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Marketing Mix Strategies and Tourism Sector Performance- Case of Arba Minch Town

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Abstract
The main purpose of this study is to investigate the link between marketing mix strategies (mms) and general tourism sectors performance. The data for this study had collected through structured questionnaires from selected tourism sites of the Arba Minch town by taking 468 internal and external tourists as a sample. Data was analyzed by using software SPSS version 20 by adopting different statistical techniques, correlations, binary logistic regression and general log linear. The ten dimensions of the marketing mixes were employed in this study: namely; product, price, promotion, physical evidence, place, people, positioning, perception, philosophy and process. In general, this research mainly measured on general tourism sector performance that linking and marketing mix. So that, different theories of marketing mix strategy literatures on concept of tourism and tourist, their relationships etc, were thoroughly had studied. The relationships had correlated and checked its significances'. The marketing mix and brand building processes were tested by the help of chi-square test of associations. The main findings of the research were: seven strategies were related with general tourism sector performance; there were no relationships within three marketing mix strategies (philosophy, process and physical evidence) and Promotion was the most influential and process was the most insignificant factor to Arba Minch tourism Sectors.
Keywords: Binary logistic regression, mms, tourism.

Justifications
Tourism today and its marketing recognized as a trade and industry throughout the world. They play a positive role in personal value creation, pleasure and recreation for leisure, cultural development, resource mobilization and developing many other factors. For many tourism sectors, both internal and external tourists are a key attention to make more business and to be successful in today's increasingly competitive market place (Parasuraman, Berry & Zenithal, 1990; Peterson & Wilson, 1999).Hence a sound knowledge of the linkage of marketing mix strategies with tourism sector would allow tourism operators to develop strategies to maximize both visitor satisfaction and profitability. **This research** has selected tour attraction sites. These tour attraction sites gives great value to the economy of the town. Among the sites; '**Nech Sar' National Park** which situated in front of the two lakes **Abaya** and **Chamo**. It has hosting various wild lives and variety of indigenous plants inside it. The next tour attraction site, Lake Abaya and Lake chamo. Abaya is the biggest Rift Valley lakes and Chamo is known for its huge Nile crocodile and hippo population which attract tourists. The collections of crocodiles are called crocodile market *(*Abaya is the biggest 2015). The third place is called Bridge of God. It divides two lakes called Abaya and Chamo. Even though Bridge of God offers a spectacular view across Lake Chamo; the best site for game view is the open Nechi-sar Plain. The forth attraction site is the *crocodile breeding site that called as crocodile ranches.* This site has a lot of crocodiles at their age level. *'Salayish'* is the site many wedding ceremonies, governmental celebrations took place.

Specific Objectives of the study
The researcher specifically has attempted the following specific objectives.

- To find out the most influential marketing mix strategy to tourism sites
- To examine whether there was a relationship between marketing mix strategies and general tourism sector performance at the town tour sites.
- To identify the measurement and give directions to marketing mixes

Methodology- Hypothesis
This research has addressed the most familiar 10p's of marketing mix strategies on the base of tourism sectors performances and hypothesized by the following terms & tested under chi-square test of association. H1: There is an association between GTSP and independent variables under consideration. Marketing mix strategies in form of the model (Alan Agresti 2007) would have been used as follows:

$$\Pi_i = pr(Y_i = 1|X_i = x_i) = \frac{epx(\beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + \beta 8X8 + \beta 9X9 + \beta 10X10)}{1 + \exp(\beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + \beta 8X8 + \beta 9X9 + \beta 10X10)}$$

$$\log\left(\frac{\Pi_i}{1-\Pi_i}\right) = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + \beta 8X8 + \beta 9X9 + \beta 10X10$$

Where:

- Π_i is the probability of general tourism sector performance is being excellent (i.e., y = 1= Agree response to GTSP) given the independent variables
- $1 - \Pi_i$ is the probability of general tourism sector performance is not being excellent(i.e., y = 0= disagree response to GTSP) given the independent variables
- $\beta 0$ = constant coefficient
- *β1, β2, β3, β4, β5, β6, β7, β8, and β9, β10* are coefficient to estimate
- GTSP = tourism sectors performances on the behalf of marketing mix strategies
- *x1, x2, x3, x4, x5, x6, x7, x8, x9, and x10 are* marketing mix strategies
- "x" represents as follows: X1= product X5 = people X9 = philosophy X2 = price X6 = process X10 = positioning X3 = place X7 = physical evidence X4= promotion X8 = perception

Sampling

(Cochran 1963 and C.R. Kothari 2013) a population with standard deviation with an error no longer than "e" by calculating a confidence interval with confidence corresponding to z, the necessary formula for sample size equals as under:-

$$n = \frac{Z^2 * N * \sigma^2}{(N-1)e^2 + z^2 * \sigma^2}$$

Where: n - Sample size

Z^2- Abscissa of the normal curve that cuts off an area σ at the tails

e^2 - acceptable sampling error for infinite population

σ^2- The variance of an attribute in the population

N- Shows the total population of six sites

S/n	Tourist(tour) sites of Arba Minch Town	The total population (N)	The formula to compute	The sample sizes (n)
1	'Salayish'	9000	$\frac{Z^2 * N * \sigma^2}{(N-1)e^2 + z^2 * \sigma^2}$	27
2	Crocodile Ranches	15000		101
3	Crocodile Market	8710		35
4	God Bridge ('Egizer dlidy')	7000		105
5	Forty spring	10000		7
6	'Nech-Sar' National park	16500		193
Total		66210		468

Table Source: - own calculation

Results and Discussion- Terms of definitions

Before calculating this research result, the marketing mix strategies explained by the researcher like:

- **Product** means: attraction of natures like crocodile, park, lakes, birds, quality, design and feature.
- **Price** means: List of price fairness of entrance, discount, allowance and payment period.
- Place means: accessibility, Channel, coverage, assortment, location, inventory, transport.
- **Promotion** means: bill boarding, Advertising, promoting, and publicity of tour sites.
- **People** means: activities based on consumer satisfaction and focuses people.
- **Perception** means: thinking all people equal, ideology of service giver, attitude----.
- **Philosophy** means: belief of service giver, working culture etc.
- **Physical evidence** means: décor, beauty, expected & presence attractions.
- **Process** means: sequence of activities, ordering, coherences, and delay of activities.
- **Positioning** means: putting clear picture, retaining in the mind of people etc (Kotler 2005)
- **General tourism sector performance (GTSP)** mean: leisure, business, services, purposes travel for pleasure…. business usage, the earning serving tourists,----

Chi-Square Test for Association using SPSS Statistics Variables

The variants of case as indicated in Table 3.1 and supported by Table 3.2. Both dependent and independent variable were 100% valid. There is zero (0.0%) missed values. This table is also supported by binary logistic model table 3.4.

Table 3.1 Case Processing Summary of variants by chi- square

Both dependent and independent variables cross count validation of responses.	Cases					
	Valid		Missing		Total	
	N	Percent	N	%	N	%
GTSP * Product	441	100.0%	0	0.0%	441	100.0%
GTSP * Price	441	100.0%	0	0.0%	441	100.0%
GTSP * Place	441	100.0%	0	0.0%	441	100.0%
GTSP * Promotion	441	100.0%	0	0.0%	441	100.0%
GTSP * People	441	100.0%	0	0.0%	441	100.0%
GTSP * Process	441	100.0%	0	0.0%	441	100.0%
GTSP *Physical Evidence	441	100.0%	0	0.0%	441	100.0%
GTSP * Perception	441	100.0%	0	0.0%	441	100.0%
GTSP * Philosophy	441	100.0%	0	0.0%	441	100.0%
GTSP * Positioning	441	100.0%	0	0.0%	441	100.0%

Table Source: - Survey report data 2016 & calculated

Table 3.2 Chi-square tests and cross tabulations of two variables

Independent variables	Chi-square tests and cross tabulations of two variables				Pearson chi- square test of Significances
	Responses	*Count of Response*	**Dependent Variable**(*GTSP)*		
			Disagree	Agree	
Product	Disagree	count and %	145 (32.9%)	87 (19.7%)	0.000
	Agree		81 (18.4%)	128 (29.0%)	
Price	Disagree	count and %	136 (30.8%)	102 (23.1%)	0.037
	Agree		90 (20.4%)	113 (25.6%)	
Place	Disagree	count and %	147 (33.3%)	101 (22.9%)	0.001
	Agree		79 (17.9%)	114 (25.9%)	
Promotion	Disagree	count and %	168 (38.1%)	92 (20.9%)	0.000
	Agree		58 (13.2%)	123 (27.9%)	
People	Disagree	count and %	150 (34.0%)	115 (26.1%)	0.006
	Agree		76 (17.2%)	100 (22.7%)	
Process	Disagree	count and %	95 (21.5%)	75 (17.0%)	0.123
	Agree		131(29.7%)	140 (31.7%)	
phys. Evidence	Disagree	count and %	136 (30.8%)	125 (28.3%)	0.663
	Agree		90 (20.4%)	90 (20.4%)	
Perception	Disagree	count and %	143 (32.4%)	68 (15.4%)	0.000
	Agree		83 (18.8%)	147 (33.3%)	
Philosophy	Disagree	count and %	116 (26.3%)	102 (23.1%)	0.415
	Agree		110 (24.9%)	113 (25.6%)	
Positioning	Disagree	count and %	159 (36.1%)	92 (20.9%)	0.000
	Agree		67 (15.2%)	123 (27.9%)	

Table Source: - Survey report data 2016 & calculated

Table 3.3 Estimating Variables parameters square not in the Equation

Estimating Variables parameters square not in the Equation					
			Score	df	Sig.
Step 0	Variables	product(1)	24.810	1	.000
		price(1)	7.193	1	.007
		place(1)	14.614	1	.000
		promotion(1)	45.312	1	.000
		people(1)	7.626	1	.006
		process(1)	2.379	1	.123
		Physical evidence(1)	.189	1	.663
		perception(1)	44.221	1	.000
		philosophy(1)	.665	1	.415
		positioning(1)	34.137	1	.000
	Overall Statistics		124.383	10	.000

Table Source: - Survey report data 2016 & calculated

General Tourism Sector Performance and Product

The product is one of the measurements of independent variable that influence overall performance of tourism

activity. Product attracts people like, topographic view, different wild animals, springs, park and its surrounding. During visiting, service giver may use so many activities like communication, facility of services, fair pricing, satisfying tours.

Crosstab General Tourism Sector Performance and Product

Table 3.3, shows that there is a relationship between the GTSP and the quality of product's attraction in the sectors because chi square = 24.810, degree of freedom = 1, p-value ≤ 0.001.

Cross tabulation of General Tourism Sector Performance and Price

The price is one of the measurements of independent variable that influence overall performance of tourism activity. It shows the price of each tourism sites entrance fee.

Cross tabulation of General Tourism Sector Performance and Price

Table3.3. is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is very strong evidence a relationship between GTSP and price due to growth of the sectors economy (chi square=7.193, degree of freedom =1, p-value ≤ 0.05).

General Tourism Sector Performance and Place

The place is one of the measurements of independent variable that influence overall performance of tourism activity. It shows the accessibility of tourism sites to enjoyment and distance from the center of the town to each sit.

Crosstab General Tourism Sector Performance and Place

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is very strong evidence a relationship between general tourism sector performance and place due to growth of the sectors economy easily accessibility (chi square=14.614, degree of freedom =1, p-value≤ 0.001).

General Tourism Sector Performance and Promotion

It initiates and attracts the people before visiting. At each of this place the service giver may use so many activities like personal communication, brochures, media advertisement, and bill board facility of services.

Crosstab of General Tourism Sector Performance and Promotion

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is very strong evidence a relationship between general tourism sector performance and promotion due to growth of the sectors economy (chi square = 45.312, degree of freedom =1, p-value ≤ 0.001).

General Tourism Sector Performance and People

The people are one of the measurements of independent variable that influence overall performance of tourism activity. It is a work that public oriented and needs more care during visiting.

Crosstab of General Tourism Sector Performance and People

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is very strong evidence a relationship between GTSP and people due to growth of the sectors economy (chi square=7.626, degree of freedom =1, p-value ≤ 0.001).

General Tourism Sector Performance and Process

It shows the coherence of works when each site service giver doing. The process is the plan of arranged work that used to attract the people during visit.

Crosstab of General Tourism Sector Performance and Process

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is no evidence a relationship between GTSP and process due to test of (chi square=2.379, df =1, p-value ≥ 0.05).

General Tourism Sector Performance and Physical Evidence

The Physical Evidence is one of the measurements of independent variable that influence overall performance of tourism activity. It shows the evidence of decoration that used to attract the visitors. It is a service quality that tourists looking over during enjoyment. It is a beauty of topographic view, different wild animals, springs, park and its surrounding.

Crosstab General Tourism Sector Performance and Physical Evidence

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is no evidence of relationship between GTSP and physical evidence due to growth of the sectors economy (chi square=.189, df =1, p-value =.663).

General Tourism Sector Performance and Perception

Perception shows the working culture that makes people equal. Perception is the attitude that the service giver

pictured both key internal and external tourist's value. At each of this place the service giver may use so many activities like communication, facility of services, fair pricing, satisfying tours, could measured as overall performance of the sectors; during service giving, are they perceive equal.

Crosstab General Tourism Sector Performance and Perception

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is very strong evidence a relationship between GTSP and perception due to growth of the sectors economy (chi square= 44.221, df =1, p-value ≤ 0.001).

General Tourism Sector Performance and Philosophy

Philosophy shows the belief of high pricing to service taker on importance of tourisms without considering their quality service.

Crosstab of General Tourism Sector Performance and Philosophy

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically dependent or they are not associated. There is no evidence of a relationship between GTSP and cultural beliefs at the importance of philosophy besides with over all activities. This verified (chi square test is =.665, degree of freedom =1, p-value =.415).

General Tourism Sector Performance and Positioning

Positioning shows the service giver putting the sites in the mind of tours. It is activities that retain places in the mind of people to come again or to report others.

Crosstab of General Tourism Sector Performance and Positioning

Table 3.3 is the report of joint frequency distribution that can be analyzed with the chi-square statistic and determined the variables are statistically independent or they are associated. There is very strong evidence a relationship between GTSP and positioning due to growth of the sectors economy (chi-square = 34.137, degree of freedom = 1, p-value ≤ 0.001).

Table 3.4 Estimated parameters for Binary Logistic regression model

Variables		B	S.E.	Wald	Df	Sig.	Exp(B)
Step 1[a]	product(1)	-.320	.102	9.84	1	.000	.726
	price(1)	-.483	.231	4.37	1	.037	.617
	place(1)	-.403	.138	8.53	1	.017	.668
	promotion(1)	-.247	.080	9.53	1	.000	.781
	people(1)	-.423	.138	9.39	1	.001	.655
	process(1)	-.198	.237	.698	1	.404	.820
	Physical. Evidence(1)	-.097	.234	.171	1	.679	.908
	perception(1)	-.312	.085	13.47	1	.000	.732
	philosophy(1)	-.150	.227	.434	1	.510	.861
	positioning(1)	-399	.113	12.47	1	.000	.671
	Constant	3.500	.444	62.130	1	.000	33.109

Table Source: - Survey report data 2016 & calculated

The following seven interpretations supported by table 4 which estimated parameters for Binary Logistic regression model here below: EXP (B) value indicates that when *:((Table 3.4))*

1. For those who agree that the quality of products to enjoy, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.726 = .274 (27.4%) as compared to those who disagree that the quality of products.
2. For those who agree that the price of entrance is fair, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.617 = .383 (38.3%) as compared to those who disagree that the price is fair.
3. For those who agree that the place is easily accessible to visit, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.666 = .332 (33.2%) as compared to those who disagree that the place is easily accessible
4. For those who agree that read the promotion billboard of tour sites at each gate of it, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.781 = .219 (21.9%) as compared to those who disagree that read and get necessary information from the bill board.
5. For those who agree that in their people focus (customer) activities, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.655 = .335 (33.5%) as compared to those who disagree that the customer focus work is!
6. For those who agree that they perceiving all tours equally , the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.732 = .268 (26.8%) as compared to

those who disagree that the perception is equal.

7. For those who agree that the in retaining things in the mind of tourists(positioning) , the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.671 = .329 (32.9.8%) as compared to those who disagree that the right positioning of activities.

Table 3.5 Overall Relationships between Independent and Dependent Variables of Model Fitness

Omnibus (overall) Tests of Model Coefficients				
		Chi-square	Df	Sig.
Step 1	Step	142.813	10	.000
	Block	142.813	10	.000
	Model	142.813	10	.000

Table Source: - Survey report data 2016 & calculated

The relevant table (3.5) can be found in the output of the binary logistic regression analysis. It includes the chi-square goodness of fit test. This chi-square is significant which 0.000 is. The presence of a relationship between the dependent variable and combination of independent variables is based on the statistical significance of the model chi-square at step 1 after the independent variables have been added to the analysis. In this analysis, the probability of the model chi-square (142.813) was < 0.001, less than or equal to the level of significance of 0.05. This table shows an existence of a relationship between the independent and the dependent variable.

Scientific Finding: Chi- square and Binary Logistic Regression Analysis (Table 3.4 and 3.5)

Among all main variable seven (people, perception, promotion, place, price, product and positioning) of them are significantly related with general tourism sector of the town tour sites and philosophy, process and physical evidence are not. According to the specific objective the study, promotion is 45.312 (Table 3.3 above) in and it is the most influential marketing mix strategy to overall tourism sector performance and significantly made an effect in the sector. In order to check the impact of each independent variable on dependent variable, chi-square test analysis was applied to test the hypothesis developed and the hypothesis postulates all MMS package offered by the tour sites would increase tourism sector overall performances follows:

H1: There is a relationship between GTSP and product.

The overall tourism sector performance is explained by easily accessible product, which is evident by the (table 3.4 and 3.5) value of Exp(B) .726 df = 1 at P = 0.000 explains the model's goodness of fit. The value of Wald test = 9.84 is the evident of significant relationship between independent and dependent variable.

H2: There is a relationship between GTSP and price.

The general tourism sector performance is explained by price, which is evident by the value of Exp(B) .617 df = 1 at P = 0.007 explains the model's goodness of fit. The value of Wald test = 4.374 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be referred as there is relationship with price. .

H3: There is a relationship between GTSP and place.

The overall tourism sector performance is explained by place, which is evident by the value of Exp (B).668 df = 1 at P = 0.000 explains the model's goodness of fit. The value of Wald test = 8.53 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be inferred as there is relationship with place.

H4: There is a relationship between GTSP and promotion.

The general tourism sector performance is explained by promotion, which is evident by the value of Exp(B) .781 df = 1 at P = 0.000 explains the model's goodness of fit. The value of Wald test = 9.53 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be inferred as there is relationship with promotion.

H5: There is a relationship between GTSP and people.

The general tourism sector performance is explained by people, which is evident by the value of Exp(B) .655 df = 1 at P = 0.006 explains the model's goodness of fit. The value of Wald test = 9.39 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be inferred as there is relationship with people.

H6: There is a relationship between GTSP and process.

The general tourism sector performance is explained by process , which is evident by the value of, Exp(B) .820 df = 1 at P = 0.123 explains the model's goodness of fit. The value of Wald test = .698 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be inferred as there is no relationship with process.

H7: There is a relationship between GTSP and physical Evidence.

The general tourism sector performance is explained by physical Evidence, which is evident by the value of, Exp(B) .908 df = 1 at P = 0..663 explains the model's goodness of fit. The value of Wald test = .171 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these

results it should be referred as there is no relationship with physical Evidence.

H8: There is a relationship between GTSP and perception.

The general tourism sector performance is explained by perception, which is evident by the value of, Exp(B) .732 df = 1 at P = 0.000 explains the model's goodness of fit. The value of Wald test =13.47 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be referred as there is relationship with perception.

H9: There is a relationship between GTSP and philosophy.

The general tourism sector performance is explained by philosophy, which is evident by the value of Exp(B) 861 df = 1 at P = 0.415 explains the model's goodness of fit. The value of Wald test =.434 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be referred as there is no relationship with philosophy.

H10: There is a relationship between GTSP and positioning.

The general tourism sector performance is explained by positioning, which is evident by the value of, Exp(B) .671 df = 1 at P = 0.000 explains the model's goodness of fit. The value of Wald test = 12.47 is the evident of significant relationship between independent and dependent variable. Therefore, on the basis of these results it should be inferred as there is relationship with positioning.

Conclusion and recommendation

Conclusion

The researcher attempt to study, the investigation of the link between marketing mix strategies (mms) and being excellent of general tourism sector performance at Arba Minch by using tourists as a sample, specifically this study was designed to address three objectives mentioned. The researcher, having the stated specific objectives in his/her mind; the data from the questionnaires were analyzed by using descriptive statistics (crosstabs), regression (binary logistics).According to different scholar or researchers; Dr. Wang Aimin find, price is the most influential factor for general tourism industry. In contrast to that, this study has conducted among ten ps', this study find out promotion was the most influential marketing mix strategies and has significant effect on tourism sector's performance. Next to that, perception and positioning were second and third; also having influencing the sectors growth as whole respectively. So, that the tourism sites have to function well for tourism industry in town tour sites.

Recommendations

The study concluded the following recommendations for sites requiring an improvement:

- For those who agree that the quality of products to enjoy, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.726 = .274 (27.4%) as compared to those who disagree that the quality product. So that, the sector should work on attraction product quality of areas. Like beaches of crocodile to sunny, well ordering of the ages of crocodile.
- For those who agree that the price of entrance is fair, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.617 = .383 (38.3%) as compared to those who disagree that the price is fair. To being get excellent overall tourism sector performance, the concerned bodies have to make the entrance fee fair and should consider all leveled tours and have to follow the seasons.
- For those who agree that the place is easily accessible to visit, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.666 = .332 (33.2%) as compared to those who disagree that the lace is easily accessible. As figure shows that the place is not easily accessible that transportation facility is mandatory to get there in free fee or either in a few charges.
- For those who agree that read the promotion billboard of tour sites at each gate of it, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.781 = .219 (21.9%) as compared to those who disagree that the read bill board. It shows almost no announcement, advertisement. So that the sectors have to work on different advertisements.
- For those who agree that in their people focus (customer) activities, the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.655 = .335 (33.5%) as compared to those who disagree that the customer focus. The researcher recommends that the tour guides and the other any service giver should have to focus more on people rather colleting more money etc.
- For those who agree that they perceiving all tours equally , the odds of General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.732 = .268 (26.8%) as compared to those who disagree that the price is fair. Mental well being is one of the tool to make things straight, likewise the service giver should treat customer equally.
- For those who agree that putting retaining things in the mind of tourists(positioning), the odds of

General Tourism Sector Performance are being excellent is lower by 1-exp (b) which is 1-.671 = .329 (32.9.8%) as compared to those who disagree that the price is fair. As indicated here, clearly the sector select best and suitable person to the places to put all necessary information and products in the mind of tourists.

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