Hassan, Hamid and Al-bohairi (2010) recommend that promotional communications should fetch the tourists' demands and expectations to their maximum level of satisfaction. Other scholars who support this relationship

include Valle *et al.* (2012) who found that the success of the image of Portugal was the result of appropriate destination communication channels. Bierrzynki (2011) suggested that destination marketers should focus on the capitalization of their destination by opting for influential promotional efforts that can attract and pull potential visitors to their destinations. Thus destination promotional efforts can inform the visitors about available attractions in the destination as well as how these attractions can meet their desired needs and expectations. It is therefore believed that destination promotional efforts are a fundamental factor in building strong ties with tourists to a destination (Bierrzynki, 2011; Pritchard and Morgan, 2001). More specifically, the role of any marketing efforts is to build a positive, superior and appealing image, leading to a desirable image of a destination and hence the economic success of that destination (Pritchard and Morgan, 2001; Blain *et al.*, 2005).

Hypothesis 3: Relationship between Tourism Cultural Endowments and EDPEs

In hypothesis H3, it was stated that there is a significant relationship between tourism cultural endowments and the effectiveness of destination promotional efforts. The findings of this study have revealed that the relationship between the two constructs is significant (p -value < 0.001 and CR = 4.969). It has been shown that they are significant due to the fact that $p < 0.05$ and CR > 1.96. It can therefore be concluded that H3 is supported by the findings of the study and indeed matches the underlying theory. This is also supported by the findings of various previous studies. For instance, Debes (2011) argues that in order to build a positive destination image, policy makers should clearly define their cultural values, along with appropriate destination promotional efforts to restore the tourists' cultural authenticity. There is empirical evidence that Portugal uses tourism cultural endowments as a promotional tool to enhance the image of the country (Valle *et al.*, 2012). Studies that support the idea of improving the image of tourist destinations using their tourism cultural endowments as a destination promotional strategy are many, including Addo (2011) in Ghana, Acuto (2012) in Dubai, Mwaipopo and Salim (2012) in Zanzibar, Valle *et al.* (2012) in Portugal, Tavitiyaman and Qu (2013) in Thailand and Song and Hsu (2013) in Taiwan.

Chalip and Costa (2005) also reported that cultural endowments has become a strategic option for marketing tool that can influence a good flow of visitors to a destination. Accordingly, this helps to promote the state of promoting local culture and values of the inhabitants in generating the amount of benefits to the host destination (Poescu and Corbos, 2012). For example, *Samba* dance is the most popular event in Brazil and was used as an advertising tool during the World Cup in 2014. Moreover, Croatia (Trost *et al.*, 2012) and Portugal (Valle *et al.*, 2012) have used cultural events as strategic measures to reposition their image to be more competitive. Other examples include: festivals attracted 200,000 tourists to 2011 in Croatia (Trost *et al.*, 2012) and in Canada the Rideau Canal attracts about one million visitors in the summer and 1.4 million during the winter (Parks Canada, 2010 as cited in Donohoe, 2012). This shows that tourism cultural endowments have become the promotional tool that attracts additional tourists to a destination. A number of authors have

suggested that the efforts of restoring cultural authenticity to potential tourists can be influenced through the dissemination of well convinced promotional messages to the tourists. These promotes the role of cultural products to increase emotional connection, leading to more visitation over the existing tourism trends (Kaplanidou and Vogt 2003; Addo, 2011; Osei and Gbadamosi, 2011; Valle *et al.*, 2012). Cultural products are generally regarded as resourceful forms of destination branding as they motivate tourists to increase destination desirability, perceived value, loyalty and attach more emotional connection to the branded destination (Pritchard and Morgan, 2001; Blain *et al.*, 2005). It can therefore be concluded that the nature of destination promotional efforts is determined by the type of cultural endowments to be promoted.

Conclusion and Implications

The current study has both academic and practical implications. On the academic front, it provides added literature to the context of cultural tourism in Zanzibar which seems to have been neglected by researchers in terms of how it can increase visitors' commitment to a destination. Most of the researches have been done in developed countries and research on the tourism sector in Africa is still scanty, so this study aims to fill the void by expanding the already existing literature. As a practical contribution the study has implications to the destination management organization. It opens up the minds of tourism practitioners to the whole schemes of cultural tourism in Zanzibar as it has put more emphases on tourism cultural endowments and how they could be managed to create tourist cultural authenticity for the betterment of the destination. It has shown that in tourism marketing cultural endowments have become an important tourist attraction that can reshape the image of many destinations, especially when appropriate promotional messages are disseminated to the potential tourists. They are the pillars of cultural tourism in today's global tourism marketing arena which is the largest and rapid expanding tourism segment.

The study had as its main objective the understanding of the relationship between and among the three variables: tourism cultural endowments, destination image and the effectiveness of destination promotional efforts. It has revealed that tourism cultural endowments have a significant relationship to the destination promotional efforts as well as the destination image. Cultural endowments have been shown to have a direct relationship with destination image without any mediating role of any destination promotional efforts, if they can be well managed and maintained. On other hand, the study has shown that cultural endowments need to be influenced by destination communication channels so that authentic messages could be disseminated to the potential tourists. Thus, destination promotional efforts play a great role in making cultural endowments more or easily visualized by the tourists as well as acting as a convincing power in pronouncing Zanzibar to be an appealing destination for tourists' holiday choice. The results will be of great benefit to state tourism officials, as well as community leaders, in assisting to develop appropriate planning marketing strategies and effective utilization of destination resources so as to

develop a positive destination image. This would in turn enable the destination to attract more visitors and increase the visitors' likelihood of returning to the destination and to recommend other for the same. Despite the fact that this study has supported all the three hypotheses this area requires more in-depth academic attention in order to enhance the understanding of which factors can affect tourism cultural attributes; factors that can either affect the cultural endowments in distorting the image of a destination or vice versa. Such factors like climate change and stakeholders' perceptions will open up more room for the need of broader research that can encourage more sound research on the subject in the future. Additionally, the finding of this study can be replicated elsewhere, particularly in Sub-Saharan Africa to see if they can yield similar or different results.

REFERENCES

- Acuto, M. 2010. High-rise Dubai urban entrepreneurialism and the technology of symbolic power. *Cities*, vol. 27, pp. 272–284
- Addo, E. 2011. Diversification of the tourist landscape on Ghana's Atlantic coast: Forts, castles and beach hotel/resort operations in the tourism industry. *Journal of Tourism Consumption and Practice*, vol.3, no.1, pp. 1-26.
- Aksoy, R. and Kiyici, S. 2011. A destination image as a type of image and measuring destination image in tourism (Asmara case). *European Journal of Social Sciences*, vol.20, no.3, pp.4780-488.
- Baker, D. A. and Crompton, J. L. 2000. Quality, satisfaction and behavioral intention. *Annals of Tourism Management*, vol. 32, pp.785-804.
- Bandarin, F., Hosagrahar, J. and Albernaz, F, S. 2011. Why development needs culture. *Journal of Cultural Heritage Management and Sustainable Development*, vol. 1, no.1, pp.15-25.
- Bedes, T. 2011. Cultural tourism: a neglected dimension of tourism industry. *Anatolia- An international Journal of Tourism and Hospitality Research*, vol.22, no. 2, pp.234–251
- Berli, A. and Martin, J. D. 2004. Factors influencing destination image. *Annals of Tourism Research*, vol.31, no. 3, pp. 657–681.
- Bierzynski, A. 2011. *Destination Branding and First Impressions. An Analysis of Grenada's Tourism Promotion*.
- Buhalis, D. 2000. Marketing the competitive destination of the future. *Tourism Management*, vol. 21, pp 97-116.
- Chalip, L. and Costa, C. 2005. Sport event tourism and the destination brand: Towards a general theory. *Sport in Society*, vol.8, no.2, pp.218–237.
- Cole, S. 2009. A logistic tourism Model: Resort cycles, globalization and chaos. *Annals of Tourism Research*, vol.36, no. 4, pp.689-714.
- Donohoe, H. M. 2012. Sustainable heritage tourism marketing and Canada's Rideau Canal world heritage site. *Journal of Sustainable Tourism*, vol. 20, no. 1, pp.121–142
- Douglas, N., Douglas, N. and Derret, R. 2001. *Special Interest Tourism*. Australia: Wiley.
- Gallarza, M. G., Saura, I. G. and Garcia, H. C. 2002. Destination image: Towards a conceptual framework. *Annals of Tourism Research*, vol.29, no.1, pp. 56 - 78.
- Hair, J. F., Black, W.C., Babin, B.J. and Anderson, R.E. 2014. *Multivariate Data Analysis*, 7rd Ed, Pearson, England.
- Hall, C.M. 2000. *Tourism planning: Policies, Processes and Relationship*, UK: Prentice Hall.
- Hassan, S.B., Hamid M.S.A. and Al-bohairi, H. 2010. Perception of Destination Branding Measures: A Case Study of Alexandria Destination Marketing, Organizations. *The International Journal of Euro-Mediterranean Studies (IJEMS)*, vol. 3, no. 2, pp. 269-288.
- Hughes, H. and Allen, D. 2005. Cultural Tourism in Central and Eastern Europe: The Views of 'Induced Image Formation Agents'. *Tourism Management*, vol.26, pp. 173-183.
- Kaplanidou, K. and Vogt, C. 2007. The interrelationship between sport event and destination image and sport tourists' behaviours. *Journal of Sport and Tourism*, vol.12, no.3/4, pp.183–206.
- Lee, S., Rodriguez, L. and Sar, S. 2012. 'The Influence of Logo Design on Country Image and Willingness to Visit, Public Relation Review', Article in Press.
- Li, X. and Hans, V. 2002. 'A model of destination image promotion with a case study of Nanjing, P. R. CHINA.' Proceedings of the 2002 North-eastern Recreation Research Symposium GTR-NE-302.
- Lopes, S. D. F. 2011. *Destination Image: Origin, Development and Implications*. Pasos, vol.9, no.2, pp.305-315.
- M.A., American University, Washington, D.C. Blain, C., Levy, S.E. and Ritchie, B. 2005. Destination branding: Insight and practice from destination management organization. *Journal of Travel Research*, vol. 43, no.4, pp.328-338
- Macbeth, J., Carson, D. and Northcote, J. 2004. Social capital, tourism and regional development: SPCC as a basis for innovation and sustainability. *Current Issues in Tourism*, vol. 7, no.6, pp.502- 522.
- Mwaipopo, L. J. ad Salim, I. S. (2012). 'Exploring destination branding through utilizing the capital inherent in a culture: The case of Zanzibar. Challenges in tourism development and sustainability'. International Conference Zanzibar. Tanzania.
- O'Leary S. and Deegan, J. 2003. People, pace, place: Qualitative and quantitative images of Ireland as a tourist destination. *Journal of vacation marketing*, vol.9, no.3, pp.213-226.
- OECD (2009). *The Tourism of Culture on Tourism*. OECD publishing, Paris.
- Osei, C. and Gbadamosi, A. 2011. *Re-branding Africa Marketing Intelligence and Planning*. Emerald Group Publishing Limited, vol.29.no. 3, pp. 284-304.
- Popescu, R. and Corboş, R. 2012. The Role of Festivals and Cultural Events in the Strategic Development of Cities. Recommendations for Urban Areas in Romania *InformaticaEconomică*, vol. 16, no. 4, pp.19-28.
- Pritchard, A. and Morgan, N, J. 2001. Culture, identity and tourism representation: Marketing Cymru or Wales? *Journal of Tourism Management*, vol. 22, no.2, pp.167-179.
- Qu, H., Kim, L.H. and Im, H.H. 2011. A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, vol. 32, pp. 465-476.

- Salim, I.S. and Mwaipopo, L.J 2015. Exploring cultural capital dimensions in tourism: The case of Zanzibar. *Global Advanced research journal of management and business studies*, vol. 4, no. 10, pp. 390-397
- Song, H. and Hsu, C.H.C. 2013. The image of Taiwan as a travel destination: Perspective from Mainland China. *Journal of travel and tourism marketing*, vol. 30, pp. 253-271.
- Tabachnick, B.G, Fidel, L.S. 2001. *Using Multivariate Statistics*, 4th Ed. New York: Allan and Bacon.
- Tavitiyaman, P. and Qu, H. 2013. Destination image and behavior intention of travelers to Thailand: The moderating effect of perceived risk. *Journal of Travel and Tourism Marketing*, vol.30, pp. 169-185
- Trosit, K., Klaric, S. and Ruzic, M, D. 201). Events as a framework for tourist destination branding, the case studies of two cultural events in Croatia. *Turizam*, vol.16, no.2, pp. 65-77.
- Valle, P., Mendes, J. and Guerreiro, M. 2012. Resident participation in events, events image, and destination image: A correspondence analysis. *Journal of Travel and Tourism Marketing*, vol. 29, pp. 647-664
