Interconnection of Tourism and Migration via. Word of Mouth Marketing

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Abstract: Tourism and migration are an increasing and complementary outcome of globalization. Even though the interrelation of the two is confirmed by many studies, the motivation of migrants to invite their friends and relatives is untouched. China is the leading source of outbound tourists and half of them visit places reco5mmended by their friends and relatives. The study was aimed to examine factor that affect spreading positive word of mouth among Chinese business immigrants about visiting Ethiopia. An explanatory Sequential mixed design was employed to achieve the objective of the study and the data was collected one time. The quantitative data were collected from 205 Chinese workers in Eastern Industry Zone with convenience sampling method and the qualitative data was collected from 7 selected Chinese business immigrants through interview as post hoc analysis. Eastern industry zone was selected purposively as the study area. Hierarchical regression analysis was conducted by using SPSS to analyze the data. The findings revealed that destination image and perceived value hadn't a statistically significant effect on spreading positive word of mouth among Chinese business immigrants. On the other hand, the findings showed that food neophobia and language divergence had a statistically significant and negative effect on word of mouth of Chinese business immigrants who are working in Eastern Industry zone. Only satisfaction had a positive significant effect on word of mouth. Therefore, the destination marketers should consider immigrants as a resource for tourism and they should work on the antecedents of word of mouth. Based on the findings of this study, the concerned body should give awareness and information about local foods to improve their acquaintance with local food and to minimize worker's novelty and government should encourage private sector to establish Chinese restaurants and minimize the negative effect of language divergence, concerned bodies should

work to fulfill Chinese speaking service provider or man Tower. All those allow the tourism product and

service marketers to increase invited customers beyond the actual customer or business immigrants.

INTRODUCTION

Tourism and migration are the two most significant inter-related outcomes of globalization. Since, 2000 tourism and migration have been growing significantly. According to the World Tourism Organization, 1.5 billion international tourist arrivals were recorded in the world in 2019[1]. Similarly, there was an increment of international migrants by 55.43% from 2000 to 2019 which increased from 175-272 million[2]. The two Phenomena have also other similarities. Both are the movement of people from one place to another even though they differ in the length of the stay time and attitude or motivation for movement[3]. The nexus between tourism and migration can be seen as Tourism-led-migration (TLM) and Migration-led-tourism (MLT), this relation between tourism and migration has a significant contribution to poverty alleviation and development[4]. The current study focuses on the migration-led-tourism (MLT) which mainly implies the visiting of friends and relatives (VFR) phenomenon[5].

Different forms of migration have vital roles in encouraging VFR tourism flow through broadening the relationship and network of origins and the host countries and migrations of international laborers, particularly skilled workers are potential networks for an international VFR tourism development[6]. Likewise, the United Nations World Tourism Organization (UNWTO) categorizes international migrants into migrant laborers, irregular migrants, highly skilled and business migrants, family migrants, return migrants, resident migrants and ethnic migrants[4]. The WTO report also reveals the links of these migrant types with tourism. For instance, skilled business migrants have a high potential call effect on promoting the host country for other professionals and compatriots and a higher capacity to invite and receive their friends and relatives[4]. Since, 2012, China has been one of the leading sources of outbound tourists around the globe[4]. According to WTO[7] in 2027, the outbound tourism of China will be 1.4 billion which equals the total international tourist arrival of 2019 and it accounts for 10% of the total population of China.

As WTO[8] stated 48% of Chinese outbound tourists get information from recommendations of relatives and friends. Chinese tourists travel all over the world including Ethiopia. In Ethiopia, the number of inbound tourists from China is increasing and China is the third source of inbound tourists next to the United Kingdom and the United States of America.

Because of the nature of tourism that the potential visitor lives at a distance from the place where the consumption of the experience will occur, it is indispensable that tourists need adequate information about the tourism destinations to decide where to visit.

According to Zeytoonli[9] to be a preferred tourist destination marketer should use an effective method of promotion for capturing the minds of potential customers to redirect the decision making and vice-versa is the biggest challenge in tourism marketing. Tourism has a strong relationship with Word-of-Mouth (WoM) recommendations which is one of the significant parts of consumer behavioral intention[10]. Word-of-Mouth communication has become one of the most important channels which play an important role to shape consumer's behavior through sharing of information about products and services and it has been frequently cited as an effective way of communication in capturing the mind of consumers[11]. Word-of-mouth marketing can be affected by different factors. The perception towards determinants of Word-of-mouth shows the feeling of tourists about the product and service that they have experienced. Unless marketers give high attention to antecedent Word-of-mouth marketing will not be effective. Past study, Preko *et al.*[12] revealed that satisfaction is one of the determinants of Word-of-mouth intention in the service industry. Perceived value[13] Destination image[14], Language divergence[15] and Food neophobia[14] are determinant for tourist satisfaction and word-of-mouth intention.

Available prior studies are limited in showing the interrelatedness of migration and tourism and only focused on developed countries. there as the whole world, there is no single study that revealed the factor affecting WoM intention of immigrants as resource for tourism In Ethiopia, limited researchers have tried to show the importance of Word-of-Mouth (WoM) as one variable and source of information in tourism[16] and other bank sectors. Nonetheless, the potential of Word of mouth marketing and its determinants is neglected by Ethiopian tourism scholars not only in tourism in other sectors also.

Based on thus, imperatives the main objective of this study was to examine the effect of food neophobia, destination image, perceived value, language divergence and satisfaction on word of mouth marketing among Chinese business immigrants.

Literature review

Tourism and migration; An overview of concepts:
Tourism and migration are two growing inter-related results of globalization. Since, 2000 tourism and immigration have been growing significantly. WTO[1] revealed that in 2019, 1.5 billion international tourist arrivals were recorded. Similarly, there was an increment of international migration by 55.43% from 2000 to 2019 numerically increasing from 175-272 million[2]. Being the movement of people makes them similar phenomena and the length of stay and purpose or motivation of the movement differentiate them[3]. According to Hall and Williams[6], the link between tourism and migration can be seen in three ways; when tourism cause migration for labor consumption known as Tourism-led-migration (TLM), when migrants motivate their friends and relatives for visiting the host country and trips when migrants turn to their origin country known as Migration-led-tourism (MLT), bi-directional causal link between the two phenomena. By considering the causal relationship of tourism and migration, both host and origin countries can adopt effective marketing strategies through understanding their profile[4].

As Gafter and Tchetchik[17] stated, the growth of globalization and the number of international migrants made VFR travel an inevitable phenomenon. MLT is one of the causal relationships of tourism and migration when migration or migrants become the cause for the travel of tourists and establishment of tourism. A different form of migration has a vital role in generating tourism flow through broadening the relationship and network of origins and the host countries[6]. Santana-Gallego and Paniagua[3] investigated migrants can affect inbound tourism in three ways, through promoting the host country and minimizing misunderstanding, misinformation and reducing the information barrier of the two countries, big number of migrants plays reducing travel cost because of encouraging transport connection and help finance of their friends and relatives (compatriot's) and thirdly, sharing of awareness among compatriots regarding visitation of the host country. The potential call effect of skilled business migrants through promoting the host country for other professionals and compatriots is higher than unskilled and higher capacity to invite and receive their friends and relatives[4]. The migrations of international labor migrants, particularly skilled workers, are potential networks for international VFR tourism[6]. As a result of migrants comprehending the culture, value, language and preference they can be a source and network of information about the host country and homeland[3].

Word of Mouth as a marketing strategy and factor affecting word of mouth marketing: Word-of-mouth has a long history since humans live in caves and share locations where they can get butter hunting areas with their families[18]. Word of mouth is sharing information and ideas about the service and product that the consumer experiences and what they consume without any incentive from the supplier. It is a non-commercial promotion in sharing and discussing certain products and services with potential travelers what they have experienced and consumed[19]. Word-of-Mouth communication has become one of the most important channels which play an important role to shape consumers' behavior through sharing of information about products and services and it has been frequently cited as an effective way of communication in capturing the mind of consumers[11].

Today WoM marketing is a burning issue for marketers because of the ability of a single person can attract a huge number of potential customers through different channels or platforms[20]. Word-of-Mouth (WoM) marketing has two unique features which increase its effectiveness, the first it is reliable than any advertisement because it is undertaken by people who are trusted mainly from friends and relative as an advice and the second it mainly depends on willingness without advertisement expense or cost-effective[21]. According to Zeytoonli[9] to be a preferred tourist destination marketer should use an effective method of promotion for capturing the minds of potential customers to redirect the decision making and vice-versa is the biggest challenge in tourism marketing.

As different scholars found word of mouth marketing can be affected by the perception of tourists towards destination image, perceived value, food attitude and language divergence. On the other hand, satisfaction can affect destination image, perceived value, food attitude and language divergence. By understanding destination loyalty and the factors which affect WoM and destination loyalty tourism marketers know their limitations and they enable them to build attractive destinations and attract more tourists to the area.

Satisfaction: Satisfaction is a holistic attitude or feeling of gratification of tourist gain after consumption of certain products or services[22]. Festinger[23] on the theory of dissonance stated that consumer satisfaction is a result of consumer's expectations and product's perceived performance. Satisfaction has resulted from the comparison of perception against the standard or the expectation. According to Kotler and Amstrong[24], consumer satisfaction is the degree to which perceived performance of the service or the product fits with consumer's or tourist's expectation and the expectation is a result of experience, ideas from a friend and other people, marketer and competitor information. It is related

to perceived performance and expectation. The theory of confirmation-disconfirmation, Su *et al.*[25] stated three outcomes resulted from the comparison of expectation and performance: if the perceived performance equals or fit with expectation, the confirmation occurs and neutral feeling, if perceived performance excelled the expectation, the customer will be satisfied, if the expectation exceeds the actual experience, dissatisfaction will occur. Even with a poor performance tourists might be satisfied, if tourists have a low expectation in the pre-travel or pre-visit stage and this is the main problem of the expectation/disconfirmation paradigm[26].

On the supply side, consumer satisfaction helps them to understand how the business looks and measuring tourist satisfaction helps tourism business managers to understand the tourist's behavior and motivation[22]. When the tourists are satisfied, the tourists visit the destination frequently and recommend and invite their friends and relatives[27]. Therefore, tourist destination managers and marketers must focus on the improvement of tourist satisfaction of the destination[25], this tourist satisfaction can be kept by delivering quality of service and developing trust by keeping the promise regarding the service and be effective manager should assess whether service delivery meet the expectation of the tourist or not through assessment of visitor's feedback[28]. Lower service or unimproved perceived quality leads to dissatisfaction of tourists and they may share negative information with others. This can hurt the brand of the destination[29].

Recently, tourist satisfaction and word of mouth recommendation or marketing have attracted the attention of tourism marketing scholars. Satisfaction has an important role in destination loyalty like, the willingness of tourists to recommend the destination to others. Numerous studies revealed that satisfaction has a strong influence on WoM[30, 31].

Destination image: A destination image is an image or how the tourists perceived the destination resulting from offered service including entertainment, attractions, accommodations, amenities (facilities) and shopping[32]. Destination image and destination marketing are highly interlinked and important concepts[33]. If tourists have a favorable image or perception towards a certain destination image, they will be satisfied and satisfied tourists have the intention to recommend the destination to their friends and relatives[34]. This influence of destination image on satisfaction and WoM recommendation helps the marketers to take proactive management and helps them to develop their destination successfully[35]. According to Lee and Xue[36], the

Destination image is considered as the sustainable tourism concept, because a good destination image is a result of good tourist attractions, good environmental conditions and a good infrastructure with the satisfaction of tourists. Marketers can improve and develop the tourism destination through understanding the characteristics of the destination image and helping them to enhance tourist satisfaction, intention to re-visit and to recommend tourists to their friends and relatives[33].

Several studies have found the impact and the influence of destination image on satisfaction. Tourist satisfaction is significantly affected highly and influenced by destination image[36, 33, 37]. Destination image affects WoM in three ways; directly on WoM intention, indirectly through the mediating factor of satisfaction and indirectly affects tourist loyalty (revisit and WoM recommendation). Destination image directly affects and influences tourist's WoM recommendation for their friends and relatives[38, 39]. It is found that the destination image indirectly affects the tourist's WoM intention to recommend their friends and relatives[38, 25]. Finally, destination image has an impact on the consumer or tourist loyalty which consist intention to revisit and WoM intention of tourists as sub-components[35].

Perceived value: The idea of perceived value was the key market question of the 1990s and has been extensively studied throughout the present century[40]. Perceived value is an eventuate from the difference between value gained by owning and using a product and cost of obtaining the product, the value gained and cost of obtaining not necessarily monetary[24]. Day[41] defined perceived value, as a result, comes from the comparison of received benefits and the cost sacrificed to get that benefit. Tourist's perceived value is stated by the difference and gap between a tourist's benefit received from the trip and total cost and sacrifices such as time, expenditures and effort to travel and visit[26].

Price is seen as the indirect value of tourist destination and viewed as a perception of the value increase while the price increases because of this perceived value are seen as a cognitive evaluation of the time and money spent on the tourism destination compared to what the tourist get or experience and it arises from calculating the benefits gained and sacrificed cost in service and product. According to Jansri[42], perceived value is an important aspect of marketing and understanding perceived value helps the organization or the tourism destination to achieve the goal and the objective in the long-term.

Several studies have been conducted on the impact of perceived value on tourist satisfaction and word of mouth recommendation of tourists for their friends and relatives.

The perceived value highly affects tourist satisfaction and intention to recommend the tourist destinations[13]. On the other hand perceived value influences tourist satisfaction and destination loyalty which is behavioral intention including the intention of word of mouth[26, 37, 28]. Other study conducted by Ngoc-Khuong and Nguyen[38] revealed that perceived value indirectly affect the word of mouth recommendation through mediating factor of satisfaction.

Food neophobia: "Neo" means new and "phobia" means fearing something so food neophobia is a fear of new food. In the tourism context, Lai *et al*.[32] defined food neophobia as it is a personality trait or psychological response and reaction of tourist's toward the destination food. Food neophobia is fearing and unwillingness to consume other's traditional foods[14]. As Canakci and Birdir[43] stated having a personality trait of food neophobia precludes tourists from consuming local and traditional foods of the destinations. Food neophobia disturbs one's food perception, attitude, preference and consumption of foods[44]. According to Canakci and Birdir[42]. Fright of foodborne disease and behavior of not taking risk regarding the food are the main reason behind the trait of food neophobia or fearing of eating new or unfamiliar foods, especially in developing countries. Food neophobia is an important factor in the decision making and tourist's food choice behavior[45]. Food neophobia is not the only fear of new or novel food but is also negatively correlated with foreign foods and food[14]. Tourists with low food neophobia have more willing to try new and unfamiliar food in the tourist destination[45]. Food neophobia and food neophilia are opposite concepts and Neophilics more likely to try more non-traditional food restaurants than do neophobic[46].

The detrimental impact of food neophobia should be taken into account by target advertisers and should provide neophobic tourists with awareness and information about local foods to improve their acquaintance with food and to minimize tourist novelty. Marketers, on the other hand, could approach strongly neophobic visitors to sell new local dishes as a means of discovering uniqueness, special culture and the destination life. Mesic[47] found that awareness and education programs such as cooking courses, culinary TV shows and culinary magazines can decrease food neophobia. The government should encourage food as a significant part of the tourism industry on the macro-level and view the potential of local food as a tourist attraction. This could decrease the neophobic food perception of potential tourists[46].

Little attention has been given to food neophobia in tourism areas, most frequently studies are conducted on children and age[45]. Some studies revealed that food neophobia has a negative influence on satisfaction[48, 44]. On the other hand, having the personality trait of food neophobia highly affects the word of mouth recommendation of consumers to others through affecting loyalty[48].

Language divergence: More than half of the world's countries are multi-language and more than half of the world's product and service users speak multiple languages. Bilingual users may be served in second-language or non-native services[49]. Language convergence happens when a speaker obliges a conversationalist by communicating in the last's language and suggests that one gathering of a bilingual discussion demands talking their first language and language divergence are vice-versa[50].

On account of international tourism and the travel industry, vacationers come into contact with dialects unfamiliar to them or with non-local speakers of their own language. In this unique situation, correspondence happens between individuals who come from various social and semantic foundations, so an essential for this correspondence is the presence of a typical language in it. It is obvious that language divergence can be an obstacle for intercultural communication[51]. However, notwithstanding all the consideration given to requiring for foreign language abilities in business and particularly the travel industry business and the contentions propounded for their turn of events[52]. According to Balaji *et al*.[15] language divergence affects the interaction of consumers and service providers. As a result, consumers who are served in a non-native language have less intention to spread WoM or to promote the service provided in a second language and have less satisfaction on service received in a non-native language[50, 15].

MATERIALS AND METHODS

This study was conducted among Chinese immigrant workers in Eastern Industrial Zone EIZ) which is one of the special industrial zones of Ethiopia and was established in 2007. A cross-sectional research design has been employed in this study since data was collected only at one time and to achieve the objective explanatory sequential mixed research has been used since it allows testing statistically the formulated hypotheses and further explanation. Accordingly, the quantitative data was collected from 205 Chinese business immigrants through closed-ended questionnaire and the qualitative data was collected from 7 Chinese business immigrants through personal interview based on the quantitative result as post hoc analysis from total 947 Chinese business immigrants

working in Eastern Industrial zone. To the hypothesis, Hierarchical regression was used to analyze the causal relationship of five independent variables (destination image, satisfaction, perceived value, food neophobia and language divergence) to the word of mouth recommendation by using SPSS.

RESULTS AND DISCUSSION

Socio-demographic characteristics of respondents: Most of the respondents were males (67.8%). The age most respondents fell between 38+(37.1%) and the age rest of the respondents were categorized under <30 (32.2%) and 30-37 (30.7%). The majority of the respondents were married with 58.0%, only 6.3% respondents were divorced and the rest 35.6% of the respondents were single. Equally, respondents who have taken technical training and bachelor's degree accounted for 48.6% each and only 6.3% of the respondents were master's degree holders. As shown on Table 1 the respondents who have been staying <2 years in Ethiopia were half of the respondents who have stayed for above 4 years and the rest have lived 2-3 years with 21.0%, 44.4 and 34.6%, respectively. Addis Ababa was visited by most of the respondents with 42.0%, the respondents who traveled and visited the Eastern route were two times the respondents who visited the Southern route with 30.7% and 15.2%, respectively. Western routes were the least visited route with 4.7% and the respondents who visited the Northern route were almost half of the respondents 7.4%. Only three-fifths of the respondents invited their friends and relatives to visit Ethiopia with 38.5%.

Checking reliability and validity: Before the main regression analysis factor analysis and reliability analysis for each variable were conducted As showed on Table 2 the Kaiser-Meyer-Olkin measure (KMO) of food neophobia, destination image, perceived value, language divergence, satisfaction and word of mouth were 0.778, 0.805, 0.721, 0.750, 0.722 and 0.726, respectively. Therefore, standing on the above results, there was sufficient correlation between the measurements of each variable to proceed with the analysis. Except language divergence, the Cronbach's alpha value of all dependent variable and independent variables were >0.8. Even though the Cronbach's alpha value of language divergence (0.750) it implies that the measurement items within them are consistent and reliable. Therefore, the Cronbach's alpha of all the variables indicates that the measurement items of all variables were internally consistent and reliable.

Effects of antecedents to spread a positive word of mouth among Chinese business immigrants: A four-stage hierarchical multiple regression was conducted

Table 1: Respondent's profile

Variables	Frequency	Percent
Gender		
Male	139	67.8
Female	66	32.2
Total	205	100.0
Age		
28.00-33.00	49	23.9
34.00-39.00	48	23.4
40.00+	59	28.8
Total	205	100.0
Marital status		
Single	73	35.6
Married	119	58.0
Divorced	13	6.3
Total	205	100.0
Education level		
Technical training	96	46.8
Bachelor's degree	96	46.8
Master's degree	13	6.3
Total	205	100.0
Length of stay		
<2.000	43	21.0
2.000-3.000	71	34.6
4.000+	91	44.4
Total	205	100.0
	Responses N/Percent	Percent of cases
Visited places		
Addis Ababa	204/42.0	100.0
Eastern route	149/30.7	73.0
Southern route	74/15.2	36.3
Northern route	36/7.4	17.6
Western route	23/4.7	11.3
Total	486/100.0	238.2
Inviting status		
Yes	79	38.5
No	126	61.5
Total	205	100.0

with word of mouth as the dependent variable. After the entry of the main predictors (food neophobia, destination image, perceived value, language divergence and satisfaction) 49.9% (R^2 Change = 0.499) of an additional variance in word of mouth was explained. Totally 59.8% (R^2 = 0.598) of the variance in word of mouth was explained and the full model is statistically significant $F_{(15, 189)} = 18.722$, $p < 0.05$. Among the main predictor variables food neophobia (b = -0.197, $p < 0.05$), language divergence (b = -0.155, $p < 0.05$) and satisfaction (b = 0.521, $p < 0.05$) have a statistically significant effect on word of mouth. Having the behavior of food neophobia and language divergence negatively affect spreading of positive word of mouth (an increasing of food neophobia in one unit leads to decreasing of word of mouth in 0.197 units or decreased by 19.7% and an increasing of language divergence in one unit leads to decreasing of word of mouth in 0.155 units or decreased by 15.5%). only satisfaction has a positive effect on spreading of positive word of mouth (increasing of satisfaction in one unit leads to the increasing of spreading positive word of mouth in 0.521 units or increase by 52,1%). Among the

Table 2: Hierarchical regression for factors which affect word of mouth

Variables	R^2	ΔR^2	b	p-values	Hypothesis result
Block 1	0.050	0.050			
Block 2	0.089	0.040			
Block 3	0.099	0.010			
Block 4	0.598	0.499			
Destination image			-0.133	0.070	Rejected
Perceived value			0.016	0.794	Rejected
Food neophobia			-0.197	0.003	Accepted
Language divergence			-0.155	0.010	Accepted
Satisfaction			0.521	0.000	Accepted

main independent variables, satisfaction has the strongest contribution with a standardized beta coefficient of 0.522. From control variables none of variables has a statistically significant effect on spreading of positive word of mouth.

The objectives of this study were to identify the factors which affect word of mouth marketing and providing evidence from Chinese business immigrants working in Eastern Industry Zone. Based on the quantitative result, qualitative data collected through interview was used as supportive (as post hoc analysis) were used to achieve and adequately address the objectives of the study.

The hierarchical regression analysis supported the existence of the statistically significant effect of food neophobia on word of mouth (H_3), language divergence on word of mouth (H_4) and satisfaction on word of mouth (H_5). Two hypothesis weren't supported by hierarchical regression. There wasn't a statistically significant effect of destination image on word of mouth (H_1) and perceived value on word of mouth (H_2).

The findings of the study revealed that food neophobia has a negative effect on the word of mouth marketing on Chinese business immigrants. People who have the behavior of hating new and ethnic foods become dissatisfied with service provided by such restaurants and the dissatisfaction with the foods in the a restaurant affects the overall satisfaction of the destination. Mainly the having distrust on the hygiene of the local foods and unknown nutritional value (from what it is prepared) of local foods were the reason behind the unwillingness of Chinese business immigrants to consume local foods. According to Canakci and Birdir[42], in developing countries, fear of foodborne disease and behavior of not taking risks regarding the food are the main reasons behind the trait of food neophobia or fearing of eating new or local foods. Food neophobia leads them to be dissatisfied and lees/no to spread positive word of mouth. This finding of the study is consistent with past studies[47, 43].

However, Chinese business immigrants have slightly positive over all detonation image towards Ethiopia as a tourist destination, they are worried of their safety because of a conflict broken in the northern Ethiopia, thieve mainly in Addis Ababa, COVID-19 and slow government service and they looks it as a threat. Even though, several studies revealed that having a good overall destination image pushes to spread positive word of mouth about the destination, the finding of this study showed that destination image hasn't an effect on word of mouth. The finding supports the past studies[53, 54]. According to Chen and Tsai[52] having a good destination, image is not enough for satisfaction and spreading of positive word of mouth. The finding of this study opposes the past studies[38, 25, 39].

The finding shows the perceived value hasn't a significant effect on word of mouth. Most of the Chinese business immigrants in the Eastern Industry Zone have visited Addis Ababa and the Eastern route (mostly around Adama and Bishofu) which are near to their workplace, the time they spent and the exchange rate of their money all of these conditions compared to the benefit they got contribute to having a good perceived value. Even though the Chinese business immigrants had a slightly positive perceived value, the perceived value doesn't have an effect on spreading word of mouth. The finding of this study isn't consistent with past studies[26, 37. 28, 13].

Language divergence has a statistically significant negative effect on word of mouth. Mainly communication problem (less fluency to speak English) and loving their culture including their language and an intention to develop it, causes for preferring of language divergence or preferring served in their native language among Chinese business immigrants in EIZ. this finding of the study supports Ethnolinguistic identity theory and opposes the speech accommodation theory. Language divergence is an emphasis of a discourse of speech and nonverbal contrasts among self and the other. The finding showed that the existence of language divergence negatively affects spreading word of mouth of Chinese business immigrants. The current study is consistent with previous studies[50, 15]. According to Balaji *et al.*[15] language divergence affects the interaction of consumers and service providers. As a result, consumers who are served in a non-native language have less intention to spread WoM or to promote the service provided in a non-native language and have less satisfaction on service received in a non-native language[30, 31]. Therefore, the ability of foreign languages in the service industry is needed to meet the needs of consumer and business sustainability.

Based on the finding, satisfaction has a significant positive effect on word of mouth. More satisfaction leads to the more spread of positive word of mouth. Most of the Chinese business immigrants have been less satisfied with tourism service and product provided in Ethiopia. The current study supports the past studies[30, 31]. According to Murpraptomo *et al.*[30] satisfaction is the most important thing in marketing and important to increase destination loyalty such as the willingness of the customers to recommend the destination for their friends and relatives. So, marketers should give full attention to factors that affect satisfaction because it is the guarantee for the continuity of loyalty of customers with the service providers (intention to recommend the service and the product and intention to revisit). Generally, Chinese business immigrants who are working in Eastern Industrial Zone have less tendency to spread positive word of mouth about Ethiopia or less intention to invite their friends and relatives to visit Ethiopia because of the above reasons.

CONCLUSION

As globalization is being increased, sharing of information about products and services becomes inevitable. People may move from one place to another place for different purposes and migration is one of the movements of people from one place to another corner of the world. Business migration is the prominent movement to get jobs. As a result, people talk about the service they experienced and products they used for their friends and relatives. Therefore, the tourism marketers of the host country should know what motivates and keep out immigrants to spread positive word of mouth about the tourism services and products to their friends and relatives. Identifying the factor affecting of word of mouth marketing was the main objective of this study. Besides, the researcher approached these objectives in a sequential mixed research design.

This study concludes there was the existence of language divergence, personality trait of not trying of new, ethnic and unfamiliar foods, slight positive destination image and perceived value, less satisfaction and less intention to spreads positive word of mouth or an intention to invite their friends and relative to Ethiopia for visiting. Language divergence, food neophobia and satisfaction had statistically significant effect on word of mouth marketing. Language divergence, food neophobia and their level satisfaction leads them to less intention to recommend Ethiopia as a tourism destination for their friends and relatives. Both destination image and perceived value hadn't an effect word of mouth marketing among Chinese business immigrants in Ethiopia. However, Chinese business immigrants had slightly favorable destination image and positive perceived value; it was not enough spread positive word of mouth because of the conflict in Northern Ethiopia.

The identification the antecedents of word of mouth in this study strike two things at one, identifying the tourism service problem or gap Chinese business immigrants as a customer and their future behavioral intention or future tourist increment through spreading of positive word of mouth. This study confirmed that migrants are one of the resources for the tourism marketing and they can connect the host country and origin country through word of mouth promotion. Therefore, identifying the antecedents of satisfaction and word of mouth of the immigrants is very important to fulfill their expectation and to use their potential call effect. Tourism marketers should give attention to satisfaction because; giving attention to satisfaction includes the factor which affects satisfaction and the consequence of satisfaction such as positive word of mouth

Finally, new and comprehensive model for antecedents of word of mouth which consist food neophobia, destination image, perceived image, language divergence and satisfaction has been developed.

RECOMMENDATIONS

The major findings of this study have significant managerial importance for Ethiopian government tourism organizations, travel destination marketers and other tourist service providers (hotels, transport and restaurants). Based on the findings of the study recommendations for a certain concerned body are as follows:

- Government bodies including tourism sectors should keep the cleanness of the tourism destinations as well as the whole country
- Government and other concerned bodies should keep the peace and stability of the country
- Security bodies such as local polices should work on securing and keeping thesafty of the foreigners (Chinese workers) from thieve
- The tourism sector of the country should work together with the transport sector to improve the accessibility of the tourist destination and minimization traffic jams
- Event organizers government (for major events and celebrations) should promote the event near and in the Easton Industry Zone
- Government, hotel associations and other concerned bodies should give awareness and information about local foods to improve their acquaintance with local food and to minimize worker's novelty. Awareness and education programs such as cooking courses, culinary TV shows and culinary magazines can decrease food neophobia

- Promoting private sectors to involve in the investment of establishing and expanding Chinese restaurants is also recommendable
- As the former German Chancellor Willy Brandt said, "If I'm selling to you, I speak your language and If I'm buying, then you must speak German" service providers should consider the ability to meet the expectation of foreigners (Chinese workers)
- The academic sectors like universities and colleges should work together with the service and tourism sectors to meet the demand of Chinese-speaking professionals
- The department of language and literature and the tourism department of the country should work together. For instance, students who have graduated in the Chinese language can take short training in hotel and tourism courses
- Service providers (firms) which are found near to the Chinese dominating area should include the ability to speak multiple languages as criteria when hiring the employees
- Service providers should encourage the employees those who achieve fluency in multiple market languages (Chinese language) by earning a bonus

Theoretical/conceptual implications: There are a number of theoretical implications of the findings. First, the first comprehensive model which consists of six variables (food neophobia, destination image, perceived value, language divergence, satisfaction and word of mouth) is developed to analyze the relationship of food neophobia, destination image, perceived value, language divergence and satisfaction with word of mouth. Those above-listed variables (food neophobia, destination image, perceived value, language divergence, satisfaction and word of mouth) have been studied fragmentally and not more than four variables have been used to predict word of mouth. Second, food neophobia and language divergence together with the rest of the three variables was used in this study to predict word of mouth for the first time. Third, previous studies conducted on antecedents of word of mouth were entirely focused on tourists and other product consumers but not on the migrants. This study tested the antecedents of word of mouth on migrants and implicated migrants are a resource for tourism.

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