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COLLEGE OF DEVELOPMENT STUDIES

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Assess Quality of Website: The Case of Tour Operating Firms' in Ethiopia.

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Declaration

I, Yoseph Gela declare that this work entitled "Assess Quality of Website: The Case of Tour Operating Firms' in Ethiopia" is outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the Master of Arts Degree in Tourism Development and Management.

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ABSTRACT

Websites of tour operating firms' relating to quality need to be attractive and must carry their quality by WQI parameters. However, there is hardly any prior study that has investigated the website quality of tourism sector in Ethiopia. This study aims at evaluating the website quality of tour operating firms in particular. From the total of 480 tour operating firms accredited by MoCT, only 175 firms' have active websites. Hence, the list of these 175 firms served as a sample framework and a census sampling method was used in this study due to its manageable size. The study evaluates websites with an inclusive set of criteria, based on Web Quality Index. The Modified WQI comprises a total of four aspects, 12 parameter subject areas, 60 items based on contributions from experts in each of the item to work, and measure the quality of websites. The website of these 175 firms was rated by three ICT experts at a six-point scale for the five items developed under each dimension. Then, the average rating score of the three experts was considered in the website assessment of the tour operating firms. Before data analyses, validity and reliability tests were conducted. The mean score of the valid and reliable items under each dimension was computed. The findings show that the website of tour operating firms scored high on the usability and accessibility dimension (3.8317 mean out of five), while the score is low on the language aspect (1.6510 mean out of five). The rating scores under each of the 12 dimensions is thoroughly presented and discussed. Overall quality of tour operating firms' website included in the study has a generally below average which is sufficient quality (2.6485 means).This study concludes that the websites of tour operating firms should be updated and improved based on WQI. It is recommended that the tour operating firms should strive to make their websites more attractive and friendly use by adding features that support decision making at different stages of travel which would enhance website quality.

Keywords: Website, Website Quality, Parameter, Quality, Tour Operating Firms', Web Quality Index.

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Contents

LIST OF FIGURES

LIST OF TABLES

LIST OF ABBREVIATIONS AND ACRONYMS

COVID: CORONA VIRUS DISEASE

DMO: DESTINATION MARKETING ORGANIZATIONS

DOI: DIFFUSION OF INNOVATION

FAQ: FREQUENT ANSWER AND QUESTION

ICT: INFORMATION AND COMMUNICATION TECHNOLOGY

IS: INFORMATION SYSTEMS

MOCT: MINISTRY OF CULTURE AND TOURISM

ODWS: OFFICIAL DESTINATION WEBSITES

SEO: SEARCH ENGIEN OPTIMIZATION

SME: SMALL AND MEDIUM ENTERPRISE

TAM: TECHNOLOGY ACCEPTANCE MODEL

TRA: THEORY OF REASONED ACTION

TTF: TASK TECHNOLOGY FIT THEORY

URL: UNIFORM RESOURCE LOCATOR

UTAUT: UNIFIED TECHNOLOGY ACCEPTANCE THEORY

WQI: WEB QUALITY INDEX

WWW: WORLD WIDE WEB

CHAPTER ONE
INTRODUCTION

1.1Background of the Study

A website is an essential marketing tool for businesses. A website is also a 'shop window' that works for 24 hours a day, reaching global markets, promotes the product and services, gives credibility, offers online support to customers where can save time and provides a way for people to contact (Reed, 2011). A website is no longer a one-way channel but it can offer a huge advantage if used to its full potential. Today, when people want to buy something, the web is almost always the first stop on their shopping trip. Tour operating firms and travel agency are no exceptions in website usage in which visitors to leave comments (Fawzy and Dworski, 2011).

This study focuses on the website quality of small tourism businesses in particular for three main reasons. Those are: **first,** tour operating firms' depend on comprehensively on website technology, not only as a means to reach target markets, and for interaction between businesses, visitors, and networks, but it seem as the daily activities. **Second,** most of tour operating firms' uses the same content and itinerary on their website. It doesn't update regularly always old content on their website. **Third,** tour operators/owner and manager seems to be little understanding in technology, there is a knowledge gap how to maintain their websites, most of website is not creative and attractive. Besides, the researcher experienced in tour operation business for last 7 years working as tour operator, so he passionate about tourism technology that is new things and new trend in his profession. These all are pushing factors which motivate researcher to do this research.

Undoubtedly, travel companies are the engine of this tourism movement. The services offered by travel agencies include organizing, sightseeing tours and package tours, providing travel information, serving as a middleman for accommodation and transportation bookings, issuing air tickets, and arranging car rental services. The search for competitive chances through better website quality service for tourists and the pursuit towards excellence leading to respective implementation constitute a great concern to both public and private organizations that maximize the value chain of the tourist experience. In particular, consumers are increasingly demanding a quality service that is not always available. Such demand is now driving competitive strategies (Soriano, 1999).

In this age of the internet, the official website of destination plays a vital role to provide information to its potential users. Thus, the quality of the website should be maintained in order

to attract users to use it frequently. To increase the quality of the tourism website, a destination marketing organization should know the needs of their potential clients. As tourism service providers and suppliers, tour operating firms need to have a well-developed website (Shankar, 2003). Travelers search for information on tourism websites and the content of these websites is one of the main factors contributing to repeated visits (Lee & Ho, 2007).

Hence it is crucial to have quality information on the official website of the destination and the responsibility for that falls on the marketing organization of the destination (DMO). It is, therefore, to investigate the tour operating firm's official websites and destination management organizations in Ethiopia. This study will be an attempt in this regard to examine website quality of tour operating firms actually looks for the DMOs in Ethiopia.

Therefore, assessing website quality and measuring tourism marketing effectiveness is very important since it is significantly related to customer loyalty, repeat visitation, and positive social communication (World Bank, 2006).

Ethiopian tourism sector often faces ICT related challenges which hamper their efforts to effectively conduct marketing communications (Yemane, 2018). ICT technology is an important tool for the business of tour operating firms (Esmat, 2017). Since such firms highly rely on technology to promote and market their tour products/services, and to survive in the market with strong competition.

This study focuses on assessing the website quality of tour operating firms' in accordance with quality aspects. The study was carried out in Ethiopia the target groups will be comprised all 480 accredited tour operating firms' registered by the Ministry of Culture and Tourism from 2/28/1990 to 1/28/2020.

Therefore; the study will examine the excellence of websites quality by expertise rating based on Web Quality Index (WQI). The Web Quality Index (WQI) measurements concerning; technical aspects, communicative aspects, relational aspects and persuasive aspects whereby the outcome consists of general and topic-based indicator for each website examined.

Lastly, a tourism website is central to employees' perceptions of company strategy, market status and how the business fits into the greater tourism destination.

1.2. Statement of the Problems

As stated in the introduction section, evaluating the website quality of tour operating firms' in Ethiopia helps to assess whether or not the website is meeting its intended purpose for the intended users. Besides, the results of the evaluation can help to understand the parts of the website that need modifications to bring an improvement in the website quality. The overwhelming customer demand for quality website service and value product has become clear to the management of travel agents recently. Among all these customer demands, website service has been increasingly recognized as a critical factor for the success of any business (Parasuraman *et al*., 1988; Gronoos, 1990). However, it is important the website quality of the service provided by travel agents, before implementing any service-improvement programs (Lam and Zhang, 1999).

However, as comprehensively discussed in the introduction section, there is no particular website evaluation study for tourism websites that considers requirements. Thus, there is a need to evaluate the website of tour operating firms' that provides a guideline for evaluating quality of websites from the perspectives of experts. Law et al., (2010) also advocated that more approaches should be developed by researchers for evaluating tourism websites as there is no standard instrument and consensus on method, for website evaluation.In order to be able to evaluate the websites quality of tour operating firms' in Ethiopia various studies from information system perspective, e-marketing perspective and combined approaches yet there is a lack of studies on assessment of tourism website quality from an expert perspective. For instance, Tsigereda (2010) provided a framework for evaluating Academic Website's quality from the students' perspective.

Nevertheless, there is hardly any study conducted in evaluating the website quality of tour operating firms in Ethiopia even though there are limited study conducted on other aspects of online marketing in the tourism and hospitality sector in Ethiopia in particular. For instance, Seifu (2018) examined the Social Media marketing practice in the tourism and hospitality industry in Ethiopia by focusing on star-rated hotels in Addis Ababa. The study of Yemane (2018) focused on the usage of E-marketing for Tourism Business Development in Ethiopia. In another study, the Factors Affecting Online Repurchase Intention from Ethiopian Airlines was examined by Abel (2017). Another study conducted by Rodda (2018) examined the factors affecting travelers Use of Online Flight Booking by taking Ethiopian Airlines as a case study.

The main aim of this study is to evaluate the website quality of tour operating firms in Ethiopia viz-a-viz standard website quality evaluation by using a WQI method, where the current approach tries to evaluate the websites from expert's perspectives. These were analyzed and some solutions were suggested to improve the present website quality of TOFs'.

The previously reviewed literature there is a study gap in assessing tour operating firm' website quality, thus the purpose of the study is to assess the quality aspects of website which are designed to provide quality information to users by tour operating firms' in Ethiopia.

This research fills this gap by implementing adopted WQI an instrument grounded under four Aspects, twelve parameter, under each parameter there is Five items for analyzing websites.
Therefore, this study would like to address two specific objectives as below;

1. To identify the tour operating firms which have an active website.
2. To examine tour operating firms' website based on quality parameters.

1.3. Objectives of the Study

1.3.1 General Objective

The main aim of this study is to evaluate the website quality of tour operating firms in Ethiopia viz-a-viz standard website quality evaluation criteria in extant literature.

1.3.2. Specific Objectives

The study specifically aims to:

1. To identify the tour operating firms which have an active website.
2. To examine tour operating firms' website based on quality parameters.

1.4. Research Questions

The following basic research questions will serve as guides in this study:

1. Which tour operating firms have got an active website?
2. How well do the websites of tour operating firms function in light of quality parameters?

1.5. Significance of the Study

This study is first in kind on the evaluation website quality of tour operating firms in Ethiopia. The results of the study may prove helpful for various stakeholders including MoCT, regional tourism bureau, tour operating firms, policy makers, other researchers, scholars and academicians. So, this paper gives insightful information to who are interested to study about

website quality for other firms and sectors in Ethiopia. Also, the findings of the study will put the institution in a firm place to play a leading role in the tourism sector by creating communication plat-form among stakeholders for the betterment of the tourism sector, providing possible solutions to policymakers and other interested stakeholders to formulate appropriate intervention mechanisms, and the findings of the study will fill the gap in the existing literature through publication.

Furthermore, the evidence for the highly significant can be used by TOFs' in order to initiate tourism sector specific for website improvement.

1.6. Scope of the Study

This study, which focuses on the website quality evaluation of small tourism firms in Ethiopia, is limited in scope in evaluating the websites of Ethiopian tour operating firms. However, not all tour operating firms listed by the MoCT have websites. Hence, the scope is also limited only to those firms which are currently active and a functioning websites. The selection of target tour operating firms is discussed in detail under Chapter 3.

1.7. Limitations of the Study

This study has a couple of limitations. First, the study targets only Ethiopian tour operating firms not all small tourism firms in Ethiopia, mainly due to time limitations. Second, the study focuses only on tourism service providers by evaluating their websites. That is, the study is limited in evaluating the perception of tourists who visit the websites of tour operating firms' towards the quality. This is mainly due to the research timing, which is coincided with COVID-19. Hence, these two gaps in this study will be a research avenue for other researchers to conduct a similar study on this research theme. The end-users of tourism websites, i.e. Tourists, are not included in this study. In other words, this study is limited to tourism service suppliers in evaluating website qualities.

1.8. Organization of the Thesis

The study will be divided into four chapters. The first chapter will compose the background of the study, statement of the problem, research questions, research objective and significance of the study. The second chapter deals with related theories and previous studies related to the internet technology and tourism. The third chapter will contain research methodology, research design and sampling techniques. Besides, the last chapter discusses cost breakdown and time plan.

CHAPTER TWO

LITERATURE REVIEW

2.1. Website: An Overview of Concepts

The definition of the term website is sometimes ambiguous and from users, it is used as a synonym of the web page due to their close relation. Garcia (2001) defines a website as a group of pages on the World Wide Web that are regarded as a single entity and are structured according to a rigorous content organization system. Websites must be accessible and intuitive to allow easy navigation and the customization of criteria and requirements.

According to O'Brien and Maracas (2010), "The website is a facility that offers chat rooms, e-mail, and instant messaging where internet surfers can browse the World Wide Web using browser software to get various kinds of information, entertainment and for business purposes ".

The World Wide Web (WWW) has become the primary instrument used by tourists to search for information. As a result, tourism websites about destinations need to be appealing and must convey their brand image in an appropriate, effective manner. Destination Marketing Organizations (DMOs) are non-profit institutions (usually public or/ private organizations) responsible for attracting tourists and helping to commercialize hospitality and travel services based in a territory conceived as a single unit, whether a city, a region or a whole nation (Gretzel, 2006).

Moreover, the web has great potential for promoting regional tourism and is relatively inexpensive compared with other promotion and advertising media (Standing & Vasudavan, 2000). An effective website can reach global audiences: it is accessible 24 h a day from anywhere in the world. The content of a website is thus very important and must be updated regularly in the field of tourism marketing as in any other field (Huang, Chou, & Lin, 2010). Travelers search for information on tourism websites and the content of these websites is one of the main factors contributing to repeated visits (Ho & Lee, 2007).

Websites offer a large amount of information directly, so it is becoming increasingly important as a destination marketing and promotion tool for the tourism industry, especially for hotels and travel agencies (Morrison, Kim, & So, 2007). A Website has been developed at a faster rate pace in recent years for a wide range of purposes in different domains such as education, government, museum, business, entertainment and health (Alexander and Tale, 1999). As a result, there are millions of websites today. According to Choi (2007), and Jang (2012) them destination websites

are important to promote a territory/goods /services because they provide a large amount of data, express a picture of the area, permit user interaction with consumers. So this paper aims to identify the evaluation techniques of tourism websites to make future judgment analysis of websites.

2.2. Quality

The quality of a service or product is its ability to satisfy the needs and expectations of the consumer. In a tourist destination, the tourist must be regarded as the consumer (European Commission, 1999).

Quality is an intangible concept. It is not easy to define it operationally, yet everybody feels it when it is missing. The terms good quality and poor quality are used in our everyday life to tell how good or bad product functions. Most people can recognize quality easily but they find it difficult to give a clear description of the term E. Burris, (2007) and G. Brajnik,(2001). Sometimes quality indicates luxury, taste, and expensive products. An expensive product is perceived to have good quality, while a product with cheaper price is considered to have poor quality. This outlook shows that people consider quality as something that can be felt, understood and judged but cannot be measured and hence cannot be controlled. Regardless of this observation, to improve the acceptance and use of a product, its quality should be defined, measured and controlled (H.Kan, 2003).

Quality can be seen as the abstract relationship between attributes of an entity (Mendes, 2006). These attributes of entity of interest (for example a software product or a website) include the viewpoint on that entity and the quality characteristics of the entity. While the term is ambiguous and misunderstood, there are many perspectives and approaches to define and measure quality.

2.3. Website Quality

The quality of the website is a factor that contributes to reputation; much as an operator’s physical facility is assessed within a geographic landscape (Canziani, B., & Welsh, D.H.B., 2016).According to Walczak (2010) explains that "the quality or the quality of the website home page can be seen as an attribute of the website that’s a utility to help consumers". Previous research quality website identifies several dimensions of website quality, information quality dimensions, ease-of-use, usability, aesthetics, trust-building technologies and the emotional appeal ".

Website quality is considered an imperative concept in the World Wide Web. In the current environment, a business cannot attract a relatively wide range of visitors without a good quality website. Website quality is characterized by website's ability to allow users to fulfill their goals and willingness of users to revisit the site to perform the same on an ongoing basis (Loiacono, Watson, & Goodhue, 2002). Website quality affects the credibility and reliability of a business (Laja, 2015), which in turn is directly associated with customers' intention to make a purchase via the website (Bai, Law, & I., 2008).

According to Chang and Chen (2008), website quality can be regarded as "users' evaluation of whether a website's features up to standard and expose the whole performance of the website". It presents the importance of customers in judging website performance (Bai *et al*., 2008). There are two factors reveal the usefulness and effectiveness of hotel websites: functionality and usability (Au Yeung and Law, 2004).According to one study Mona *et al*., (2013) the perception of customers about website quality is based on features in a website that meet customers' needs and impress the total excellence of that website. The authors of the study also mentioned that the multiple dimensions of website quality can be categorized as security, enjoyment, information quality, ease of use, and service quality. At the same time, website design is an important determinant of website features and is critical in achieving the quality of service offered to customers through the website. Crucial features in successful website design are aesthetic appearance, navigation, and an organized and well-managed content display (Nor Azureen *et.al.* 2014). Attractive and interesting effects in e-commerce websites motivate consumers to engage in online shopping activities (Ganesh, Reynolds, Luckett, & Pomirleanu, 2010).

According to a group of researchers Shaheen Mansori, Cheng, Boon Liat, & Lee, Hui Shan, (2012), website features have an important influence on online purchase intention. Plus, an informative website enables customers to compare and evaluate product alternatives, thereby increasing customer satisfaction and contributing to online purchase intention (Hausman, & Siekpe, 2009).The quality of information offered by a brand on online shopping websites is also an important factor. One particular study reveals that information quality has the highest influence on customer satisfaction among all website quality dimensions (Kim, S., & Jones, C., 2009).

In this study, the dimensions of the Web Quality Index (WQI) (Homepage, Content amount and quality, Information architecture, Usability and accessibility, Web Positioning,

Commercialization, Languages, Brand Image, Persuasiveness, Interactivity, Social Web and Mobile Communications) were used as the main determinants of the independent variable, website quality. Even though many websites lack the quality of satisfying their user's needs, the reliance to use websites for different purposes such as finding information, shopping online, communicating with people or performing other different tasks has been expanding over time augmented (Olsina, Lafuente, and Rossi, 2001).

Moreover, existing websites in different domains have become application-oriented and they are not just only document-oriented any more. As a result, they are complex systems (Olsina, Lafuente, and Rossi, 2000). Subsequently, there are increasing concerns and challenges about website design, implementation and evaluation techniques (Mustafa and LAl-Zoua'bi, 2008 and Olsina, Godoy, Lafuente, and Rossi, 1999).

2.4. Website Quality Factors

The success of a website is determined by several factors. There is no one element that determines the success of a website, rather the success of a website is ultimately based on the characteristics and tasks of the website parts working together to create a website that can be found, interact with users and provide user satisfaction. There are several research works on website success, each highlighting different factors necessary to build a successful website. According to Cox and Dale (2002), claim that the following factors highly influence the success of a website: clarity of Website's purpose, design (valid links, consistent page layout, text, navigation, communication and feedback, search, interface), accessibility and speed, content, customer service and customer relationship.

Content quality, design quality, organization quality and user-friendly quality are considered the most important quality dimensions for evaluating all kinds of website used for any kind of purpose (Hasan and Abuelrub 2008). Content quality obviously indicates the quality of the information in the website, the relevance of the information, whether or not it is current, accurate and supports multiple-language support. Design quality on the other hand refers to the attractiveness of the interface, appropriate color and graphic use. Organization includes factors such as the arrangement of links, appropriate labels, use of site map that show the navigation structure of the website. User friendly mainly indicates the appearance of the website's interface. These include use of consistent color, arrangement and placement of links and menu items. A website with a good user friendly interface helps users to search and find information that is

available in the website. It includes usability, reliability and interactivity features as sub quality factors.

2.5. Website Functions

Zhang and Von Dran (2002) noted that the website functions as a window through which users have their initial interaction with the organization. With the advancement in technology, the sophistication of customers 'needs and the environment becoming more competitive, the focus is towards the quality of the website. Liang and Lai (2002) have found that the likelihood and the frequency of visitors to the website are positively correlated to the website quality. A tool for evaluating the website quality is also required for several reasons, such as a reviewing tool to the hosting organizations and novice web developers as quality touchstones to create usable Websites.

The functionality refers to the viewpoints of the right content, while usability reflects whether or not the website is efficient and pleasurable for the displaying products/services (Wang *et al*., 2015).

2.6. Tourism and Website

All tourists wish to make sure that they have enough information about the destination, accommodation, transportation, etc. before setting out on their journey. The easiest and fastest way to find all the information is directly from the tourism-related websites. Tourism websites are simply baskets of information or travel catalogues or travel journals designed to deliver information to the tourist. Tourism websites are created by companies, organizations or nations.

Since all tourists rely heavily on information given on tourism websites before going on holidays tourism website must contain quality information for the benefit of all users.

Gosh (1997) and Nell (1998) both believed that successful tourism websites provide good content in both information and services that cater to travelers' needs. Quality of website can be measured by features like up to date, timely, accuracy, usefulness, comprehensiveness, informational, innovativeness and professionalism. In addition to those if concerned about the technical aspects of tourism website the quality website can be measured from its speed, ease of use, interactivity, visual presentation, and accessibility Similarly O'Connor (2004) has suggested five broad dimensions to website design: language, layout, information architecture

(how a site content and features are arranged), user interface (how navigation through the content is facilitated) and general issues on design and maintenance.

The quality of information is a good weapon in the competitive market. The destinations which can better represent themselves on their website will win the uncertain tourist who has not decided where to travel (WTOBC, 1999). The primary concern of a tourism website is to gain customer satisfaction and loyalty. Customer satisfaction means that users are satisfied by the useful information provided by the websites and loyalty means that users visit the website again whenever they need the information. Shankar (2003) believed that to achieve customer satisfaction and loyalty tourism websites should determine the appropriate information needs of their customers and design a website so that the customer can access not only the relevant information but also when they need it. Similarly, they should invest in technologies that search for the right information and retrieve the information as quickly as possible, with the focus on creating the right user-interference that allows customers to access information the way most convenient for them. Customer satisfaction also greatly depends on the accuracy and comprehensiveness of specific information concerning destination accessibility, facilities, attractions and activities (Buhalis, 2003).

Tourism is an intangible service sector but after the advancement of the tourism website, tourism services and products somehow become tangible because buyers can see images and videos of products and services before purchasing and using them. The use of multimedia increases the confidence to buy tourism products and hence increases the quality of the website. All users have their criteria with which to rate the quality of a website. Raveendran (2006) listed the information needs in tourism as comprising of geographical information, attraction features, activities and entertainment facilities, seasons of visit and other unique features, quality of facilities and their standard prices including exchange rates, and entry and exit formalities and restrictions. The tourism website could contain all the industries that are related to the business of tourism. Nation and destination themselves, tour operating firms, hotels, airlines, travel agencies and other small and medium related enterprises use websites to deliver information to their customer and this process is getting better and more advance by the day. Nevertheless, the primary purpose of the websites should be the same which is the delivery of the right and quality information to the potential customer so that they feel secure before purchasing the products or services.

The travel and tourism industry is a very competitive market at the international level, where only the best-managed and marketed enterprises and destinations are likely to benefit. Since there is a huge and steadily rising number of international tourist destinations, which means destination choice available for tourists are continually expanding, there is fierce competition in which some 200 nations are "clamouring for a share of the tourist's heart, mind and wallet" (Sharpley and Telfer, 2002). Moreover, the web has great potential for promoting regional tourism, and is relatively inexpensive compared with other promotion and advertising media. An effective website can reach global audiences: it is accessible 24 hours a day from anywhere in the world (Standing & Vasudavan, 2000).

Besides, the travelers have a wide range of options and give attention to those which are good value for money. Inadequate quality infrastructure, uncompetitive rates, indifferent or product with poor quality, complexity in getting access to information on travel and tourist destinations and unskilled service providers hurt the competitiveness of the tourism destinations (Kotler *et al*., 2010).

2.7. Evaluation of Tourism Websites

Web site evaluation promises strategic benefits such as customer retention, positive return on investment and leadership within the competition (Cronin 2003). Several evaluation studies have been conducted related to tourism Websites (for example Murphy et al. 1996; Tierney 2000; Kasavana 2002; Morrison, Taylor, and Douglas 2004; Scharl, Wöber, and Bauer 2004, etc.), using a multitude of approaches that range from expert judgments to consumer surveys to automated evaluations by crawler technology.

Website evaluation is a natural extension of reputation management for tourism businesses. This study is predicated on the increased performance of the website quality as a tourism communication tool driving reputation both in terms of IT experts and stakeholder. However, research, to date, is spotty, and there is little consensus about the website evaluation process, particularly concerning ensuring rater competency. Rater types vary widely across existing studies, including end-users (Pang *et al*., 2009), Web development or usability professionals (Korgaonkar *et al.*, 2009) and student evaluators or academic researchers (Dragulanescu, 2002). There are numerous reports from the field of technology that allow improving the construction of websites and models that analyze specific cases based on technical functions. There are also measurement systems that allow the evaluation of the return on investment (ROI) and the impact of advertising.

Nevertheless, "it is necessary to work on the development of a method to evaluate the quality and communicative efficacy of tourism websites (Fernández Cavia, *et al*., 2010; Fernández Poyatos, Aguirregoitia Martínez & Boix Martínez, 2011).

2.8. Evaluation Approaches

Many studies have dealt with measuring the quality of tourism websites in general, which include tour operating firms' website, hotel websites, airline websites, destination websites, and travel agency websites, each using their approach to evaluation. When it comes to tourist destinations specifically, although there is no methodology in place to analyze destination websites comprehensively (in other words, assessing all major aspects of an official website's performance), which is also broadly accepted by the experts (Law *et al*., 2010).

There are currently some techniques adopted to assess tourism websites. Law, Qi & Buhalis (2010) identify five types of assessment systems:

1. **Counting methods,** which consist of assessing website performance or determining the wealth of content on the website by verifying whether a host of attributes, defined in a new, adopted or amended model by a group of assessors or experts, exist.
2. **User judgment methods,** which consist of assessing various levels and aspects of satisfaction and perception shown by a group of users which may include researchers and consumers.
3. **Automated methods,** which consist of assessing websites using software systems that analyze visits and browsing methods, making use of techniques such as content mining, data envelopment analysis (DEA), etc.
4. **Numerical computation methods,** which consist of using mathematical functions to define assessment models which incorporate functional performance, the relative importance of the website attributes the website's network of links, etc.
5. **Combined methods,** which consist of a combination of the above methods and can, incorporate performance computation, expert verification of attributes, automated website assessment, integration of mathematical models, etc.

Counting methods used for this study to evaluate the quality of tour operating firms' website, consisting of the counting types. The counting method involves which consist of assessing website performance using a 0 to 5 Likert scale by expert's ratings for over-all website quality.

The analysis checklists have been adopted and modified by the researcher based on the advisor's suggestion. The checklists parameters are organized into subject areas and every subject area is

comprised of a variable number of indicators. The construction process of this checklist is the main contribution of this study.

2.9. Website Quality Aspect and Parameters

Nowadays, most tourists from any part of the globe plan their holidays, make their bookings and service purchases, and share their experiences over the Internet. Indeed, official websites serve as an essential tool for several aspects (Díaz-Luque, 2009;Fernández-Cavia & Huertas-Roig, 2009).

2.9.1. Website Quality Aspects

These functions are essential upon unanimously acknowledging the profound changes that have taken place in the behavior of today's consumers and travelers: the generalization of communication technologies has given rise to a new type of tourist who is less interested in the traditional holiday packages, less accustomed to waiting or delays, more demanding and sophisticated and used to address the suppliers directly (Buhalis & Law, 2008).

This study adopted and modified Web Quality Index (WQI) for assessing official tour operating firms' website. It consists of an integrated, interdisciplinary model combining quantitative and qualitative data to encompass all aspects that are of importance in any website.

1. **Technical aspects such as usability and positioning.** Several studies have already made clear the importance of the ease of use for destination websites. Park and Gretzel (2007)established that 60% of papers referring to destination website effectiveness dealt with this attribute. Kim and Fesenmaier (2008) also found that "destination Websites must be user-friendly so that information searchers can easily navigate sites with no (or a minimum level of) mental effort". Besides that, a destination website must not only be easy to navigate but also easy to find, otherwise, users using a search engine could end browsing non-official sites. Web positioning, thus, becomes fundamental for DMOs and destination brands (Morrison, Taylor, & Douglas, 2004). Another technical aspect that must be assessed is the information architecture (Yeung & Law, 2004), that is, the way information is organized, structured and labeled to facilitate its retrieving.
2. **Communicative aspects such as the amount and quality of content or language selection**. The same article mentioned before (Park & Gretzel, 2007) pointed out that information quality is the most prominently used concept in tourism website evaluation. Li and Wang (2010) explain that destination websites must provide accurate and timely information. But we have also included among these aspects the home page analyzed separately due to its importance – destination website homepages are the only unit of analysis of some other studies (Luna-

Nevarez & Hyman, 2012), and the use of languages and cultural adaptations, so essential in the tourism sector.

3. **Relational aspects such as interactivity or use of 2.0 tools**. Interactivity has been considered one of the most important features for brand websites (Macias, 2010). It helps users to process information, makes navigation to last longer and improves the attitudes toward the brand (Sicilia, Ruiz, & Munuera, 2005). Moreover, the new interactive platforms and channels of communication, known as social media play a major role in the selection of a tourist destination (Sigala, 2009;Xiang & Gretzel, 2010), so they have to be examined in detail. Finally, mobile marketing is expanding its influence, so every destination should be prepared for it, just offering mobile version of the website (Stienmetz, Levy, & Boo, 2012) or developing specific a mobile applications (Fernández-Cavia & López, 2013).
4. **Persuasive aspects such as brand image** and options for marketing the products and services provided by the website. Persuasion is a facet often underestimated when it comes to assessing commercial websites. The goal of an official destination's website is not only to inform about the place but also to convince potential tourists to visit it. The narrative use of text and pictures has been identified as crucial (Lee & Gretzel, 2012) as well as the creation of a strong brand image able to convey the differentiating features and distinctive offer of the place (Choi, Lehto, & Morrison, 2007). Users' first impression has been analyzed too and considered critical in the process of online information search (Kim & Fesenmaier, 2008). Last but not least a destination's website can be also conceived as a virtual point of sale where the user can browse, compare, book or buy tourism products and services (Buhalis, 2000). This function has been analyzed in recent academic works under different labels such as "fulfillment" (Park & Gretzel, 2007) or "transaction" (Li & Wang, 2010).

2.9.2. Website Quality Parameters

In this study, the researcher adopted and proposed a framework for assessing official tourist destination websites. Using the terminology applied by Law *et al*. (2010), it is a combined method incorporating certain characteristics of the counting technique, an assessment of other indicators subject to a scale, quality of aspects such as graphic design or the website's persuasiveness, certain measurements concerning user-friendliness, accessibility and positioning whereby the outcome consists of general and topic-based indexes for each website examined.

The system is based on an analysis template Web Quality Index (WQI) formed by indicators grouped into twelve topic areas Cavia *et al* (2014). The topic areas relate to what Codina (2004), refers to as **"parameters"** and they represent the **aspects** of the study on which the observation is centered.

The parameters used for our analysis are not all new. "Home Page", "Content amount and quality", "Information architecture", "Usability", "Marketing" and "Interactivity" have been used before in other studies — using the same label or a similar one. Parameters such as "Languages", "Branding", "Discourse analysis", "Social Web" or "Mobile communication" are totally or partially new (Cavia *et al*., 2014).

Parameters for Analysis Are As Follows:

a. **Home page**. In this parameter, the suitability and appeal of the website's home page are assessed. The home page is particularly important in promoting destinations as it acts as a covering letter for the location. It invites the tourist to continue to browse and if it does not seem appealing it has a negative bearing on their decision to travel. For instance, this section assesses details such as whether the destination is identified, whether or not there are introductory videos, the choice to select the language before viewing the content, the presence of useful sections such as what's on, a map or FAQs or indeed whether there is the option to register.
b. **Content amount and quality.** In this parameter, the informational content presented on the website is assessed both in terms of diversity and suitability for the needs of tourists.. This section assesses the existence of directions to locate the destination and how to get there, the weather, what's on and events, commercial information, information on specialized tourism or contact details for the destination promotion body.
c. **Information architecture.** This parameter examines the how the website is organized and structured to enable the user's access to information. This section assesses issues such as the significance of tabs, the suitability and clarity of links, user-oriented navigation and the existence of an internal search engine.
d. **Usability and accessibility.** This parameter looks into user-friendliness on the website and suitability for use by people with sensory difficulties. This section assesses aspects such as the suitability of the URL, how up-to-date the website is, how easy icons are to understand, help in context, font size, compatibility with browsers and the existence of information regarding the accessibility regulations met by the website.

e. **Web positioning.** This parameter verifies whether the website is designed to assist in suitable positioning within natural search results and it examines the position of the website in search engines. This section assesses the presence of keywords in the URL, titles or metadata and the website's PageRank and TrafficRank.

f. **Marketing.** As early as 1993 Archdale (1993) noted that, owing to the Internet, DMOs had the potential to establish themselves as specialist agents in marketing their destinations. This parameter looks into the options for distributing tourist products and services afforded by the website, that is, booking and purchasing systems alike. Certain products and services may be provided directly by the DMO while in other cases the DMO may serve a simple role as a go-between for independent suppliers. This section assesses the presence of information and accommodation booking systems, the possibility of purchasing transport tickets, making bookings for shows and the existence of a "shopping basket" or integrated "check-out" system.

g. **Languages**. A special, highly important characteristic of official destination websites is the choice of languages because if a destination wishes to promote itself on international markets it needs versions in the languages of the main countries of origin. Given globalization in present-day tourism only having an English version may not be enough and it may be detrimental to the number of views the web page receives and, accordingly, to the destination. This section assesses the existence of several languages aside from the official languages of the destination in question, along with the existence of cultural adaptations according to the various countries provided for.

h. **Branding.** This parameter assesses how the destination's brand images conveyed and managed via the website's content. This section examines the explicit description of the goals and values of the brand, the way emotional and functional elements are handled, the presence of a logo and its coherence with the page design, and the role of text and image in conveying the main features of the brand.

i. **Discourse analysis/Persuasiveness.** This parameter looks into the website's persuasive capacity, that is, its capability to convince visitors that the destination is worth seeing. In qualitative terms using a specific methodology, this section assesses rhetorical and argumentative procedures used by websites in the image and text that make up their content. Aspects such as argumentative structure, rhetorical figures and enunciative strategies are taken into consideration.

j. **Interactivity.** This parameter examines the two-way communicative relationship between the user and the website content, between the user and the destination managers and between the user and other users. This section reviews aspects such as the option for free downloads,

interactive maps, online games, and the existence of a community of users from the destination or the presence of user-generated content.

k. **Social web.** This parameter studies the presence of 2.0 tools on the official destination website. This section assesses the scope enabled to users to include their remarks and to rate content, the existence of a journey planner, participation in social media, content hosted on a photograph or video platforms and links to external tourist recommendation social media.

l. Mobile communication. This parameter considers whether the official destination website is adapted for mobile communication using smart phones or tablets. This section examines aspects such as the existence of a version of the website adapted for browsing using smart phones or the existence of applications for mobiles, the number of operating systems with which it is compatible and the variety of functions it offers.

Table 2.1. Parameters to Evaluate Tourism Website

Areas of assessment	Parameters	Description
Technical aspects	Information architecture	Examines how the website is organized and structured to enable users to have access to information
	Usability and accessibility	Looks into user-friendliness on the website and availability for use by people with sensory difficulties
	Web Positioning	Verifies whether the website is designed to assist positioning algorithms within web search engines
Communicative aspects	Homepage	Measures the suitability and appeal of the homepage of the websites
	Content amount and quality	The website's content is assessed in terms of variety and suitability to the tourists need
	Languages	Assesses the existence of several languages aside from the official languages of the destination in question
Persuasiveness	Commercialization	Looks into the options for distributing tourist products and services through the website
	Brand Image	Examines how the destinations brand image is conveyed and managed via the content of the websites
	Discourse analysis	looks into the websites persuasiveness capacity that is, its capability to convince visitors that the destination is worth
Relational	Interactivity	Examines the two-way communicative relationship between

aspects		the user and the website content, between the user and the destinations managers and between the user and other users
	Social Web	Studies the presence of 2.0 tools on the official destination website
	Mobile Communications	Considers whether the official destination website is adapted for mobile communication using smartphones or tablets

Source: Adapted from Cavia et al (2014)

2.10. Tourism Websites Assessment Models

To analyze the data obtained during the period of data monitoring and collection, this study proposes an evaluation model for to analyze the data obtained during the period of data monitoring and collection, this study proposes an evaluation model for assessing the quality of tour operating firms' website by quality parameters. The Evaluation model is based on previous studies Fernández Cavia, *et al.*, (2010); Fernández Poyatos, Aguirregoitia Martínez, & Boix Martínez, (2011); Nacke, Marina, Fernández & Pando, 2012; Fernández-Cavia, Rovira, Díaz-Luque, & Cavaller, (2014) but also incorporates fundamental aspects that should be considered for the promotion of a destination, such as accessibility, content and information for tourists, digital narratives, resources for travelers, mobility, and interactivity, from the field of collaborative.

Chiou *et al*., Chiou, Lin, and Perng, (2010), investigated the trends in website evaluation over the past decade and noted that website assessment frameworks normally follow an information systems (IS) approach, a marketing approach, or a combined approach. An IS approach focuses on assessing technology-oriented aspects of the websites, such as the usability, navigability, or information quality; thereby providing a measure for the technical prowess of the site's developer. On the other hand, proponents of the marketing approach emphasized factors such as advertisements, online transactions and customer service. The combined framework is a mixture of these two approaches which, the authors note, has recently received much more attention in comparison to the other approaches, possibly due to the increasing need to incorporate vendor and consumer perspective in website assessment models (Hansen and Andersen, 2013).

Website assessment and evaluation is a widely studied area and several quantitative and qualitative methodologies and frameworks have been presented in the literature. Signore (2005), defined website quality measurement criteria and exhibited in his study a quality model and a set of characteristics to relate external to internal quality factors and giving an indication to the

potential problems of websites. The table 2.2. Summarizes some of the evaluation models developed mainly for assessing e-commerce websites.

Table 2.2. Website Assessment Models

Model	Description	Industry
Extended Model Of Internet Commerce Adoption (eMICA)	A model that classifies e-commerce application development into three stages (web-based promotion, provision of information and services, and transaction processing) and helps identify which stage a business is at	Travel and Tourism
SITEQUAL	An instrument to measure the perceived quality of an internet shopping site in terms of ease of use, aesthetic design, processing speed, and security	Internet shopping sites
E-SEQUAL	A model that integrates customers' perceived dimensions of service quality into the design and evaluation of ecommerce	E-commerce firms
Microsoft Usability Guidelines (MUG) Modified For B2C Firms	A five-attribute measure of website appeal based on: content quality, ease of use, technology request, made for the medium content, and emotional response	Internet shopping sites
Culturally-Oriented Website Usability Evaluation	A tool to assess website usability in the context of cultural dimensions	Government websites
Strategic Framework for Website Evaluation	An internal evaluation instrument to ensure consistency between web strategy and actual website presence	E-commerce firms
Website Information Content Survey	A tool to systematically describe website information content	E-commerce firms
Modified Balanced Scorecard (mBSC)	A model to assess website performance using overall technical functionality, customer friendliness and usability, effectiveness of destination marketing, and information content	Convention and Visitor Bureaus
The Hedonic-Utilitarian Dual	A conceptual model to understand individual behaviour in an online environment using attributes of cognition	Travel and Tourism

Mediation Hypothesis	and emotions	
Effectiveness Evaluation Model	A model based on the marketing mix (product, price, place, and promotion) and website quality (reliability, responsiveness, credibility, currency, relevance, personalization, navigability, and security) elements	Travel and Tourism
Formative Measurement of Website Performance	A website performance measure comprising eight dimensions: system availability, ease of use, usefulness, navigational challenge, website design, content quality, trust, and enjoyment	Travel and Tourism
Quality Evaluation Model (QuEM)	An assessment of website design characteristics defined in terms of six parameters; usability, visual aspects, technical adequacy, security, communication, and prestige	Internet shopping sites
Cube Assessment Framework	A framework for assessing B2C websites using eight assessment criteria: content, community, communication, collaboration, connection, commerce, context, and customization	Internet shopping sites
Web Quality Index (WQI)	An integrated model to establish the quality and suitability of websites using technical, communicative, relational, and persuasive aspects of the website	Travel and Tourism
A Measurement Index Common to Website and Store Images	A measurement index based on 10 channel dimensions of site and store image: offering, price, layout, accessibility, promotions, customer service, advice, reputation, institution, and connections with other channels	Websites and physical stores

Source: Abdallah and Jaleel (20014)

2.11. Empirical Studies /Review

Tourism destination on the web today is one of the most powerful set of tools for its marketing and promotional activities (Baggio, Mottironi and Corigliano, 2011). A website is a place where the travel agency can communicate with customers and facilitate the business transaction (Merwe and Bekker, 2003). Many large travel agencies do not develop and maintain their website while tour operators use the website, they have not yet completely used it their

capabilities (Park, 2007). According to Ozturan and Roney (2004), the result shows that approximately 65 per cent of the travel agencies in the sample have a website but unfortunately the site is not interactive since they convey mostly static information, such as the pre-trip information about the tours offered and visual information. Most of the travel agencies update their website every three months and only a small percentage updates their website weekly.

The evaluation of website attributes that were mainly based on frequency counting or evaluation of website features by the researchers and their assistants. For instance, Blum and Fallon (2001) developed a checklist to count how frequently certain characteristics occurred on Welsh visitor attraction websites. Law and Leung (2002) followed a similar approach but their application area was on Asian-based and North American-based travel websites. Similarly, Hellemans and Govers (2005) examined the portal sites of 10 European Travel Commission members and found that these websites corresponded well to their relevant NTO websites. Gram (2005) evaluated how German and Danish fun park websites seek to communicate with families, and claimed that very few sites were geared to receive and kept the attention, and even less to assure return visits of children.

Anyumba (2000) analyzed the South African regional tourism resources and Internet tourism networks and claimed that the presence of tourism assets and Internet superstructure could not guarantee the success of tourism when physical or organizational infrastructure was absent or unemployed. Also, Han and Mills (2005) analyzed Australia.corn which was designed for US online customers with different categories as suggested in the model of consumer attitudinal change. Empirical findings showed differentiation and quality were used effectively but value and push factors were not effectively used.

Norway and Gupta *et al*., (2004) examined the performance characteristics of Welsh STME websites. In the context of China, Holt (2002) analyzed the Chinese and English versions of the Dalian tourism website in the dimensions of layout, advertising, colour and motion, and technological enhancements. Research outcomes showed there was an imbalance of how the website designers accomplished their goals.

To illustrate, Kim *et al*., (2002) evaluated the performance of major US convention centre websites using the identified critical success factors. With the assistance of a small number of hotel practitioners, Huang and Law (2003), as well as Au Yeung and Law (2003), developed quantitative models to calculate the overall performance scores of hotel websites in the perspectives of the marketing mix and website usability. Using the operationalzed research

framework by Bai *et al*. (2003), Essawy (2005) performed a content analysis of the UK based national hotel websites and stated that the exploitation of the Internet as a relational tool is in its early stages, and most brands used the Internet to maintain the lowest level of relationships. Zafiropolous and Vrana (2006) studied the presence of Greek hotel websites.

In their study, six information dimensions including facilities information, guest contact information, reservation/ price promotion, surrounding area information, management of the website and company profile are evaluated. The result shows reservations and price information, considered to be the most significant dimension, while facilities information concerning the top 25 hotel brands' websites presents very high scores. Guest contact information, reservation/ price information, surrounding area information, and facilities information are the dimensions with the highest provision of information features. The overall quality score for the top 25 hotel brands is about 73%, which should be considered to be very high. Maswera *et al*., (2005), also presented the automated evaluation of tourism websites in Africa and found that African websites had more instances of the same errors compared to their European counterparts. Schegg *et al*. (2005), used a commercial analyzer to parse the log files of 15 Swiss hotel websites. Experimental findings show the hotels tended to put important information for their visitors on higher navigation levels.

Another study content website Park (2002), analyzed data from the top 60 travel agencies websites in Korea that many travel agencies do not develop their website and although tourism business use the world wide web, they still do not have, properly integrated capabilities of the websites. Almost all large travel agencies in Korea ignore Web-based tourism marketing. While travel agencies are establishing websites, very few agencies on the web are considering their sites as selling spaces. Most travel agencies do not consider the website as marketing tools for foreigners because only a few have English versions of the website. According to Kim *et al*., (2006), the result shows that each online travel agency had some different patterns based on web features, user-friendliness and security, and findings low fares. Most of the people searching the Internet for travel reservations seek bargain airline tickets, hotel rooms, car rental, vacation and cruise packages. Furthermore, people search for price information from more than one online travel agency to compare the prices. It happens because different online travel agencies could offer similar product and services but with widely different prices. User-friendly website and ease in navigation helped people to find the information properly.

According to Belaynew (2012), Ethiopia traced as the low in network readiness index and Internet users/internet penetration in the continent. But, the government's effort to improve the ICT infrastructure is encouraging. E-commerce in Ethiopia is still characterized by low penetration and high cost of Internet services, lack of a suitable legal and regulatory framework for E-commerce, monopoly of government on the telecom sector is the main impediments to adopt E-business in the country.

According to Nigussu (2016), identify the major information source tourism obtain about the image of Ethiopia. As the study, the result shows that the mean ranking of informant source showed that internet service, Friends & relatives and education occupied from the first to the third rank serving as the information source tourism receives about Ethiopia. Although using different medial used for the source of information about Ethiopia, it is very advisable and vital design a strategy with the growing importance of the internet.

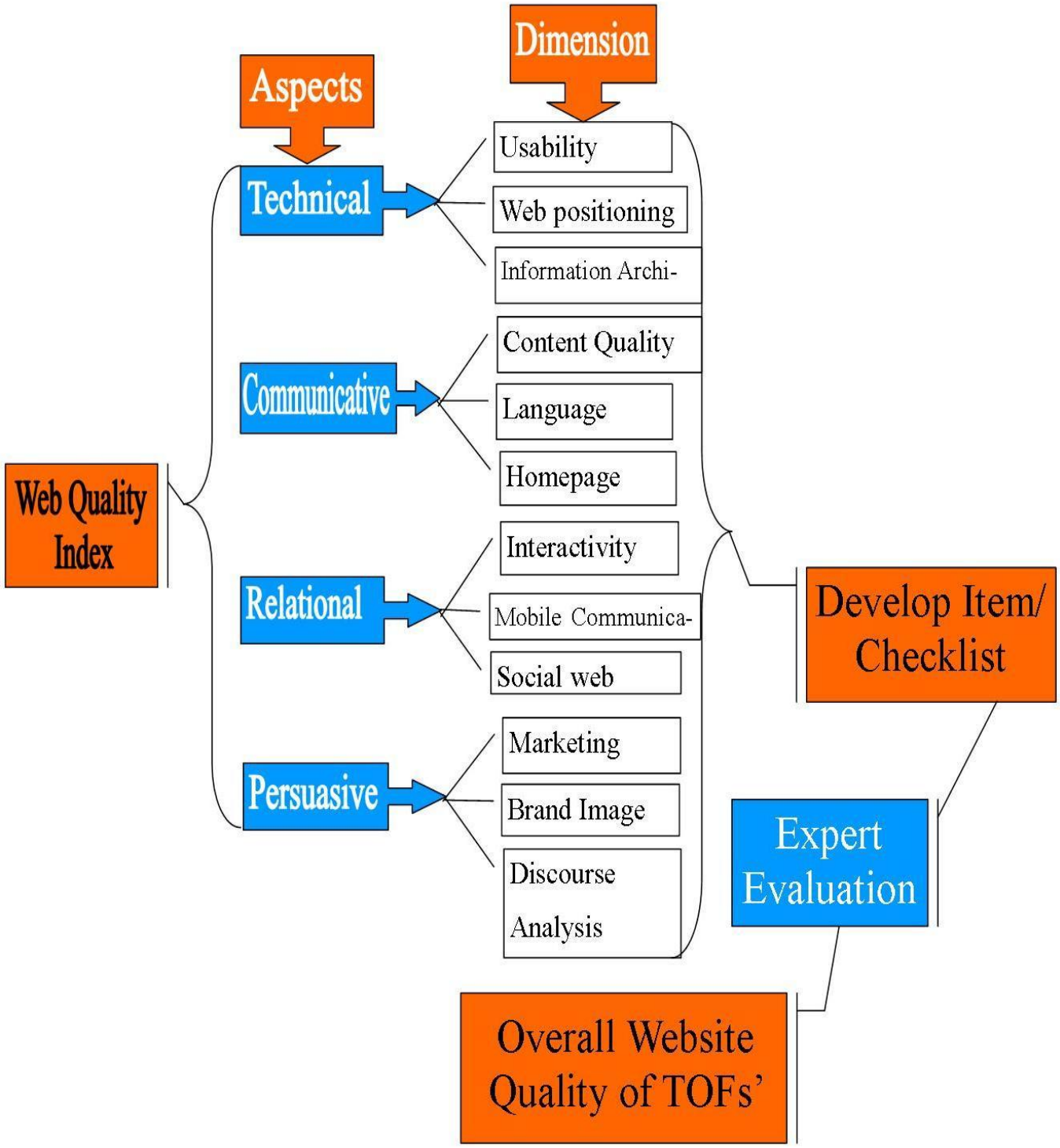
2.12. Conceptual Framework of the Study

The proposed framework attempts to integrate knowledge and experience from disparate sources, a range of reference disciplines and empirical practices.

The conceptual framework attempts to integrate knowledge and experience from disparate sources, a range of reference disciplines and empirical practices. The objective is to identify measurable features and indicators that currently comprise a successful website. A set of features is developed that comprise a current representation of a perfect website. The adopted and modified framework can be used to evaluate the quality of tour operating firms' websites, to identify a path for improvement of a website, and to provide a guideline for tour operators and tourism professionals even if for government offices like for MoCT and Tourism Ethiopia.

Figure 2.1. Presents the overall conceptual framework in this study.

The following constructs of success are emphasized: WQI, Aspects, Dimension and Items.



Source: Proposed conceptual framework by researcher

2.13. Theoretical Framework

The fundamental theoretical framework of this study arises from a body of research in quality of tourism website. With the objective of evaluate the website quality of tour operating firms in Ethiopia, highly related and relevant literature on the issue are reviewed. There are many theories on technology acceptance. For instance, Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975), predicted that subjective norms and attitudes determine our behavioral intentions. Then, Davis et al. (1989), came up with Technology Acceptance Model (TAM). As stated by this theory, intention to use a technology is determined by individual's perceived usefulness and perceived ease of use and intention to use determines actual use of a technology. Next, diffusion of innovation (DOI) was created by (Rogers 1995). This theory states that "Individuals are seen as possessing different degrees of willingness to adopt innovations and thus it is generally observed that the portion of the population adopting an innovation is approximately normally distributed over time. Breaking this normal distribution into segments leads to the segregation of individuals into the following five categories of individual innovativeness (from earliest to latest adopters): innovators, early adopters, early majority, late majority, and laggards" (Rogers 1995).

Besides, Task Technology Fit Theory (TTF) was developed by (Goodhue and Thompson, 1995). According to this theory, if information technology is capable to match with the tasks of users, IT is more likely to have positive impact on individual performance. Moreover, the Unified Technology Acceptance Theory (UTAUT) was developed by (Venkatesh et al., 2003). This theory states that users' technology acceptance and subsequent usage behavior is determined by performance expectancy, effort expectancy, social influence, and facilitating conditions. According to Venkatesh et al. (2003), this theory used gender, experience, age and voluntariness of use as moderators for intention of use and behavior.

On the basis of Technology Acceptance Model (TAM), the researchers of this study constructs to increase the study's scope. Hence, this study to evaluate the website quality of tour operating firms in Ethiopia based on Web Quality Index (WQI) measurements concerning; technical aspects, communicative aspects, relational aspects and persuasive aspects whereby the outcome consists overall website quality based indexes for each website examined.

Based on the theoretical propositions of TAM and related relevant literature, this study proposed WQI with regard to assess the quality of tour operating firms' website. The evaluation of website

quality was born, a process described by Dragunalescu (2002), as both complex and critical, since it involved such concepts as quality, objectivity and accuracy, and in which evaluative judgments are frequently followed by important deliberative and decision-making processes.
A range of different approaches, trends and methods have been developed for evaluating website quality; but, in general, they can be classified in two main groups: user studies, and expert analysis (Codina; Pedraza-Jiménez, 2016). Thus, they may be applied manually by experts (Allen *et al.*, 2006).The website evaluations are characterized by expert analysis formulated and applied by information technology professionals and web developers.

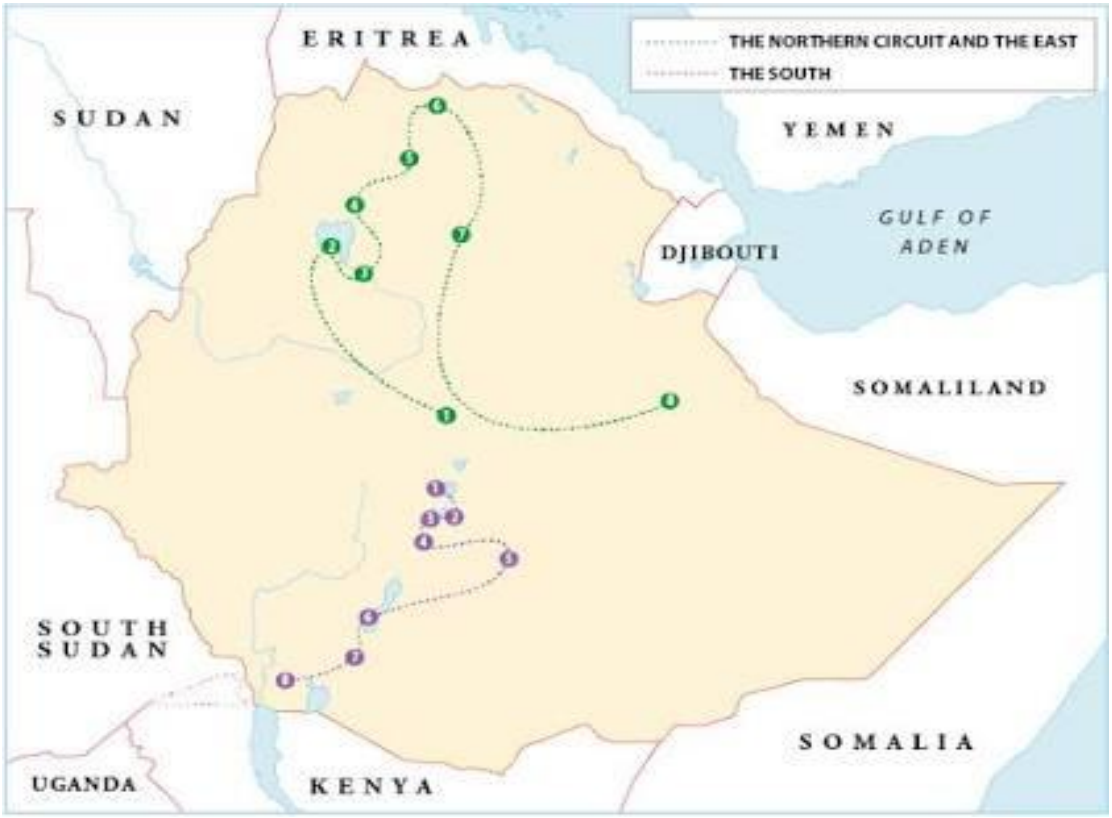
However, it was the heuristic evaluations Montero and Fernández (2003) that provided expert analysis with a tool that facilitated their reproducibility. Formulated as checkpoints or as a series of questions, they are relatively easy to apply and allow results from different websites to be made (Jiménez *et al.*, 2012).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Description of the Study Area

This study was conducted among Ethiopian tour operating firms' which are registered by MoCT.



Source: from Google Map

3.2. Data Sources and Types

Data which are relevant for the successful accomplishment of this study were collected from primary and secondary sources. Primary data were collected by employing a website quality measurement parameter. The secondary data sources were also inputs for this study and the relevant documents such as different online journal, published and unpublished reading materials, and other documents related to tourism website evaluation were cautiously reviewed and collected from appropriate places.

3.3. Research Design and Approach

Research design is, generally, the procedures for collecting, analyzing, interpreting and reporting data in research studies (Creswell and Clark, 2011). The study adopted a quantitative method to

assess the quality of website including a review of official website evaluation literature. Analysis of tour operating firms' website by an expert based on Web Quality Index (WQI).

3.4. Subjects of the Study

This study aimed at evaluating the website quality of tour operating firms' in Ethiopian. Hence, the unit of analyses in this study was websites of tour operating firms in Ethiopia. The study investigates the website quality of licensed tour operating firms' registered from 2/28/1990 to 1/28/2020 by Ministry of Culture and Tourism (MoCT). According to the data obtained from MoCT, there were 480 licensed tour operating firms in Ethiopia as of May 2020. This list served as a framework in this study. Based on the list, 429 (89.4%) of tour operating firms were found in Addis Ababa, 10 (2.1%) in Oromia, 21(4.4%) in Amhara, 15 (3.1%) in Tigray, 1 (0.2%) in SNNP, 2(0.4%) in Dire Dewa, 1 (0.2%) in Afar, and 1 (0.2%) in Somali as presented in the table below.

Table 3.1. Licensed tour operating firms registered in Ethiopia (from 2/28/1990 to 1/28/2020)

Tour operating firms in Ethiopia			
	Region	**No of Companies**	**%**
1	Addis Ababa	429	89.4
2	Oromia	10	2.1
3	Amhara	21	4.4
4	Tigray	15	3.1
5	SNNPR	1	0.2
6	Dire Dewa	2	0.4
7	Afar	1	0.2
8	Somali region	1	0.2
Total Companies in Ethiopia		**480**	**100**

Source: Ministry of Culture and Tourism (May 2020)

3.5. Sample Size and Sampling Techniques

The total populations of this study were 480 licensed tour operating firms registered by the Ministry of Culture and Tourism (MoCT) from 2/28/1990 to 1/28/2020. The study covers all licensed tour operating firms. This list served as a sampling framework in this study. Nonetheless, only 175 tour operating firms had a proper website, which is checked the functionality of websites through a different search engine (Google, Internet Explorer, Mozilla, Opera...), during the study time (May 2020). That is, only active websites were considered for

the study. Those who have not active website were not included in this study for evaluation. The website quality evaluation in this study is, therefore, based on the websites of these 175 (36.5%) tour operating firms. Table 3.2 below present the active websites included in the analyses of this study by region. Here, it should be noted that some of the tour operating firms are not active in the business at all, or even among the active ones, the owners might not have found having their website, perhaps due to lack of knowledge on its importance. Hence, the underlying reason for not having an active website by a majority of Ethiopian tour operating firms (60%) is an avenue for further research in the future.

Table 3.2. Active Websites of tour operating firms by region

Region	No of Tour operating Firms	Active. Websites	Active %	Active proportion%
Addis Ababa	429	153	35.66	87.4
Oromia	10	5	50	2.9
Amhara	21	11	51.38	6.3
Tigray	15	6	40	3.4
Total Active Websites		175		100

Source: Compiled by authors.

3.6. Data gathering tools

A website evaluation parameter was prepared based on website evaluation criteria used in the existing literature to evaluate the website of tour operating firms. There are several website evaluation criteria used in prior studies in extant literature (Cavia *et al* 2014, Bonjisse and Paulo Morais, 2017, Li & Wang 2010, Abdallah & Jaleel 2014, Lindgaard, Dudek, DSen, Sumegi, and Noonan, 2011, Eid and Treman 2004, Zhou 2009 and Azevedo 2009). The operationalized scale of Azevedo (2009), which were used in this study. This is because the items in this scale were developed for website evaluation of tourism firms in particular. Besides, this scale has been widely used in the extant literature as verified in Google scholar. This scale comprises 123 items under 12 dimensions. Nonetheless, not all of the scales were relevant for the Ethiopian context. For this study, 60 items were extracted to evaluate the websites of tour operating firms in Ethiopian under four aspects and 12 dimensions, five items under each dimension, in consultation with the thesis supervisors and the IT experts (see Appendix three). Finally, these 60 items were rated by using a six-point Likert scale (0-5) as suggested by (Azevedo, 2009).

That is, 0= Item absence, 1=very week, 2=Mediocre 3=Sufficient, 4=good and 5=Excellent. This rating scale had high reliability by eliminating scale neutral or neutral (Chomeya, 2010).

Table 3.3 presents a description of the 6-point Likert scale. The sixty items used for evaluation of the website of Ethiopian tour operating firms is presented under Appendix three.

Table 3.3. Scale of quality applied to analyzed items

Item Quality	Points	Criteria
Item absence	0 points	The Total absence of the item analyzed or fully present counter to being productive and especially negative.
Very weak	1 point	The item is present but in a very rudimentary, imperceptible or with counter-productive impact.
Mediocre	2 points	Rudimentary item of poor quality, moderately negative and has a dispensable effect.
Sufficient	3 points	The item does not bring significant value, has a moderate effect or is only present without harming the website.
Good	4 points	The presence of the item is an added value on the website. It is balanced, has quality, and makes the difference in the standard.
Excellent	5 points	Item is very good, achieved and has a very positive effect. Distinguishes by excellence.

Source: (Azevedo, D. 2009)

3.6.1. Data Gathering Procedures

a. Expert Evaluation

Hence, the first thing was identifying the website of the tour operating firms, which is accomplished by the researcher. As stated above, 175 websites were identified for this study. Then, three experts who are professionals in website design and having a piece of proper knowledge and expertise were identified through social acquaintances. Website evaluations can be either user-based (Schubert, 2002; Zviran *et al*., 2006) or expert-based (Davoli *et al*., 2005; Gómez *et al*., 2001; Zhang and Von Dran, 2000). The expert-based method was more pertinent than user-based method when an assessment quality greatly depends on evaluator's expertise.

The expert judge approach typically starts with the researchers identifying a set of characteristics for classifying websites. This work has resulted in the creation of taxonomies of varying dimensions and emphasis (Hoffman 1997; Olsina et al. 1999). In one case, the experts identified the dimensions of Website quality and then a team of three experts evaluate 175 websites based

criteria to assess the Technical aspects, Communicative aspects, Persuasiveness aspects, and Relational aspects of tour operating firms Websites were evaluated by a group of IT experts and web developer.

As a consequence, three experts were carefully selected from different domain areas to conduct this survey. One out of three experts is a lecturer who specializes in IT worked in Catering and Tourism Training Institute (CTTI). Another one experts are government officer/ expert who serve at Information Network Security Agency (INSA) as algorithm designer. The last one expert is a tourism business professional who specializes in digital knowledge, web developer and marketing consultant working in Ethiopia Airlines. Besides, all of these experts are thoroughly experienced in developing a website. The researcher then provided training to these experts through a video conference using Zoom Application, on 12th May 2020 from 11:00am-12:30pm. The training mainly aimed at familiarizing the experts with the objectives and the questionnaires/items of the study so that every participant can have a common understanding of the study. The advisor of the study took part in the conference taking a supervisory role.

Before the commencement of the ratings, the prepared parameter for website evaluation, a pilot test was made on the 14 May 2020 with a sample of 6 websites in the presence of the researcher himself. The purpose of this pilot test was to ensure that the experts will be evaluating the websites properly as intended. During the pilot test, some minor adjustments were made including improvements in the areas of rating duration, greater clarity of indicators and objectivity of the study, instructions for evaluation and consideration of the overall website quality parameters. The website quality measurement parameter/questionnaires were distributed to the three expertise's to proceed on the website evaluation. Each of the three experts rated the 175 websites separately. That is, independence of observation was ensured in this study. An average of twenty minutes for evaluating each website and fifteen websites per day employed to evaluate each item using a six point Likert scale. In a nutshell, the rating commenced on 13 May 2020 and fully completed on 30 May 2020.

b. Interviews

Interview is to apply exploration of relevant phenomena in the context of the study. According to Creswell (2009), Qualitative research is a means for exploring and understanding the meanings individuals or groups ascribe to a social or human problem. The need for a researcher to examine relevant issues favors interviewing as a research method (Lazar et. al. 2010), and to understand explanations of website quality in this study which is achieved highest score in overall website

quality. For the purpose of this study, interview ware made with owners/ manager and tour operating firms' representatives was interviewed virtually through Zoom application and using direct call. Among the target group under this study five tour operating firms' which achieved the highest score (1-5) in overall website quality based on WQI where considered for this interview purposely. Conducting the interviews for this study was advantageous, in that it presented an opportunity to focus directly on the topic of website quality and helped to attain valuable insights that provided perceived causal inferences and productive explanations (Yin, 2009). This result is applied as supportive to evaluate only website quality of TOFs' which is achieved highest score because this reason the result of interview not included others remain websites.

Finally, the process of data was collected through a web-based survey online by IT experts and web developers based on WQI. The data collection through online surveys has become a key research topic occupying the social science research agenda in recent years (Akbulut, 2015). Therefore, data's which are relevant for the successful accomplishment of this study was collected from the tour operating firm's website through an online survey by IT experts and web developers. Particularly, adopted parameters require evaluators to assess the performance of website quality based on adopted and modified Web Quality Index checklist.

3.7. Data Analyses Techniques

The tourism industry at present does not have, but urgently needs, commonly agreed-upon website evaluation techniques that are repeatable and measurable and have a good potential for long-term use (Law, Qi y Buhalis, 2010). Quantitative data was analyzed using quantitative descriptive statistics. The quantitative data were screened, coded and entered into the computer system using the Statistical Package for Social Sciences (SPSS) version 22the software program and analyzed using descriptive statistics, quality, accuracy and completeness mainly frequency, percentage, and rank.

Results of the analyzed quantitative data were depicted in the form of frequency tables and figures were generated to determine the number of experts. The Excel software program was used for finding result table and graph formation created.

Finally, the results of the analysis of quantitative data were used to analyze and describe the findings.

3.8. Scale Validation Process and Reliability Test

3.8.1. Scale Validation Process

The test item in the instrument will be validated through a pilot test by an expert about the research questions raised for the study. This is to ensure that the instrument parameter can measure the variables expected in the study in terms of quality indicators, content, predictive, construct, and concurrent validities as expected.

Nonetheless, the study helps exemplify how a scoring tool might help a "client" address the quality of its websites. A valid scoring tool should be able to discriminate between best designs and average designs. Because best-practice tour operating firms are described as such based on highly ranked design features, one expects a set of best practice websites to exhibit higher evaluation scores when compared to a tour operating firm's websites.

Study focus on supplementing experts rating evaluation of tour operating firms' websites. Thereafter, the reliability of the instrument will be done to establish its consistency and adaptable to any given similar situation when applied.

3.8.2. Reliability Analysis

Reliability analysis aims to test for consistency (a measure of reliability). Reliability analysis according to Hair et al. can be measured using Cronbach's alpha (Hair et al. 2015). Cronbach's alpha is a measure of internal consistency and has a value between 0 and 1 (Bernard, 2000). Higher values of Cronbach's alpha are better. A good level of internal consistency differs according to what source the study refers to, although all recommended values are 0.7 or higher (Bernard, 2000). In this thesis, the reliability analysis was used to determine how much the items on a scale were measuring the same underlying dimension.

CHAPTER FOUR

RESULTS AND DISCUSSION

In this chapter the data analysis and findings of 175 tour operating firms' websites in the sample framework compiled. Hence, the analyses in this study are based on the expert rating by applying adopted Web Quality Index (WQI) where sixty (60) indicators were grouped under four (4) aspects and twelve (12) parameters.

4.1 Results from Scale Validations and Reliability Test

As it has been described before, 12 dimensions were used to measure website quality of tour operating firms, each dimension has five items. The items were validated by factor analysis used by the Statistical Package for Social Science (SPSS) version 22. First, a convergent validity test for each of the twelve dimensions website quality of tour operating firms was conducted to test whether the items measure the same concept. The items were extracted using principal component analysis (PCA) was applied to a total of 60 items for website quality for further investigation in this study based on a fixed number of values of 1 with Varimax rotation method used to determine the factors loading. The Kaiser-Meyer-Olkin (KMO) results, which are above the recommended 0.6 value (Hair *et al*. 2010; Pallant, 2010) and Bartlett's Test of Sphericity ($p<0.001$ in all cases), prove the factorability of the items. Except for three items of usability and accessibility and web positioning, all items under each dimension were confirming the convergent test and those three items failed of fitting convergent validity were dropped. Second, a discriminate validity test was conducted on the remaining 57 items website quality of tour operating firms, were subjected to principal components analyses. Before performing principal components analyses, the suitability of the data for factor analysis was assessed. For instance; for dimension "Home Page" the KMO value was 0.784, exceeding the recommended value of 0.6 and Bartlett's test of Sphericity reached statistical significance ($X^2= 187.386$, df =10, $p<0.000$), supporting the factorability of the 5 items of home page dimension (Hair *et al.* 2010; Pallant, 2010).

Table 4.1. KMO and Barlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Sampling Adequacy Measure.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	187.386
	df	10
	Sig.	.000

In conclusion, the principal components analyses demonstrate that component 1 with Eigen values exceeding 1explained a total of 50.49% in showing good loading under dimension, the home page.

Table 4.2.Total variance explained and eigenvalues.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.522	50.449	50.449	2.522	50.449	50.449
2	.745	14.900	65.349			
3	.709	14.187	79.536			
4	.612	12.249	91.785			
5	.411	8.215	100.000			
Method of Extraction: Principal Component Analysis.						

Source: Own survey SPSS result, 2020

A reliability test is an indication of the internal consistency of scales. It shows the degree to which the items that make up the scale are all measuring the same underlying concept (Pallant, 2010). A most common indicator for internal consistency is Cronbach's alpha coefficient, best recommended is (> 0.07). It is highly sensitive for scale less than 10 items in the dimension. Thus, the researcher uses the inter-item correlation ranging from 0.2 to 0.4 (Pallant, 2010). In this case, the home page dimension has good internal consistency, with a Cronbach alpha coefficient reported of 0.736.

Table 4.3. Reliability Analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.751	5

Source: Own survey SPSS result, 2020

Communalities of the Variables

Communalities indicate the common variance shared by factors with given variables. Higher communality indicated that a larger amount of the variance in the variable has been extracted by the factor solution. For better measurement of Factor Analysis, Communalities should be 0.4 or greater. Here, the dimension of "Homepage" have Communalities greater than 0.4.

Table 4.4. Communalities of the Variables

Communalities		
	Initial	Extraction
DIM1_Item1	1.000	.473
DIM1_Item2	1.000	.690
DIM1_Item3	1.000	.417
DIM1_Item4	1.000	.488
DIM1_Item5	1.000	.454

Extraction Method: Principal Component Analysis.

Similar, approaches were used for the remaining 11 dimensions, convergent and discriminate validity test and reliability test (see appendix four).

4.2. Website Evaluation of Ethiopia Tour Operating Firms'

This study includes the licensed tour operating firms registered by the Ministry of Culture and Tourism (MoCT) from 2/28/1990 to1/28/2020**.** The websites manually verified from 13 May 2020 to 30 May 2020.The results of the general evaluation of websites by expert rating summarized and presented at the below tables.

Table 4.5. Tour operating firms' in Ethiopia

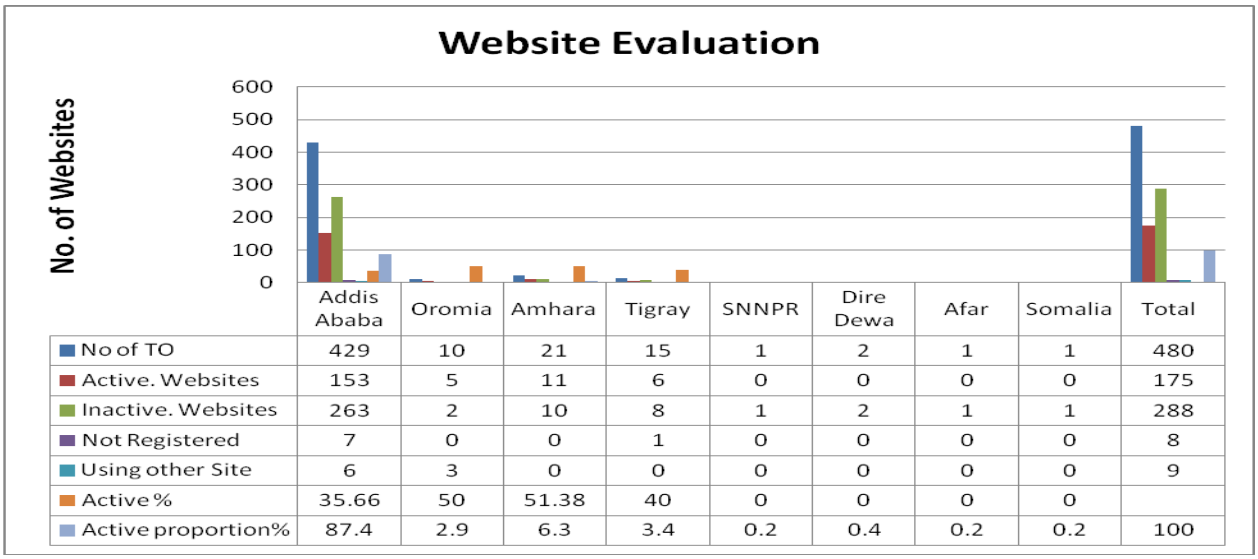
Tour operating firms' in Ethiopia							
Region	No of TOF	Active. Websites	Inactive. Websites	Not Registered	Using other Site	Active %	Active proportion%
Addis Ababa	429	153	263	7	6	35.66	87.4
Oromia	10	5	2	-	3	50	2.9
Amhara	21	11	10	-	-	51.38	6.3
Tigray	15	6	8	1	-	40	3.4
SNNPR	1	-	1	-	-	0	0.2
Dire Dewa	2	-	2	-	-	0	0.4
Afar	1	-	1	-	-	0	0.2
Somalia	1	-	1	-	-	0	0.2

Total	480	175	288	8	9	100

Source: compiled by researcher

The above table shows the number of tour operating firms those registered and licensed by the Ministry of Culture and Tourism at the country level and by their working region. Accordingly, there are 480 tour operating firms registered in the country. Out of them, 429 tour operating firms which cover 89.4 % of the tour companies are found in Addis Ababa; whereas Oromia has 10 tour operating firms which cover 2.1% of the country and the second next to Addis Ababa where many tour operating firms are working is Amhara region where it has 21 tour operating firms which cover 4.4% of the country. Tigray region has 15 tour operating firms and which is the third in having many tour operating firms and covers 3.1%. Southern Nations Nationalities and Peoples region have one (1) tour operating firms' registered to havea share of 0.2 % of the country whereas Dire Dewa city administration has two (2) tour operating firms which cover 0.4%. Likewise, SNNPR, Afar and Somalia regions have one (1) tour operating firms for each of them where they cover for each 0.2%.

Figure 4.1. Tour operating firms' in Ethiopia



	Addis Ababa	Oromia	Amhara	Tigray	SNNPR	Dire Dewa	Afar	Somalia	Total
No of TO	429	10	21	15	1	2	1	1	480
Active. Websites	153	5	11	6	0	0	0	0	175
Inactive. Websites	263	2	10	8	1	2	1	1	288
Not Registered	7	0	0	1	0	0	0	0	8
Using other Site	6	3	0	0	0	0	0	0	9
Active %	35.66	50	51.38	40	0	0	0	0	
Active proportion%	87.4	2.9	6.3	3.4	0.2	0.4	0.2	0.2	100

Source: compiled by researcher

While tour operating firms' website level and function is verified among 480 licensed and registered tour operating firms, only 175 tour operating firms (36.5%) have active websites. However, the majority tour operating firms' have inactive websites accounting 288(60%). Besides, there are tour companies having websites which are not registered by Ministry of Culture and Tourism which account 8 in number (1.6%), and 9 tour operating firms (1.9%) are using other websites which are not intended for tourism purpose.

Table 4.6. Descriptive statistics of the 12 dimensions measuring website quality of tour operating firms'

No	Dimension	No of items	Mean	SDV	Cronbach's Alpha
1	Home page	5	3.2926	.53771	0.736
2	Content amount & quality	5	2.8827	.56024	0.742
3	Information architecture	5	3.3432	.50211	0.842
4	Usability & accessibility	3	3.8317	.44713	0.653
5	Web positioning	4	2.2119	1.15199	0.839
6	Commercialization	5	2.4187	.52370	0.782
7	Language	5	1.6510	.95253	0.807
8	Brand image	5	3.2179	.45722	0.600
9	Discourse analyses	5	2.9002	.44030	0.693
10	Interactivity	5	1.9554	.64348	0.694
11	Social web	5	1.7848	.75274	0.780
12	Mobile communication	5	2.2930	.47496	0.736

Source: Compiled by the author (May 2020)

4.2.1 Descriptive Analysis of the Items under Each Dimension

The web quality index (WQI) analysis system enables distinctions to be drawn between tour operating websites on a per-parameter basis, in other words, studying the difference in the performance of each parameter for the same study of websites. The per-parameter differences in the results match the results of a research which use the same approach to analyze the Official Destination Websites (Cavia, Mirabent and Pérez, 2013). The results of 175 tour operating firms' website examined four (4) Aspects and twelve (12) parameters are presented as follows:

Table 4.7. Web Quality Index Aspect

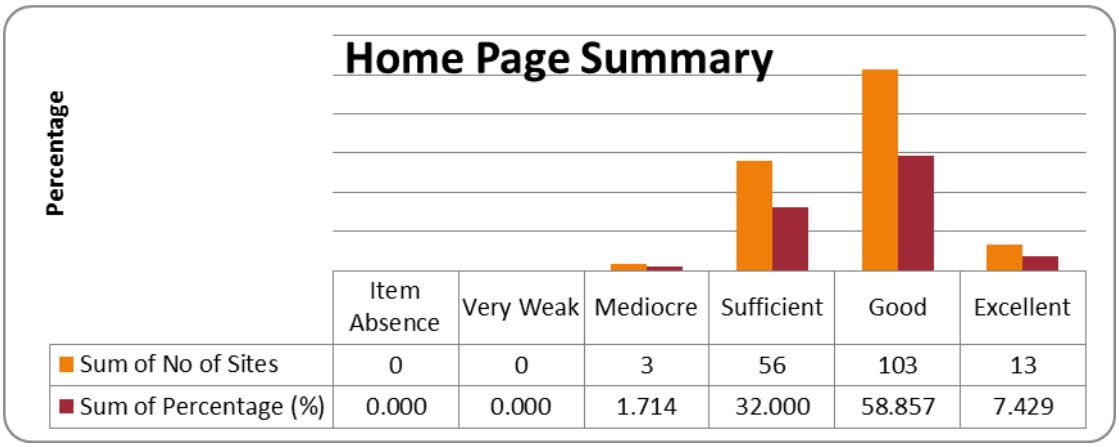
Area of assessment	Parameters
Technical aspects	Information architecture
	Usability and accessibility
	Web Positioning
Communicative aspects	Homepage
	Content amount and quality

	Languages
Persuasiveness aspects	Commercialization
	Brand Image
	Discourse analysis
Relational aspects	Interactivity
	Social web
	Mobile communication

Source: Adapted from Cavia et al (2014)

Homepage: evaluation contains 5 items; factor explained 50.49 % of the variance and Eigen value of 2.522. The dimension of homepages in the easily identified the tourism service and product promoted, the homepage can also see that all websites analyzed, clearly access contact address and map to which the destination is addressed. Mapping adequate website map or navigation bar/menu is available on each page to facilitate navigating the website (Achour and Bensedrine, 2005 & Chanaron, 2005). Although only a few tours operating firm's websites that invite users visiting their websites to register and login thereby obtaining information which may be of great use. The homepage it is necessary because the homepage is considered the key to the websites of travel and tourism companies , giving visitors their first impression, which means that it is crucial to allow users to continue browsing or to invite them to leave the website if the content is poor (Kim & Fesenmaier, 2008).This is to prove that the websites placed high necessity on this dimension of websites analyzed attained an average score of 3.2926 mean indicative above an average which is good quality.

Figure 4.2. Homepage

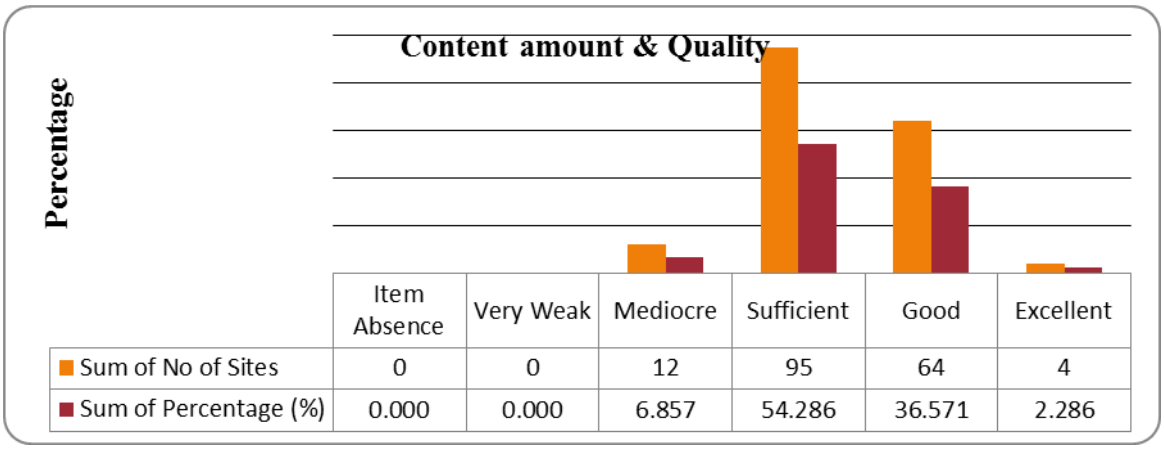


Source: compiled by researcher

Content Amount and Quality: evaluation contains5 items; factor explained 51.034% of the variance and Eigen value of 2.552. The item is; content quality is an important dimension which deals with the characteristics of websites' information. The content quality or information quality as one of the basic dimensions of their evaluating models (Achour and Bensedrine,2005, Barnes and Vidgen, 2001). Information quality is the most prominently used concept in tourism website evaluation (Park & Gretzel, 2007).

The analysis of content amount and quality of tour operating firms' website indicates problems in the organization of the content. The content of a website is thus very important, and must be updated regularly in the field of tourism marketing as in any other field (Huang, Chou, & Lin, 2010). For instance, most of the tour operating firms used the same description tour package and use the same root on content. Most of the websites are not updated regularly. Though some technological tools are prevalent, it has to adapt to the new trends for their services and products, accommodating by improving more, as other websites do (Brito José Bonjisse, 2017). However, most of the tour operating firms' website do not combine accommodation seeking tools (or at least it is not operating) except few websites are indicated. This dimension was score an average mean 2.8827which is sufficient, indicating that the information provided to users could be improved. The quality of content is essential in tourism promotion and in this regard tour operating firms' websites met the criteria to be considered optimal since they offer tourists the greatest amount of information, distributed appropriately. However, most of the websites of tour operating firms' are almost average by the dimension of content elements.

Figure 4.3.Content Amount and Quality



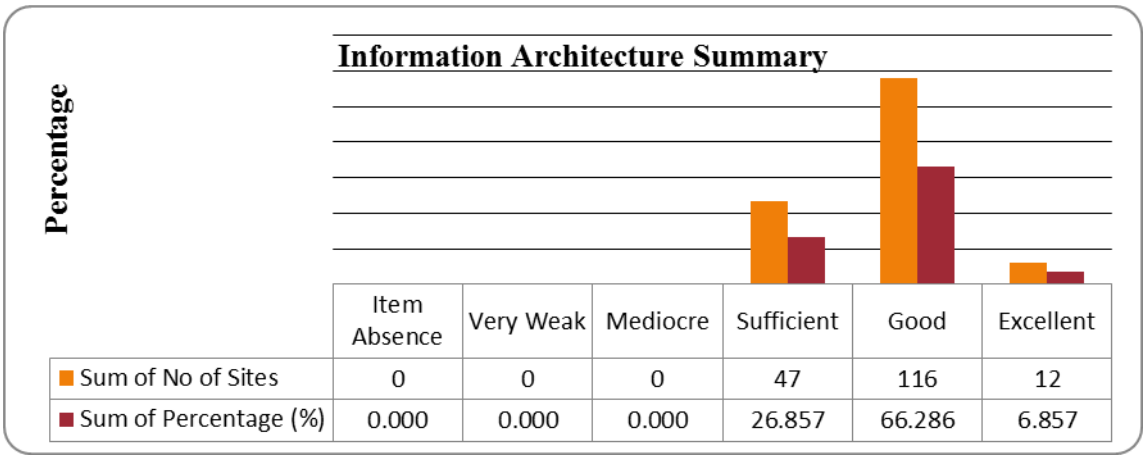
	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	0	12	95	64	4
Sum of Percentage (%)	0.000	0.000	6.857	54.286	36.571	2.286

Source: compiled by researcher

Information architecture: evaluation contains 5 items; factor explained 61.354 % of the variance and Eigenvalue of 3.068. The Information quality factor was used in the majority of

websites was also widely used. An information architecture that is, the way information is organized, structured and labeled to facilitate it's retrieving (Yeung & Law, 2004). However, information architecture was also a commonly evaluated factor tour operating firms. This is to prove that the websites placed high necessity on this dimension. This dimension out of 5 indicators scored 3.3432 mean this is high when compared with others good score but still need to be improved, the websites under this study did well in ensuring quality information are made available on websites.

Figure 4.4. Information Architecture

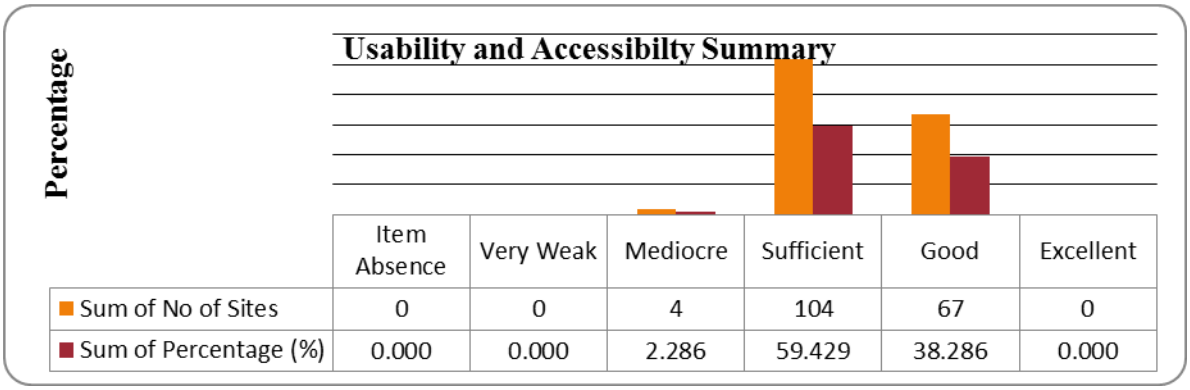


	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	0	0	47	116	12
Sum of Percentage (%)	0.000	0.000	0.000	26.857	66.286	6.857

Source: compiled by researcher

Usability and accessibility: evaluation contains 3 items; factor explained 59.410 % of the variance and Eigenvalue of 1.782. The item is: The websites under this study placed much emphasis on the usability and accessibility element. Usability and accessibility issues are seldom overlooked. It simply means the ability of the user to easily find a website through search engines (Dahlan & Shuib 2011). The websites achieved the highest score of mean 3.8317 after removed (Item 2 & 3) which is insignificant. Kim and Fesenmaier (2008) also found that "destination Websites must be user-friendly so that information searchers can easily navigate sites with no mental effort". This is to prove that these websites are almost perfect according to attributes of website usability and accessibility. One of the attributes, "user's intention to visit the destination based on website experience" overall tour operating firm's websites relevant content for people with disabilities is also not offered. Based on the above revealed evaluation criteria, the website tour operating firm that is not accessible for people with disabilities.

Figure 4.5. Usability and Accessibility

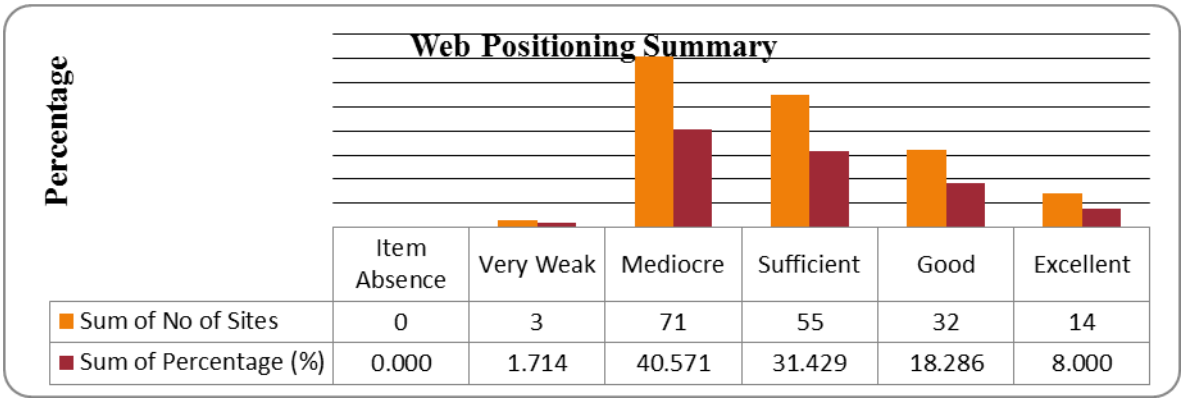


	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	0	4	104	67	0
Sum of Percentage (%)	0.000	0.000	2.286	59.429	38.286	0.000

Source: compiled by researcher

Web positioning: evaluation contained 4 items; factor explained 68.173% of the variance and Eigenvalue of 2.727. The dimensions are Web positioning, thus, becomes fundamental for DMOs and destination brands (Morrison, Taylor, & Douglas, 2004). Most of the websites do boast a search engine for tourism service accommodation, but during the period of evaluation, it was not operational. It did not have regular tabs, the page length was incredibly long and an internal search engine could not be identified using (Internet Explorer, Google Chrome, Mozilla…,) the lowest score is 2.2119 mean out of the maximum 5 points of this element, which is an encouragement to improve. This is to prove that the websites placed low necessity on this dimension. In most of the webpage, cannot find an internal search engine on all pages, and only a few sections that informs users about the regulations for accessing the website includes a system for discovering and seeking more information.

Figure 4.6. Web Positioning



	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	3	71	55	32	14
Sum of Percentage (%)	0.000	1.714	40.571	31.429	18.286	8.000

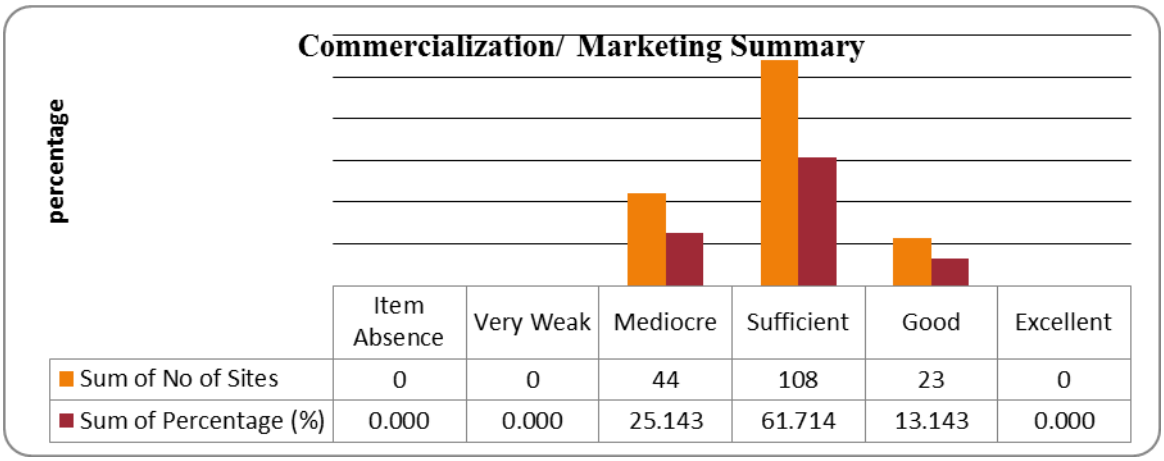
Source: compiled by researcher

Commercialization: evaluation contains 5 items; factor explained 54.232 %of the variance and Eigenvalue of 2.712. Marketing, the website doesn't really gain benefit from the accommodation booking system, transportation, and restaurants. The websites of tour operating

firms' score 2.4187 mean which is below average out of the maximum 5 points of this element, However, none of the websites evaluated integrates a search system for tourism product and service (except few websites) and they still refuse to provide a comprehensive system of billing for the tourism products and services the users wish to buy.

There is nothing safe and this tool should be looked as also a very important application to guarantee the consumers buying online avoiding misuse (Brito José Bonjisse, 2017).As there is no mechanism for reserving or selling tour packages, accommodation and shows, air tickets, etc., the score received by the marketing website will be below an average. These results to prove that the websites placed sufficient necessity on commercialization dimension. Nevertheless, it must be taken into consideration that the clear lack of options for the distribution of products or services via the websites can react to a tactical decision generated by the firm from the websites can respond to a strategic decision from the tour operating firms' owner/managers**.**

Figure 4.7. Commercialization/Marketing



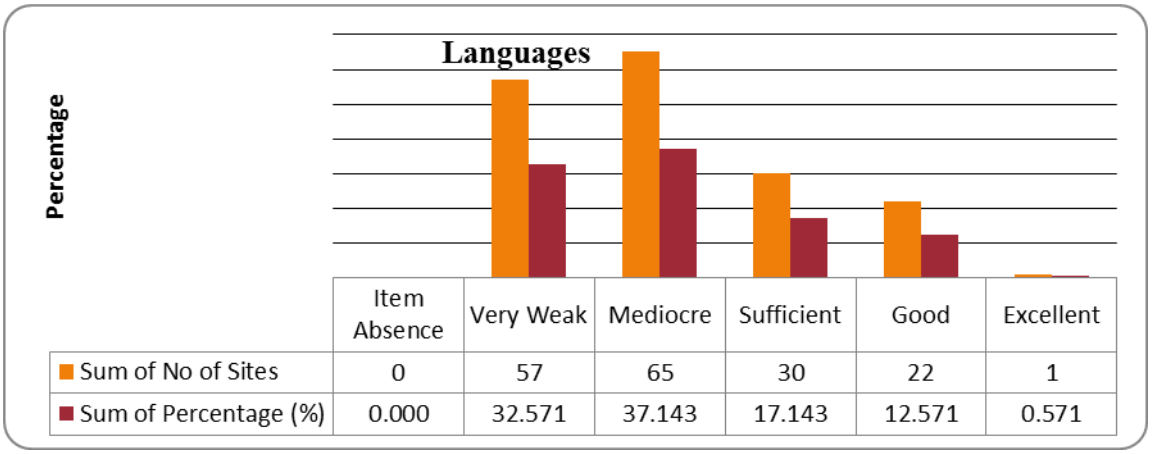
	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	0	44	108	23	0
Sum of Percentage (%)	0.000	0.000	25.143	61.714	13.143	0.000

Source: compiled by researcher

Language: evaluation contains5 items; factor explained 58.677 %of the variance and Eigenvalue of 2.934. The items are: The dimension of language websites doesn't provide the language options for viewing the websites. The websites' information is available in different languages suitable to different cultures and meets the needs of all customers regardless of their county (Abanumy *et al*., 2005, Fitzpatrick, 2000, & Fogg *et al*., 2001).The majority of the websites provide no language selection option and Google translator (except for a few websites). Out of the maximum, 5 points score 1.6510 mean which is the list score compared to another dimension. This is depicting that the websites have low performance on the language dimension. By default, all tour operating firm' websites use English since it is the language spoken by travelers in the world. However, only a few websites use French and Spanish languages as an

alternative. However, selections of other languages are not made available on most of the websites. Nevertheless, the tour operating firms' websites must use different language option and Google translator to attract tourists from different part of the globe.

Figure 4.8. Language



	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	57	65	30	22	1
Sum of Percentage (%)	0.000	32.571	37.143	17.143	12.571	0.571

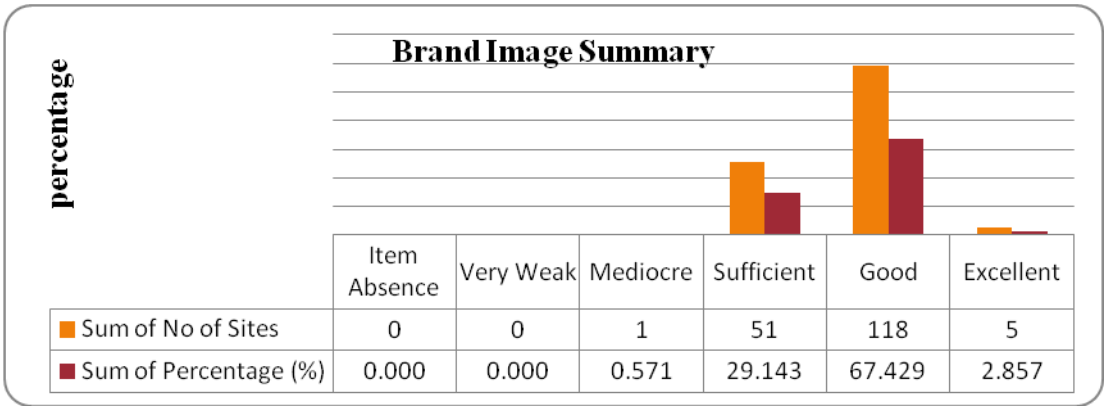
Source: compiled by researcher

Brand Image: evaluation contained 5 items; factor explained 39.819 %of the variance and Eigenvalue of 1.991. The brand image parameter distinguishes the existence of a motto and a video that supports the development of the destination's emotional identity for the destination. They are very easy on the eyes and able to make the colorful text more readable, (Dahlan & Shuib 2011).The organization logo is clear and noticeable in every page of the website (Lin *et al*., 2004).The domain name of the website is essentially an element of Marketing since it conveys a strong image of the brand and its notoriety (Brito José Bonjisse, 2017).The design of the website is innovative (Krauss, 2003) has an aesthetic effect by its graphics and animation (Achour and Bensedrine). Logos or trademarks have long been considered an important part of corporate branding and visual identity strategies (Cohen, 1986 & Mitroff, & Joyce, 1980).Visual Appearance was a much more common success measure in the brand image of websites. Customization was a factor that was commonly used in tour operating firms but not at all in tourism-related Web evaluation efforts. There should be consistency in text; pages should use one font size except for titles (Yoo and Jin, 2004). Text font should be chosen among the most readable ones (Abanumy *et al*., 2005).

Color coordination between the logo and background of websites is somewhat good. Most of the websites use the local name for the domain because of these reason foreign users don't search and spell easily through online. Brand image indicator scored 3.2179 mean, out of 5 items which is a good score when compared with others dimension followed; to the homepage. Nonetheless,

there are other websites in this dimension that do not use quality pictures on the website. Websites of the tourist brand and the layout of the website are present in all cases; nevertheless, it is still needs to improve, the brand image of websites well in ensuring the quality of websites.

Figure 4.9. Brand Image

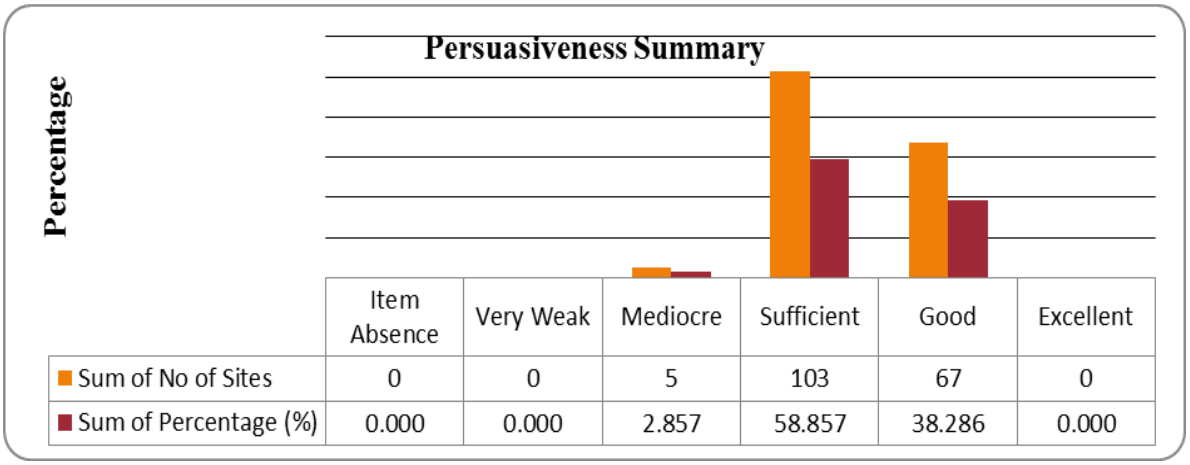


	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	0	1	51	118	5
Sum of Percentage (%)	0.000	0.000	0.571	29.143	67.429	2.857

Source: compiled by researcher

Discourse analyses: evaluation contains5 items; factor explained 48.467 % of the variance and Eigenvalue of 2.423. The items are: Discourse analysis reveals weaknesses in understanding an Official Destination Website as more than just an information desk and as a persuasive tool that offers logical and emotional justification to persuade a prospective tourist to visit the desk a persuasive tool providing rational and emotional reasoning to encourage a potential traveler to visit the destination (Cavia, & Castro, 2015). Persuasiveness dimension although the analyzed total of five (5) indicators achieves an acceptable website stands with a score average 2.9002 mean, which is sufficient but need to be improved. The persuasiveness statements were adapted in this study. Moreover, pictures had a significant important persuasiveness but most of the website use low-resolution quality picture and the same pictures used through websites. The Persuasiveness score denotes the ability of the website to influence the user's travel decisions and subsequent actions.

Figure 4.10. Persuasive



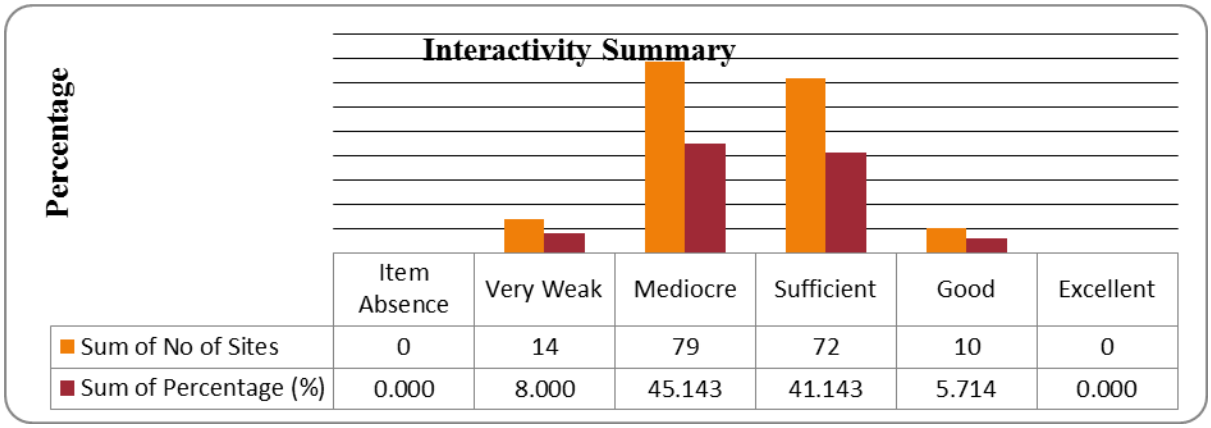
	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	0	5	103	67	0
Sum of Percentage (%)	0.000	0.000	2.857	58.857	38.286	0.000

Source: compiled by researcher

Interactivity: evaluation contains 5 items; factor explained 49.767 %of the variance and Eigenvalue of 2.488. The items are: As for Interactivity, most of the website does no multimedia browsing or tour organizer on the website and users can not publish website content or analyses the current content. The results greatly vary according to the websites no any direct links to other websites providing with the relevant tourism information (except few websites linked in e.g. Trip adviser, Euro Page…). Even if most of the websites don't offer Two-way communicative relationship between the sender and other users.

The average for the overall websites shows a poor score 1.9554 mean which is below average, this is indicating that there are few interactive features on a webpage: for instance, there are no virtual tours or interactive videos, no stories or observations from real tourists are included, there is no ability to contribute with videos, no stories or experiences are included from actual travelers, there is no option to contribute with the content or offer comments and there is no possibility to participate in live online chat. This is to prove that the websites placed poor necessity on the dimension of interactivity. However, they failed to utilize the connectivity to enhance their interactive. The poor results obtained for interactivity shows that website is hesitate to give users the floor in what is called an organizational communication framework (Cavia, & Castro, 2015).

Figure 4.11. Interactivity

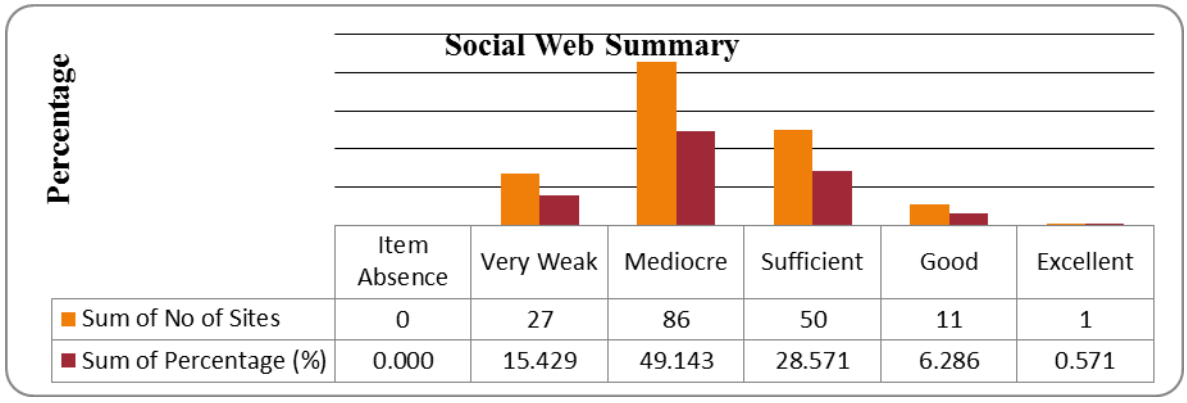


	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	14	79	72	10	0
Sum of Percentage (%)	0.000	8.000	45.143	41.143	5.714	0.000

Source: compiled by researcher

Social Web: evaluation contains5 items; factor explained 56.20 % of the variance and Eigenvalue of 2.810. The items are: It presents social networks like Face book, Twitter and YouTube. On most of the websites, there is a lack of updating but on a few websites, some social networks of greater use are present. As most social media networks are not present on most of the websites, websites stand with a score of 1.7848 mean which is a very weak score. Thus, tour operating firm need to review their website along with these aspects. Besides, website reviews, ratings, and other customer's feedback are not available, and applicable. Most of the website does not provide links with popular social networking platforms (Face book and Twitter).This social web dimension enhances its presence in the cyber world. But this is a result to indicate that the dimension of Social web is a weak necessity on websites compared to another dimension.

Figure 4.12. Social Web



	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	27	86	50	11	1
Sum of Percentage (%)	0.000	15.429	49.143	28.571	6.286	0.571

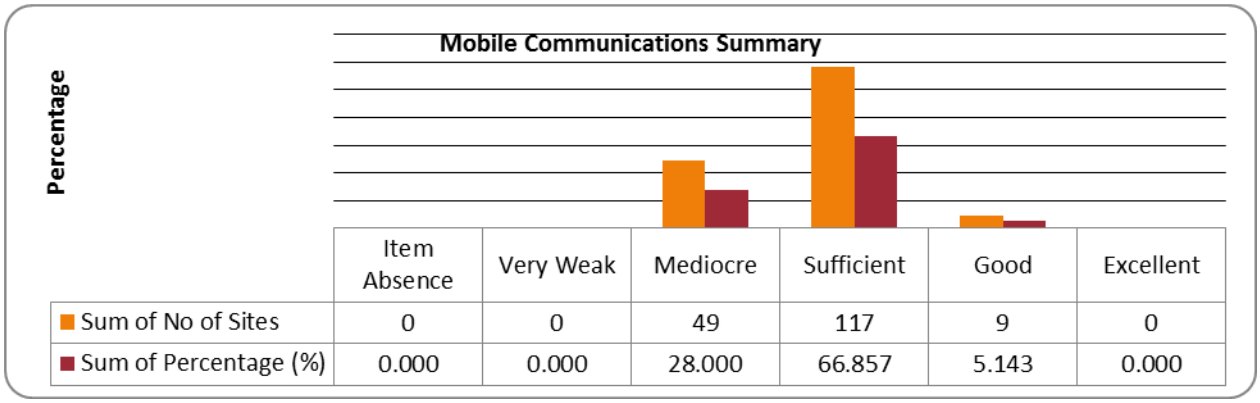
Source: compiled by researcher

Mobile communication: evaluation contains5 items; factor explained 49.66 % of the variance and Eigenvalue of 2.483. The items are: except a few websites no 24/7 customer service contact numbers and free calls are indicated on the website. The website can be accessed using

Smartphone or tablets, the site is responsive and works well on any Operating System and is multiplatform. The capacity for permanent connectivity that is afforded by mobile devices surely influenced the fact that websites had an online version and mobile applications (Cavia, & Castro, 2015).

Some of the websites have a mobile version, but not supported by this trend. The dimension of mobile communication shows a low range of scores which is 2.2930 mean. It is important to emphasize that the analysis took into account the applications that appeared on the websites to be improved.

Figure 4.13 Mobile Communication



	Item Absence	Very Weak	Mediocre	Sufficient	Good	Excellent
Sum of No of Sites	0	0	49	117	9	0
Sum of Percentage (%)	0.000	0.000	28.000	66.857	5.143	0.000

Source: compiled by researcher

4.2.2. Interview Result of TOFs' which is Achieved Highest Score

For the purpose of this study, interview ware made with owners/ manager and tour operating firms' representatives was interviewed virtually through Zoom application and using direct call. Among the target group under this study five tour operating firms' which achieved the highest score (1-5) in overall website quality based on WQI where considered for this interview purposely. This result is supportive to evaluate only website quality of TOFs' which is achieved highest score, because the result of interview not included others remain websites.

The Interview result discussed as follows:

Interviews result of the five tour operating firms' reveals that the highest achievers in the website quality evaluation TOFs' have worked hard on SEO and pay to Google Add by employing appropriate personnel and resource. A SEO practices has helped users to access website with minimal loading time using different internet browsing options (Firefox, opera, chromo etc.) Moreover, creative design of the website which involved IT professional with expertise in the tourism industry has contributed more on achieving the highest score. Tour operator personnel in charge also had a regular training on how to manipulate the website and regularly update it. Accordingly, the sites with the highest combination of unique visitors and page views are ranked

with the highest scores (Marcos & Codina, 2005). In this hyper-connected world, not only the internet and social networks play a transcendental role. Interview result reveals that the highest score websites had a mobile version which enable users to access and transaction online using their mobile phones. Besides, better website interactivity among tour operating firms' interviewed was achieved through tourist support tools like e-mail and chat rooms; participation spaces like forums; spaces of news evaluation; and general social networks (Facebook, Google+, Twitter, Flickr, Instagram, Pinterest, YouTube) that allow the creation of interactive communities where tourists can not only access information, but also generate it, share it, and get the opinion of other users. Thus, tourists were able to review and share their experiences using both the website and link such us Trip Advisor, travel blogs booking.com and other travel related social media platforms connected to the website.

Given globalization in present day tourism only having an English version may not be enough and interview result reveal that highest score website had different language option. Besides, Google Translator was linked to the web pages. Moreover, tour operating firms' interviewed would let their website being checked by language editors before anything being posted and this supported the website information to be more understandable. Taking into consideration people with visual and/or auditory impairments and access to website content through the use of devices with limited capacity, for instance, mobile telephones.

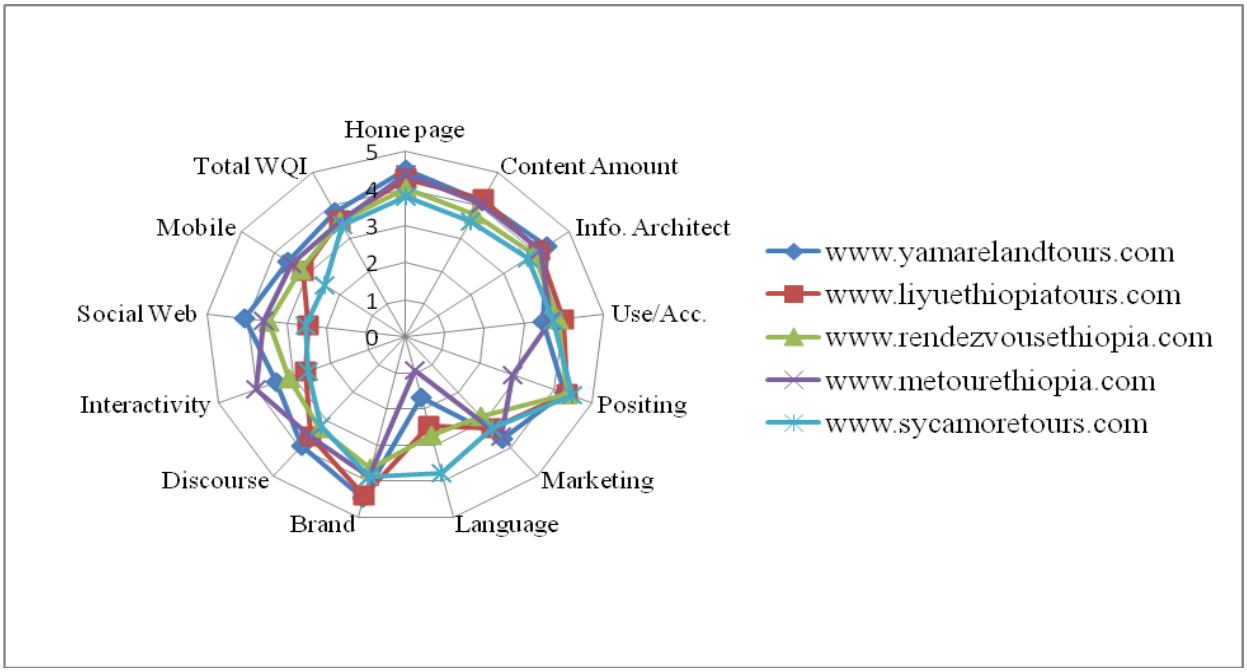
Conclusion, interview result indicated that better website qualities were achieved as website was manipulated by both IT expert and Tourism Professionals. Websites were regularly updated with regular supervision of IT Personnel. Creative designs with attractive home pages and interactivity tools were available including online payment options. Tourists were able to review and share their experiences with different language options. Website provided tools for planning trips and routes and offer customized travel guides that meet the needs and preferences of travelers and thereby help to afford more dynamic, interactive user browsing. Websites fulfilled better content and functionality. Aside from presenting an integrated service (information, contact, transaction, entertainment, relationship, etc.), the web pages has combined these services.

Table 4.8. TOFs' achieved highest score (1-5) "Web Quality Index" (WQI), May 2020.

Website/URL	Home page	Cont.	Arch.	Use/ Acc.	Posit.	Mark	Lang	Brand	Discourse	Inter	Social	Mobile	Total WQI
www.yamarelandtours.com	4.53	4.13	4.33	3.47	4.27	3.67	1.67	4.47	3.93	3.47	4.07	3.6	3.8
www.liyuethiopiatours.com	4.27	4.2	4.07	4	4.33	3.27	2.47	4.4	3.6	2.67	2.47	3.13	3.57
www.rendezvousethiopia.com	4	3.73	3.93	3.87	4.33	2.87	2.73	3.67	3.27	3.13	3.47	3.2	3.52
www.metourethiopia.com	4.4	4.07	4.13	3.67	2.87	3.6	0.93	3.87	3.6	4	3.6	3.47	3.52
www.sycamoretours.com	3.8	3.53	3.73	3.73	4.47	3.27	3.8	3.87	3.2	2.6	2.53	2.47	3.42

Source: compiled by researcher

Figure 4.14. Assessment of the TOFs' website achieved highest score (1-5) WQI.

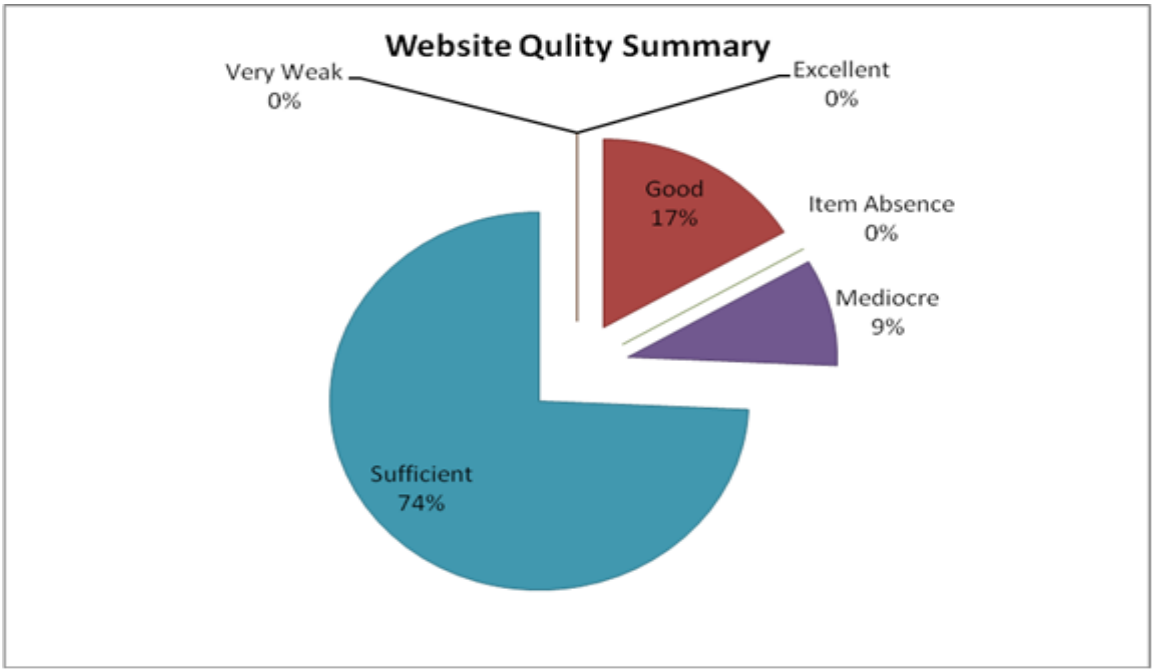


Source: compiled by researcher

4.2.3. Overall Quality of Websites

Likewise, by adding the data from the 12 areas assessed, the general scores can be compared, a combined index which is an average of the score obtained for each parameter which is called "Web Quality Index", (Cavia, & Castro, 2015).

Figure 4.15. Summary of Overall Website Quality (WQI).



Source: *Source: compiled by researcher*

The websites of tour operating firms in Ethiopian based on overall Web Quality Index (WQI), out of the maximum 5 points, scored below average which is sufficient. Thus, (WQI) not achieved good quality even. The WQI tells us the level of development of a tour operating firms' website taking into consideration a host of aspects, perspectives and approaches from which it can be analyzed. It assesses the general quality of the website with the topic areas from 5 points, which falls below the average 2.6485 mean scored which is sufficient.

Under this study, the significant Factors for websites were identified. Here, 60 indicators/item was further reduced to 3 items which in insignificant, 57 items were considered for this significant study, grouped under four (4) aspects and 12 parameters. To identify the aspects in above or below the average need to refer to the specific index for each parameter.

First, the result observed the overall website quality obtained for which dimension of websites the mean score stands at a suitable 5 points. for the website of tour operating firms' in Ethiopia with a usability and accessibility dimension which is the mean of 3.8317 after removed (Item 2 & 3) insignificant, well above the average. Overall the lowest score dimension is in a language which is 1.65 mean.

Nevertheless, these findings can be subdivided and the parameters of the sites will be examined for each of the quality aspects. The way of presenting data that provides useful information is grouping the topic areas into four main parameters referred to the information architecture, web

positioning, and usability and accessibility as “technical aspects”; to the home page, languages and the content amount and quality as “communicative aspects”; interactivity, social web and mobile communication as “relational aspects”; and, lastly, discourse analysis, handling of branding and marketing options as “persuasive aspects”.

The results obtained for the websites of tour operating firms’ out of 5 points slightly highest score mean for Technical aspects such as usability and accessibility (3.8317) and Information architecture (3.3432), while the below-average obtained for the Web Positioning (2.2119), Communicative aspects which is the only homepage (3.2926) achieved the highest score next to usability and Persuasiveness aspects which is the dimension of the Brand image (3.2179) also scored above average which is good.

Relational aspects it obtains patently poorer than average scores for interactivity (1.9554), social web (1.7848) and mobile communication (2.2930) compared to others aspect.

The websites of tour operating firms’ stands with a high performance out of overall dimension Usability and accessibility, Information architecture, Homepage and Brand image dimension were it secured the highest score in this study.

However, the website score average for five parameters particularly for Web Positioning, Mobile communication, Marketing, Discourse analysis, and the Content amount and quality dimension performs slightly average for the parameters.

Nevertheless, overall websites obtained the underperformance about Social web, interactivity and language which is very poor quality compared to others dimension.

This shows that overall websites of tour operating firms’ should improve generally, above all when it comes to Communicative aspects, Relational aspects and Persuasive aspects.

Accordingly, this general statistic does suffice to indicate the aspects for which dimension of the website need to improve overall. The analysis highlights potential problems for the website and possible scope for improvement.

CHAPTER FIVE
CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

Tourism websites are awhile interestingly, they were primarily researched from the marketing sector until now, and not from tourism research, essential communications marketing field, and not from tourism studies. In this study, present the websites quality assessment of tour operating firms' applying an evaluation parameter which is adopted Web Quality Index (WQI).

The overall website of tour operating firms' included in the study has a generally below average which is sufficient quality (an average of 2.6485 means), even if they stand much difference. The best result is attained by Technical aspect (usability and accessibility dimension) with a mean of 3.8317, but with some parameters such as information architecture, web positioning, it has scope for improvement. In other terms, along with its connectivity and content, the website for tour operators should be enhanced. The lowest outcome in the evaluation is shown by with parameters of Language which is 1.6510 mean which is "communicative aspects", revealing major general shortcomings and indicating that the website of tour operating firms' needs to be changed and improved to meet a quality level equivalent to that of the dimensions of other websites. In particular, this enhancement is especially needed when it comes to "Relational aspects" which is interactivity, social web and mobile communication.

The websites of tour operating firms' perform above an average which is good technical aspects, as well as usability and accessibility, and the information architecture of it is still needed for enhancement in this parameter. Similarly, the website of tour operating firms' should enhance their performance in the same parameters,

Whereas, the overall results of website per parameters, classified as Relational aspects which are scored lowest mean, even though this was also a poor degree of quality in two parameters perceived to be interactivity (1.9554 mean) and social web (1.7848 mean).

However, overall tour operating firms' owners and managers should overcome the conceptualization of the website as a distribution channel for tourism products and service exchange of information with users, travelers and potential tourists.

The applicability and relevance of the method of analysis supported by the Web Quality Index (WQI): it can identify strengths and weaknesses in the website of tour operating firms' even though it cannot go into the factors and causes that lay behind the results, according to a standard operation supported by experts.

The WQI though is capable of providing owners and managers of tour operating firms' with important information, to enhance their website and to observe what others are doing. The website will continue to enhance its effect.

The website will continue to increase its influence on potential tourists and website will continue to play a vital role in the tourism sector as a communication channel. It will be then very important for owners and managers firms' to evaluate the consistency of their web sites on a regular basis and to rely on a scientifically sound and creative system for doing so.

Finally, on the application of the Evaluation parameter of Web Quality Index (WQI), this study concludes that the websites of tour operating firms should be updated and improved based on WQI. Specially in the dimensions of usability and accessibility, homepage, content amount and quality social web and brand image to provide participatory and collaborative spaces in which users can obtain information of interest and share their experiences, opinions, and references.

5.2. RECOMMENDATIONS

From this study, it can be noted that evaluating the quality of tour operating firms' website is not a one task. However, quality evaluation of tour operating firms' website is very important since it assists the tourism service provider to know whether their websites meet the user satisfaction as well as the required level of quality parameters. This means that successful website quality evaluation requires involvement of all tourism sector stakeholders. The following are some of the recommendations to different stakeholders in the tourism sector of Ethiopia:

5.2.1. Recommendation for MoCT

In due course of the study, it was learnt that tour operating firms' licenses are being given without verification of website functionality and there are no regular supervise on licensed tour operating firms' websites by the side of the license provider (MoCT). Thus, it is strongly recommended that tour operating firms' websites functionality need to be considered as one of the criteria to issues licenses to tour operating firms by the MoCT.

5.2.2. Recommendation for Tour Operating Firms

Tour Operating firms' websites have remained popular for promote tourism service to sharing information for users. Tour operators need to realize that their websites should serve as a platform for a maximum user satisfaction. However, this study revealed several issues related with their website quality. Hence, the following recommendations are forwarded to Ethiopian tour operators:

- The findings of this study indicated that personnel's engaged in tourism business lack expertise on how to manipulate their websites for marketing purpose. Hence, the tour operators should strive to hire an ICT expert to enhance their website quality to the maximum as well as engage their employees in provision of trainings on how to utilize their websites properly and assist them in learning new aspects in tourism website quality aspects.
- Tour operators/owner and manager should do their utmost effort to regularly update their websites and should not overlook its benefits to their business.
- The tour operators should adopt any other websites good design practices. This includes different international tourism websites, online travel booking websites, hotel websites and so forth.

5.2.3. Recommendations for Future researcher

This study presented a web quality evaluation parameter for evaluating quality in tour operating firms' websites that considers. This study is limited on assessing website quality of tour operating firms' (business provider's side), there is a gap in understanding users' attitude on website quality aspects of tour operating firms'. Hence, the following recommendations are forwarded to further research:

- Further researchers need to consider users' attitude for better result and findings.
- The study is also limited on analysis and verifications of expert ratings against automated website analyzer.
- The better result will be achieved by incorporating expert rating against automated website analyzer and need to be considered in future research.
- The tool implemented in this study is only meant to make the evaluation easy and too more of manual. It would be interesting to design and develop an automatic tool which can evaluate a website with the input of a URL and give the various dimensions of quality.

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Addis Ababa University
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APPENDIX ONE: Website Quality Assessment Checklist

Dear Experts,

I would like to thank you for your willingness to participate in this study. I am a student at Addis Ababa University College of Development Studies pursuing a Master of Tourism Development and Management. As a requirement for my degree program; I am conducting a study on "Assess Quality of Website: The Case of Tour Operating Firms' in Ethiopia", which will help tour operating firms' for determining quality in official websites, based on adopted quality parameters. The purpose of this study is to assess the quality of tour operating firms' website in accordance with the view of essential aspects of quality parameters. This parameter checklist helps to evaluation of tour operating firm website. Evaluate the site according to each quality indicators based on the modified Web Quality Index (WQI). The following are the research objectives:

- Identify the tour operating firms' which have an active website.
- Examine tour operating firms' website based on quality parameters.

The parameters/checklists are modified to collect data on the adopted Web Quality Index (WQI). Your response will be strictly confidential and anonymity will be ensured. Kindly rate the following attributes of a website in terms of website quality parameters. Put a click (O) alongside the option that is applicable to you in the spaces provided. The data will be processed objectively, so rate each category, using a scale of 0-5 and then give the Website an overall score based on the Web Quality Index (WQI). Thank you for your time and cooperation.

With Hospitality Regards,

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INSTRUCTIONS

Based on your experience, please, specify below which of the listed website parameters are performs to you when you check tour operating firms website. Please, go to URL: http:… and browse the website for some time. Go onto different pages within the website and try on different functions. Then, please, evaluate the present tour operating firms website based on how well, you think, it performs on the listed below items. Please, answer ALL the questions.

Rating Scale: Rate the statement using the 0 - 5 point Likert scale provided where (0=Item absence, 1=Very weak, 2=Mediocre, 3=Sufficient, 4=Good, 5=Excellent)

Item Quality	Points	Criteria
Item absence	0 points	The Total absence of the item analyzed or fully present counter to being productive and especially negative.
Very weak	1 points	The item is present but in a very rudimentary, imperceptible or with counter-productive impact.
Mediocre	2 points	Rudimentary item of poor quality, moderately negative and has a dispensable effect.
Sufficient	3 points	The item does not bring significant value, has a moderate effect or is only present without harming the website.
Good	4 points	The presence of the item is an added value on the website. It is balanced, has quality, and makes the difference in relation to the standard.
Excellent	5 points	Item is very good, achieved and has a very positive effect. Distinguishes by excellence.

Source: adapted from Azevedo, (2009)

1. Home Page

Indicators and Check Elements of the "Homepage" Parameter Quality Dimension.
Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

1.1. The homepage provides features that are easy to navigate the website. (e.g. options to return to home page, top of pages are available) *

0	1	2	3	4	5
○	○	○	○	○	○

Item absence Excellent

1.2. The homepage content of the websites makes easy to explore the site further (e.g. Attractiveness, Suitability, appeal and companies profile) *

0 1 2 3 4 5

Item absence Excellent

1.3. The website shows current location address and map on homepage *

0 1 2 3 4 5

Item absence Excellent

1.4. The website developed contains administration tools which enhance efficiency on homepage i.e. Help, FAQ *

0 1 2 3 4 5

Item absence Excellent

1.5. The website incorporates a system for searching for and booking tour package and accommodation *

0 1 2 3 4 5

Item absence Excellent

2. Content Amount & Quality

Indicators and check elements of the "Content Amount and Quality" Parameter quality dimension.
Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

2.1. The website provides accurate and reliable information for the user. *

0 1 2 3 4 5

Item absence Excellent

2.2. Informational content in terms of diversity and its suitability to tourists' wants. (E.g. Tour package, destination/Attraction, Hotel & Air Ticket etc…) *

0 1 2 3 4 5

Item absence Excellent

2.3. The website content has information that is updated regularly *

0 1 2 3 4 5

Item absence Excellent

2.4. It is easy to find information about upcoming events on the websites *

0 1 2 3 4 5

Item absence Excellent

2.5. The contents provided in the website are clear and easy to understand (not ambiguous) *

0 1 2 3 4 5

Item absence Excellent

3. Information Architecture

Indicators and check elements of the "Information Architecture" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

3.1. The convenient set-up of the website helps the user to gather in-depth information s/he is looking for e.g. tourism products/services *

0 1 2 3 4 5

Item absence Excellent

3.2. The website is a good foundation of information about the destination *

0	1	2	3	4	5
○	○	○	○	◎	○

Item absence Excellent

3.3. Communication tailored to the needs of the user information. *

0	1	2	3	4	5
○	○	○	◎	○	○

Item absence Excellent

3.4. The website provides important information to users. Website organization and structure presents the information in an appropriate format *

0	1	2	3	4	5
○	○	◎	○	○	○

Item absence Excellent

3.5. Navigation options are ordered in a logical or task-oriented manner *

0	1	2	3	4	5
○	○	◎	○	○	○

Item absence Excellent

4. Usability & Accessibility

Indicators and check elements of the "Usability and accessibility" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

4.1. The website is easy to use and operate user friendly *

0	1	2	3	4	5
○	○	○	◎	○	○

Item absence Excellent

4.2. User-friendliness and appropriate for use by people with sensory difficulties (The website is accessible to persons with disabilities) *

0 1 2 3 4 5

Item absence Excellent

4.3. It is easy to locate the search bar on website *

0 1 2 3 4 5

Item absence Excellent

4.4. Alignment of text and page elements is constant throughout the website *

0 1 2 3 4 5

Item absence Excellent

4.5. Similar fonts and colors are used throughout the website *

0 1 2 3 4 5

Item absence Excellent

5. Web Positioning

Indicators and check elements of the "Web Positioning" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

5.1. Adequate design for suitable positioning within natural search results in search engines. *

0 1 2 3 4 5

Item absence Excellent

5.2. Local search engine on the website, which allows one to search on keywords in order to quickly locate the specific information and pages on the website *

0	1	2	3	4	5
◉	○	○	○	○	○

Item absence Excellent

5.3. Ability to open and operate the website without any problems in other than Internet Explorer browser,(e.g. in Opera, Google chrome, Mozilla or Safari) *

0	1	2	3	4	5
○	○	○	○	◉	○

Item absence Excellent

5.4. The search results page shows what was searched for and it is easy to edit and re-search. *

0	1	2	3	4	5
◉	○	○	○	○	○

Item absence Excellent

5.5. Search results are clearly presented and sorted according to relevance by default *

0	1	2	3	4	5
◉	○	○	○	○	○

Item absence Excellent

6. Marketing

Indicators and check elements of the "Commercialization/ Marketing" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

6.1. Tourism services/products are categorized effectively and all categories are visible and accessible *

0	1	2	3	4	5
◉	○	○	○	○	○

Item absence Excellent

6.2. Ability to search for tourism product/services based on the pre-selected criteria. (E.g. you can search for a tourism services/product based on the price, duration of the trip/visit, week day, etc…) *

0 1 2 3 4 5

Item absence Excellent

6.3. Integrated booking and/or purchase systems for various tourism products/services using a single "shopping basket "are available *

0 1 2 3 4 5

Item absence Excellent

6.4. Feature tourism items and deals are visible and in effective format *

0 1 2 3 4 5

Item absence Excellent

6.5. Options for distributing tourism products and services. *

0 1 2 3 4 5

Item absence Excellent

7. Languages

Indicators and check elements of the "Languages" Parameter quality dimension.
Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

7.1. The language used in this website is clear and appropriate for the subject matter *

0 1 2 3 4 5

Item absence Excellent

7.2. The website is written in several languages (e.g. worldwide translator / Google translator) *

0 1 2 3 4 5

Item absence Excellent

7.3. States what languages, aside from official destination languages, appear on each website. *

0 1 2 3 4 5

Item absence Excellent

7.4. Choice of languages and cultural adaptation of contents. *

0 1 2 3 4 5

Item absence Excellent

7.5. Necessary supplemental reference materials (e.g. FAQ, contact information) are available in more than one language *

0 1 2 3 4 5

Item absence Excellent

8. Brand Image

Indicators and check elements of the "Brand Image" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

8.1. The design of the website is creative.(Innovativeness - creativity and authenticity of website design) *

0 1 2 3 4 5

Item absence Excellent

8.2. The layout of the website is appealing. (Choice of layout, fonts, colors, etc.). *

0 1 2 3 4 5

Item absence Excellent

8.3. The website ensures that no pages are crowded with information *

0 1 2 3 4 5

Item absence Excellent

8.4. The companies' logo on the website is clear and noticeable *

0 1 2 3 45

Item absence Excellent

8.5. The tour companies has meaningful domain name *

0 1 2 3 4 5

Item absence Excellent

9. Persuasiveness

Indicators and check elements of the "Persuasiveness /Discourse analysis" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

9.1. Website's persuasive capacity in text and images. *

0 1 2 3 4 5

Item absence Excellent

9.2. The website is worth sharing to friends and visiting again in the future *

0 1 2 3 4 5

Item absence Excellent

9.3. The website pictures are vivid enough to help and visualize *

0 1 2 3 4 5

Item absence Excellent

9.4. The website is informative enough to improve opinion about the destination *

0	1	2	3	4	5
○	○	○	◎	○	○

Item absence Excellent

9.5. The website includes the presence of possible negative realms *

0	1	2	3	4	5
○	○	○	○	◎	○

Item absence Excellent

10. Interactivity

Indicators and check elements of the "Interactivity" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

10.1. Ability to interact with the company through the website (the website offers the possibility to contact company personnel via the website, e.g., via email, online request form, online chat function, etc.) *

0	1	2	3	4	5
○	◎	○	○	○	○

Item absence Excellent

10.2. The website allows interacting with it to receive tailored information to specific needs(e.g. product/service recommendation) *

0	1	2	3	4	5
◎	○	○	○	○	○

Item absence Excellent

10.3. Two-way communicative relationship between the user and the content, the sender and other users. *

0	1	2	3	4	5
◎	○	○	○	○	○

Item absence Excellent

10.4. Access to direct links to other websites providing with the relevant tourism information (e.g., links to the websites providing with information regarding visa, weather during the season, security issue, travel advice, local transportation service providers, etc.) *

0	1	2	3	4	5
○	◎	○	○	○	○

Item absence Excellent

10.5. Access safety and security information on the website (the website offers a complete information regarding safety and security issues, e.g., regarding Internet payment, handling personal customer information, etc.) *

0 1 2 3 4 5

Item absence Excellent

11. Social Web

Indicators and check elements of the "Social Web" Parameter quality dimension.

Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

11.1. Ability to communicate with other customers via the website and learn about previous customer experiences (e.g., access to guest book or customer forum or chat function) *

0 1 2 3 4 5

Item absence Excellent

11.2. The website reviews, ratings, and other customer's feedback are available, as applicable (e.g. email, chat, online community, suggested forms/testimony) *

0 1 2 3 4 5

Item absence Excellent

11.3. Ability to subscribe to the company's mailing list to receive personalized information about offers, campaigns, news, etc. *

0 1 2 3 4 5

Item absence Excellent

11.4. Ability to store your personal information, history of your previous deals with the company (e.g., ability to register on the website with login and password and create "My page" on the website) *

0 1 2 3 4 5

Item absence Excellent

11.5. The website has a social media associated with the web domain. (e.g. Face book page, LinkedIn, Twitter, YouTube, Instagram, Flickr, Picassa,etc) *

0 1 2 3 4 5

Item absence Excellent

12. Mobile Communications

Indicators and check elements of the "Mobile Communications" Parameter quality dimension. Please, indicate your opinion by marking the appropriate box on the 6-point scale, where (0) equals to "Item absence" website performance and (5) equals to "EXCELLENT" website performance, with a cross "O": Your task is to rate each of the listed below website parameters, based on how performs it is to you.

12.1. The website is compatible with the smart phone (Adaptation for mobile devices). *

0 1 2 3 4 5

Item absence Excellent

12.2. It easy to purchase tourism services/products through smart phone *

0 1 2 3 4 5

Item absence Excellent

12.3. Customers could interact and share their experiences in to the website using smart phone *

0 1 2 3 4 5

Item absence Excellent

12.4. The Website is an alternative to calling customer service or sales.(E.g. Toll Free) *

0 1 2 3 4 5

Item absence Excellent

12.5. The Website is easier to use then calling an Organizational representative agent on the phone 24/7. *

0	1	2	3	4	5
○	◉	○	○	○	○

Item absence Excellent

APPENDIX TWO: INTERVIEW GUIDE QUESTIONS FOR KEY INFORMANTS

For the purpose of this study TOFs' representatives, owners and manager which is score highest point based on WQI were interviewed for at least for 30 minutes session.

Dear representative,

I am Yoseph Gela a graduating tourism development and management student at Addis Ababa University College of Development Studies. I am writing a thesis on the topic **"Assess Quality of Website: The Case of Tour Operating Firms' in Ethiopia",** the objective of the study is to evaluate the website quality of tour operating firms in Ethiopia.

Hence, I kindly request you to answer the questions below. Your answer is very helpful to my study.

The information of this interview was considered confidentially.

1. What is your position and responsibilities in this organization?
2. Is there a separate department for constructing and updating website or do you buy expertise from other IT companies?
3. What are the important factors for a successful tourism website?

Thank you for your time and effort to support my thesis.

APPENDIX THREE: Details Result of Overall Websites Quality

Website/URL	Company Name	A	B	C	D	E	F	G	H	I	J	K	L	Total
		Home page	Cont.	Arch.	Use/Acc.	Posit.	Mark	Lang	Brand	Discourse	Inter	Social	Mobile	WQI
www.abemtraveltour.jimdofree.com	Abem Travel Tour P.L.C	3.07	2.6	2.87	2.73	2.93	2.2	0.87	3.2	2.87	1.6	1.47	2	2.37
www.excitingethiopiatours.com	Exciting Ethiopia Tours	3.2	2.67	3.27	2.47	1.4	2.33	0.87	3.27	2.67	0.93	1.27	2.07	2.2
www.kereyouethiopiatour.com	Kereyou Tour & Travel	3.27	2.67	3.73	2.87	1.53	2.93	2.27	3.27	3.27	2.6	2.07	2.53	2.75
www.authenticethiopiatours.com	Authentic Ethiopia Tours P.L.C	3.4	2.93	3.2	3	3.93	2.8	1.07	3.2	3.27	2.13	2.2	2.67	2.82
www.vacationethiopiatravel.com	Monarch Tours	2.6	2.13	3.2	2.8	1.6	1.8	1.07	2.8	2.93	1.07	0.73	1.47	2.02
https://dlethiopiatravel.com/site/	DirectLink Ethiopia Tours And Travel	3.07	3.33	4.07	2.93	2.2	2.87	1	3.4	3.33	2.27	2.33	2.6	2.78
www.ilyatourandtravel.com	Ilya Tour And Travel P.L.C	3.4	3	3.2	3.07	2.87	2.27	0.87	3.47	3.33	1.53	2	2.4	2.62
www.yaritourethiopia.com	Melaku Gezu	2.67	3.53	3.33	2.73	2.93	2.33	2.07	3.47	3.27	2.13	2.27	2.27	2.75
www.mosescovenanttours.com	Moses Covenant Tours	4.4	4	4.27	2.8	1.6	3.4	1.2	3.73	3.67	3	2.4	2.47	3.08
www.negaritethiopiatours.com	Negarit Ethiopia Tours	3.53	2.93	2.8	2.6	1.4	2.53	1.07	3.27	3	1.73	2.07	2.27	2.43
www.hostethiopiatour.com	Oumer Seid Tour	3.93	3.27	3.4	2.93	2.07	2.93	0.73	2.87	3.4	1.6	1.67	2.07	2.57
www.passionethiopiatours.com/	Passion Ethiopia Tours	2.87	2.73	3.4	2.67	2.47	3.07	3	3.67	3.07	2.33	2.07	2.53	2.82
www.poshtravelethiopia.com	Posh Tours	3.47	2.8	3.4	2.6	1.6	2.33	1.2	3	3	1.47	1.4	2.13	2.37
www.selamtravel.com	Selamawit Travel International	3.87	3.2	3.93	3.87	4.27	3.47	3.47	3.67	3.87	2.27	1.87	3	3.39
www.suntrekethiopiatours.com	Suntrek Ethiopia Tours	2.93	2.07	2.4	3	3.8	1.67	0.67	2.27	2.2	0.73	0.67	1.6	2
www.myguzo.com	Tesfa Mengistu	3.33	2.87	3.4	2.6	1.13	3.07	3.53	3.13	2.47	1.53	1.73	2	2.57
www.farustour.com	Tesfay Berha	3.73	3.13	4	3.27	2.93	3	3.2	4	3.27	2.67	2.93	2.6	3.23
hhp://betsega.wikeo.net	Betsega Tour Operation	3.2	2.8	3.6	2.87	1.67	2.53	0.87	3.6	2.93	1.8	1.33	2.33	2.46
www.chapterethiopiatour.com	Chapter Tour Operation	4.2	3.2	3.6	3	2.53	3.07	0.67	3.53	3.2	2.47	2.2	2.67	2.86
https://www.senaitethiopia.com/	Senait Ethiopia Tours	2.73	1.93	2.4	2.33	1.33	1.53	1.13	2.47	2.6	0.73	0.27	1.93	1.78
http://elmitourethiopia.com/index	Elmi Tour P.L.C	2.87	2.27	2.27	1.93	1.47	1.67	0.8	2.73	2.07	0.8	0.6	1.73	1.77
www.ethiopiauncovered.com	Uncovered Ethiopia Tour	3.47	2.67	3.4	2.8	2.13	2.67	3.27	3.4	2.67	2.07	1.93	2.13	2.72
www.emwtour.com	EMW Tour And Travel P.L.C	2.73	1.73	2.6	2.53	1.8	1.6	1.13	3.07	2.8	1.07	0.6	1.13	1.9
www.hassentour.com	Hassen Tour And Travel Agent	3.67	3.87	4.13	3.13	2.87	2.8	2.07	3.4	3.27	3.07	2.2	2.67	3.09
https://julianethiopiatour.com/	Julian Tour And Travel Agent	3.53	3.13	3	2.4	2.67	2.4	0.8	3	3.27	2.27	1.93	2.47	2.57
www.pricelessethiopiatours.com/	Priceless Ethiopia Tours P.L.C	2.47	1.87	2.8	2.33	1.33	1.93	3.07	2.87	2.27	1.33	0.47	1.87	2.05
www.adinastour.com	Adinas Agera Tour & Travel	3.33	3.2	3.33	3.13	2.67	2.4	1.4	2.6	2.67	1.93	1.67	2.27	2.55
www.boundlessethiopia.com	Boundless Ethiopia Tours P.L.C	2.6	2.47	3.07	2.13	1.4	1.93	1.33	2.93	2.8	0.73	1.4	1.73	2.04
www.travelmenbi.com	Menbi Tours And Travel Agency	3.93	2.47	2.87	2.4	2.13	2.2	0.87	2.73	2.53	1.4	1.6	1.8	2.24
www.dashentours.com	Dashen Tours	3.27	3.07	3.47	2.87	2.33	2.47	1.13	3.93	3.27	1.8	2.07	2.2	2.66
www.awuraethiopia.net	Awura Tour Operation & Travel	2	1.67	2.13	2.13	0.93	1.53	0.73	2.53	2.13	0.87	0.4	1.4	1.54
https://www.africaqueentours.com	African Queen Tour Opreation	4	2.4	3.27	3.07	3.67	2.2	2.8	3.53	3	2	0.67	2.07	2.72

www.begatoursethiopia.com/	Bega Tour Operation	3.2	2.53	3.13	2.73	1.73	1.87	0.93	3.27	2.87	1.87	1.73	2.47	2.36
www.awazetours.com	Awaze Tours	3.13	2.13	2.13	2.27	1.4	1.6	0.87	2.33	1.73	0.8	0.6	1.4	1.7
http://www.asqualtours.com/	Asqula Tour And Travel	3.53	2.87	3.4	2.73	2.4	2.07	1.93	3.53	3.07	2.2	2.4	2.2	2.69
www.vantagetravelandtour.com	Vantage Travel & Tour Services	2.47	1.87	2.67	2.4	1.53	1.87	0.87	3.47	2.6	0.8	0.6	1.33	1.87
www.korebethiopiatours.com/	Korebe Tour And Travel Service Plc	4.33	3.87	4.33	3.07	2.07	3.13	3.73	3.8	3.33	3	3	3.27	3.41
www.parisabyssinietours.net/	Le Fier D Abyssinine Tours	3.53	2.73	3.07	3.2	3.27	2.33	0.93	2.73	2.73	1.27	1.2	2.4	2.45
www.vastethiopiatours.com	Vast Ethiopia Tour P.L.C	2.47	2.73	3.67	3.27	4.13	2.53	1.6	3.33	3.27	1.8	1.47	1.93	2.68
www.zagweethiopiatour.com	Zagwe Tour And Travel Agency	3.27	2.33	3.93	3.27	2.73	2.07	1	3.6	3.47	1.33	1.27	2.4	2.56
www.johnnyabyssinia.com/	J.A.T Ethiopia Tour Operation	2.47	1.87	2.73	2.2	1.6	2	1.13	2.6	2.53	0.93	1.07	1.87	1.92
www.zabtoursethiopia.com	Zab Tours Ethiopia P.L.C	4.13	3.53	3.93	3.07	2.73	3.13	1.27	3.27	3.33	2.8	2.4	2.8	3.03
http://acaciatoursethiopia.net/	Acacia Tour Travel Agency And Trading P.L.C	3	3.07	3.2	2.93	3.6	2	2.33	3	2.6	2.13	1.8	1.73	2.62
https://www.tekethiopiatours.com	Tek Tours	3.6	2.87	3.27	2.67	2.4	2.47	0.8	3.73	3.67	1.93	1.33	1.93	2.56
www.ethiopia.africaridingadventures.com/	Africa Riding Adventures Tour	3.93	3.33	4.13	2.8	2.27	3	0.8	3.8	3.27	2.47	2.4	2.47	2.89
www.yaredtour.com	Yared Tour And Travel P.L.C	3.87	3.2	3.53	3.13	3.27	2.2	2.07	3.2	2.93	1.6	1.67	2.4	2.76
http://tizezetourandtravel.com/	Tizez Haile Tour	2.33	2.07	2.53	2.2	1.67	1.6	0.93	2.4	2.07	1.07	0.47	1.53	1.74
www.melatours.com	Mela Tour & Travel P.L.C	2.8	3	3	2.33	2.07	1.8	1.4	2.93	2.33	1.4	1.4	1.8	2.19
http://astonishingethiopiatour.com/in	Astonishing Ethiopia Tour Operation	3.73	2.87	3.13	2.6	1.47	2.67	3.73	3.67	3.2	1.67	1.4	2.73	2.74
www.libah-safari.com	Libahi Hunting & Photo Safari	3.13	2.47	3.13	2.6	2.47	1.93	1.07	3.33	2.73	1.67	0.87	2.07	2.29
www.melodytourethiopia.com	Melody Tour And Car Rent Plc	2.33	2.07	2.67	2.67	1.6	1.53	1.07	3.73	2.93	1.2	0.47	1.47	1.98
www.stunningethiopiatours.com	Stunning Ethiopia Tours P.L.C	3.4	2.8	3.53	2.8	2.93	3.13	2.4	3.6	2.87	1.73	1.33	2.27	2.73
www.shangrilaethiopiatours.com	Shangrila Ethiopia Tours P.L.C	3.13	2.93	2.53	2.73	1.87	1.87	2.67	3.67	2.8	1.8	2.67	2.53	2.6
www.mesamaethiopiatours.com	Mesama Ethiopia Tours	3.73	3.47	3.8	3.4	4.2	2.93	3.47	3	3	2.27	1.53	2.33	3.09
http://ageshatours.com/	Agesha Tour	3.67	3.87	3.6	3.07	1.8	2.6	3.8	3.8	3.33	2.53	3	2.67	3.14
http://fisheagleethiopiatours.com/	Fisheagle Tour Plc	3.6	2.93	2.93	2.6	1.67	2.07	3.6	3.53	3.27	1.8	1.87	2.53	2.7
www.chorra-tours.com	Chorra Tour	3.07	2.8	3.33	2.67	1.53	2.87	2.8	2.8	2.8	1.87	0.87	2.2	2.47
www.aishatoursethiopia.com/en	Aisha Tour Ethiopia	3.8	2.27	2.73	2.47	3.67	2.4	2.33	3.13	3.27	2.47	2.73	2.87	2.84
www.tatuethiopia.com	Tatu Tour And Car Rent	3.87	3.67	3.73	3.2	2.47	2.4	2.53	3.27	3.33	1.73	2.4	2.4	2.92
www.olakalaethiopiantour.com	Olakala Ethiopian Tour And Travel	2.07	1.93	2.6	1.8	1.33	1.4	0.53	1.87	1.33	0.47	0.67	1.13	1.43
www.secretlandethiopiatours.com	Secret Tour Travel P.L.C	2.93	2.33	3.07	3.2	4.4	1.93	1.47	2.87	2.27	0.87	1.2	1.73	2.36
www.ethiopiatourguide.com	Tehi Trading Plc	3.93	3.07	3.07	2.6	1.2	2.8	1.2	3.13	3	2.67	3.2	2.53	2.7
www.wisdomethiopiatours.com	Dejen Demeke	3.13	3.4	3.67	3.6	3.87	2.47	0.93	3.6	3.07	1.93	2.6	2.53	2.9
www.sacredethiopiatour.com/en/	Sacrid Tour And Car Rent	3.47	3.33	3.67	3.4	4	2.87	2.47	2.8	2.93	1.93	1.47	2.27	2.88
www.aventuresethiopie.com	Mikado Ethiopia Tour	3.87	3.27	3.6	2.87	1.33	2.07	1.27	3.2	3.27	2.4	0.93	2	2.51
www.actiontourethiopia.com	Action Tours	3.4	2.93	3.07	2.87	3.07	2.6	3.93	3.07	2.33	1.4	1.67	2.27	2.72
www.decouvrirethiopietour.com/	Decouvrir Ethiopia	2.47	1.6	2.67	2.27	1.47	2	2.93	3.33	2.4	1.2	1	1.73	2.09

www.ecoethiopia.com	Eco Ethiopian Tour And Travel Agency P.L.C	3.07	2.13	2.87	2.2	1.53	1.73	0.53	2.87	2.87	1.53	1.07	2	2.03
www.aniniethiopiatour.com	Anini Tour Operators Ethiopia	3.73	3.13	3.93	2.87	1.67	3	1.73	3.07	3.6	1.87	1.93	2.2	2.73
www.ankobertour.com	Ankober Tour Travwl And Car Rent	3	3.07	3.47	2.6	1.8	2.2	0.67	3.27	2.8	2.2	3.2	2.6	2.57
www.rasrobeentours.com	Ras Robeen Tours	2.8	2.33	3.47	3.33	3.8	2.53	1.73	3.6	2.53	2.13	1.53	2.13	2.66
www.kermellostour.com	Eyoatam Trading P.L.C	2.67	2.07	2.8	2.67	2.13	1.73	1.4	2.93	2.73	1.53	1.33	1.8	2.15
www.hiscultours.com	HIS CUL Tour Operator And Travel Agency	2.8	2.33	2.87	2.53	1.33	2.27	3.33	2.93	2.8	1.47	1.2	1.8	2.31
www.letoethiopia.com	Lemlemtua Ethiopia Tour Operations P.L.C	3.53	3.07	3.4	3.4	3.27	2.33	0.93	3.73	3.13	1.67	1.6	2.33	2.7
www.taitutour.com	Taitu Tour & Travel Agent P.L.C	4.27	3.2	3.93	3.13	2.13	3.33	1	3.53	3.4	1.8	1.53	2.47	2.81
www.elephantethiopiatours.com/	Elephant Tour & Travel	3	2.53	2.87	2.33	1.73	1.67	1.4	3	2.6	2.07	2	1.73	2.24
http://isabellatoursethiopia.com/	Isabella Tours Operation	3.2	2.93	3.07	2.4	1.73	2.33	0.93	3.2	2.27	1.47	1.53	2.4	2.29
www.serenetourethiopia.com	Serene Car Rent Tour And Travel Agent P.L.C.	2.87	2.13	2.8	2.67	2	1.93	1	3.4	2.53	0.53	0.87	2.07	2.07
www.zionethiopiatours.com	Bati Tour & Tervel	3.27	2.53	3.4	3.07	1.53	2.4	3.87	3.4	3	1.8	2.07	2.93	2.77
www.baseethiopiatourandtravel.com	Base Ethiopia International Tour And Travel P.L.C	3	2.4	2.8	2.6	1.47	2.13	0.8	3	2.27	1.33	0.8	2	2.05
www.sycamoretours.com	Sycamore Tree Ethiopa Tours And Travel P.L.C	3.8	3.53	3.73	3.73	4.47	3.27	3.8	3.87	3.2	2.6	2.53	2.47	3.42
www.chilalotour.com	Chilala Tour And Teravel Service P.L.C	3.8	3.6	3.67	3.53	3.8	3.73	2.13	3.27	3.73	2.4	2.13	2.67	3.21
www.eastafricaecotour.com	Grand East Africa Eco Tours	3.27	3.6	4	2.93	2.07	3	3.8	3.4	3.4	2.47	3.87	3.67	3.29
www.pressethiopiatours.com	Press Ethiopia Tour And Car Rent	2.93	2.2	2.87	3.47	2.6	2.07	0.93	3.13	2.67	1.07	1.93	2.4	2.36
www.harlemethiopia.com	Gyosland Industrial Plc	1.8	1.47	2.07	2	1.53	1.13	0.67	2.07	1.73	1.6	0.6	1.87	1.54
www.wubethiopiatours.com	Wub Ethiopia Tours	3.2	2.87	3.4	3.67	3.27	2.67	1.13	3.2	3.13	2.27	1.93	2.73	2.79
www.ararattourandcarrent.com	Ararat Tours & Car Rent	2.73	2.07	2.93	2.27	1.4	1.8	2.13	2.33	2.67	1.2	0.87	1.67	2.01
www.ethiopianadventures.com	Simien Park Lodges P.Lc	3.53	2.93	3.4	2.93	1.8	2.33	1.07	3.87	2.93	2.27	2.53	2.47	2.67
www.tonreveethiopievoyage.com	Tonreve Tour & Travel Agent P.L.C	2.87	2.53	2.8	2.73	3.13	2.2	2.33	3.53	2.8	2.2	1.13	1.67	2.49
www.zersiethiopiatours.com	Zersi ethiopia Tour Travel & Car Rental	3	2.67	3.4	2.13	1.67	2.4	0.93	3.07	2.53	2.2	1.4	2.33	2.31
www.yamarelandtours.com	Yamare Land Tours Plc	4.53	4.13	4.33	3.47	4.27	3.67	1.67	4.47	3.93	3.47	4.07	3.6	3.8
www.bigfiveadventures.com	Big Five Adventure Ethiopia Tour	3.4	2.87	3.53	2.87	2.67	2.53	0.87	3.27	2.47	1.8	2	2.6	2.57
www.easygoethiopia.com	Easy Go Ethiopia Tour P.L.C	3.6	3.33	3.47	3.33	3.13	3	1.47	3.47	3.53	2.6	2	2.87	2.98
www.zelalemtourethio.com	Zelalem Tour Travel & Car Rent	3.2	2.87	3.93	3.33	3.27	2.73	1.07	2.87	3	2.07	1.07	2.27	2.64
www.fklm-tours.com	Fklm Ethiopia Tour	3.47	2.8	3.6	3.47	3.27	2.6	3.53	3.6	3.07	2.4	2.07	2.33	3.02
www.ethiomartours.com	Ethio Mar Tours And Travel	3.87	3.47	3.93	2.73	1.27	3.07	1.53	4.13	3.53	2.73	2.4	2.73	2.95
www.freelandethiopia.com	Freeland Tour And Travel P.L.C	3.8	3.4	3.93	2.8	2.4	2.8	2.07	3.47	3	2.4	2.73	2.6	2.95
www.biranatours.com	Birana Tours P.L.C	3.53	3.2	3.73	3.4	3	2.27	4	3.8	3.33	2.13	2.27	2.93	3.13
www.liyuethiopiatours.com	Liyuethiopia Tour And Travel P.L.C	4.27	4.2	4.07	4	4.33	3.27	2.47	4.4	3.6	2.67	2.47	3.13	3.57
www.margebethiopiatours.com	Marged Tour& Travel	3.4	2.93	3.8	3.6	4.07	2.4	1.13	4.13	3.07	1.73	1.47	2.47	2.85
www.summertimetour.com	Summer Time Tour And Travel P.L.C	3.67	2.87	3.53	3	2.93	2.87	2.27	3.27	3.2	2.33	2.2	2.4	2.88
www.holylandethiopia.com	Holyland Tour And Travel	3.53	2.73	3.73	3.67	4	2.93	1.2	3.27	2.8	3.07	2.8	2.47	3.02

www.ethioblossoms.com	Ethio blossoms Trading Plc	3.8	2.73	3.4	3.6	3.33	2.87	1.47	3.33	3.4	2.07	2.07	2.4	2.87
www.visitethiopiatravel.com	Visit Ethiopia Tour And Travel	2.93	2.67	2.93	2.2	2.07	2.2	2.13	3.67	2.8	2.8	1.53	2.8	2.56
www.balehagerutoursethiopia.com	Balehageru Tours Ethiopia	3.67	2.73	3.67	3.67	3.93	3.13	3.47	3.53	3	2.2	2.07	2.73	3.15
http://dinshotouroperation.com/	Dinsho Tour/	3.2	3.2	3.8	2.53	1.8	3.07	1.87	3.2	3.13	2.73	3.33	2.47	2.86
www.asoltour.com	Asol Ethiopia Tour	3.6	2.87	3.4	2.4	1.93	2.6	2.47	3.27	3.07	2.07	1.33	2.33	2.61
www.ymentour.weebly.com	Ymen Tour &Travel P.L.C	3.73	3.27	3.93	3.53	4.27	2.53	1.2	3.47	3.4	2.47	2.4	2.2	3.03
www.kushlandtours.com	Kushland Tours P.L.C	3.27	2.93	3.13	3.4	3.73	2.27	2.13	3.33	2.6	2.33	1.6	2.73	2.79
www.sunnylandethiopiatours.com	Sunny Land Ethiopia Travel Agency	3.27	2.33	3.67	2.53	1.8	2.4	1.53	3.47	3.07	1.6	1.07	2.47	2.43
http://dohratours.com	Dohra Tour Travel Car Rent P.L.C	4.13	3.6	4.33	3.07	1.8	2.93	2.93	4.4	3.53	2.87	2.4	3	3.25
www.rendezvousethiopia.com	Rendezvous Ethiopia Tour	4	3.73	3.93	3.87	4.33	2.87	2.73	3.67	3.27	3.13	3.47	3.2	3.52
http://acrossabyssinia.com/index.	Across Abyssinia Tour Plc	3.13	2.6	3.4	2.67	1.73	2.6	0.8	2.93	2.8	2.07	1.6	2.33	2.39
www.dynastyethiopiatours.com	Dynasty Ethiopia Tours P.L.C	3.53	3.2	3.8	3.13	2.07	2.27	1.2	3.13	2.73	2.2	1.8	2.4	2.62
www.buskatours.com	Buska Ethiopia Tour	2.6	1.87	2.67	2.6	2	1.8	3.47	2.47	2.6	1.6	1	1.53	2.18
www.nativeethiopiatours.com	Native Land Tour Operator And Travel Agent	3.53	3.07	3.07	3.13	2.33	3.13	1.6	3.2	2.8	2.47	1.07	2.33	2.64
www.newgateethiopiatours.com	Newgate Ethiopia Tours	3.53	3.2	3.33	3.2	1.87	2.47	3.53	3.53	2.87	2.6	2.47	2.53	2.93
www.yamatoursethiopia.com	Yama Ethiopia Tours.P.L.C	3.53	3.4	3.6	2.93	2.67	2.47	1.87	3.53	2.93	2.13	1.4	2.6	2.76
www.gwafrica.com	Great Wall Africa Tour	3.67	3.13	3.67	2.93	2.27	2.67	1.13	3	3.07	2.07	0.93	2.27	2.57
www.overlandethiopiatours.com	Overland Ethiopia Tours	3.4	2.6	3.73	2.8	2.27	3.07	2.2	3.2	3	2.07	1.87	2.53	2.73
www.guassaethiopiatours.com	Guassa Ethiopia Tour	3.67	3.27	4.27	3	1.67	2.8	1.53	3.73	3.73	2.4	1.6	3	2.89
www.ambaethiopiatours.com/index.	Ambaethiopia Tour	3.73	2.73	3.27	2.93	2.47	2.93	1.13	3.73	2.87	1.87	1.73	2.07	2.62
www.nahimatour.com	Nahema Tour Operation	3.8	2.53	3.07	2.2	1.6	3.13	3.4	3.33	2.73	2.2	1.73	2.8	2.71
www.destegnaethiopiatours.com	Desta Kaseie Tour Operator	3.07	3.07	3	3.07	1.73	2.47	1.13	3.07	2.67	2.33	2.8	2.4	2.57
www.amicalethiopiatour.com	Amical Ethiopia Tour	3.47	3.8	3.67	3.07	1.93	2.87	4.13	3.27	3.53	3.27	3.07	2.93	3.25
www.mesobtours.com	Mesob Tour Operation	3.93	4.27	4.33	3.2	2.07	2.8	1	3.27	3.27	3.27	3.2	2.93	3.13
https://traverseethiopiatours.com/	Traverse Ethiopia Tour	4.07	3.6	3.93	2.8	1.67	3.53	2.2	3.4	3.27	2.6	3.13	3.2	3.12
www.Aficasjeweltours.com	Africa's Jewel Tour	4	3.93	4.4	2.93	1.67	3.13	2.2	3.6	3.67	2.4	2.53	3.2	3.14
www.absoluteethiopia.com	Absolute Ethiopia Tours	2.87	2.87	3.67	2.93	2.4	2.07	1.4	3.07	3	2.13	1.13	2.33	2.49
www.ethioafrotours.com	Ethio Afro Tour Operation	3	2.67	3.4	2.8	1.87	2.13	2.27	3.07	2.47	1.67	1.07	2.27	2.39
www.ahadutour.com	Ahadu Tour And Travel Agent	1.87	1.47	2.6	2.07	1.53	1.33	1.13	2.27	2	1.27	0.6	1.6	1.64
www.escapetoethiopia.com	Escape Tours P.L.C	3.47	3.27	3.73	3.6	4.27	2.2	1.33	3.13	2.73	1.93	1.73	2.2	2.8
www.yihaethiopiatour.com	Yiha Ethiopia Tour Operation	3.4	3.6	3.73	3.47	4.4	3.07	1.73	3.13	3.2	1.87	2	2.53	3.01
www.ethiowiseteam.com	Ethio Wise Team Tour & Travel	3.73	3.07	3.47	3.87	4.27	2.47	1.47	3.33	3.07	2.33	1.53	1.93	2.88
http://www.dwtourethiopia.com/	D W Tour	3.6	3	3.53	3	2.4	2.33	1.67	3.33	3.2	1.6	1.13	2.13	2.58
www.princeethiopiatours.com	Prince Ethiopia Tour Operators	2.2	1.93	2.33	1.93	1.47	1.4	0.73	2.53	2.13	1	1	1.47	1.68
www.amazontourethiopia.com	Amazon Car Rent And Tour P.L.C	3	2.67	2.6	2.6	2.13	1.53	0.8	2.47	2.27	1.47	1.27	2.13	2.08

http://witnessethiopiatours.com	Wittiness Ethiopia Tours	2.67	2.4	2.73	2.67	3.33	2.33	1.2	3.6	2.67	1.53	1.47	2.07	2.39
www.yejokatourethiopia.com	Yejoka Tour	2.73	2.47	2.33	2.47	2.33	1.93	1.07	2.73	2.2	1.53	1.8	1.93	2.13
www.diltours.com	Dil Tour And Travel Agent	3.27	2.8	3.87	3.27	3.73	2.4	0.87	2.8	3	2.2	1.8	2.47	2.71
https://www.gootutourethiopia.com/	Gootu Tour	3	3	3.73	3.33	4.4	2.4	1.2	3.47	2.87	1.6	1.07	2.07	2.68
www.kuttatour.com	Kuta Tour	3.13	3	3.07	2.93	3.33	2.4	0.87	3.13	2.87	1.67	1.6	1.73	2.48
www.insideethiopiatours.com	Inside Ethiopia Tours	3	2.93	3.13	2.07	1.33	1.87	1.13	2.2	2.47	0.93	0.93	1.8	1.98
http://www.feel-ethiopia.com/	Feel Ethiopia Tour Operators & Travel Agents	3	2.53	3.47	3.47	3.4	1.93	1.07	3.4	2.93	1.8	1.47	2.33	2.57
www.ashendaethiopiatour.com/	Ashenda Tour Operation	2.8	2.33	3.4	2.8	1.6	2.07	1.4	3.27	2.93	1.8	1.53	2.4	2.36
www.amgethio.com	A M G Tour And Travel	3.27	2.47	2.93	2.53	1.6	2	0.87	3.27	2.33	1.4	1.53	2.13	2.19
www.enterethiopiatourtravel.com	Enter Ethiopia Tour Operator	3.93	3.47	3.87	3.93	3.4	2.47	1.07	3.67	3.13	2.67	3.27	2.8	3.14
WWW.ethiotourline.com http://www.etlethiopiantour.com	ETL Tour And Travel	4.33	3.4	3.93	3.47	2.4	2.93	0.87	3.8	3.6	2.6	2.27	2.8	3.03
www.askunattour.com	Askunat Tour Service P.L.C	2.73	3	3.47	2.67	0.67	2.47	1.4	3.6	2.67	1.8	1.87	3	2.44
www.ethioaddis.de	Aand Y Reison Tour	2.8	2.67	3.6	2.67	1.2	2.67	0.67	3.2	2.67	1.27	1.27	2.6	2.27
www.mukatravel.com	Muka Ethiopian Tour	3.8	3.73	3.8	2.93	1.53	2.8	1.2	3.4	3.2	2.8	2.67	2.73	2.88
www.rewardstourandtravel.com	Rewards Tour And Travel P.L.C	3.6	3.13	3.4	3.2	2.87	2.87	1.87	3.13	2.6	3	1.8	2.33	2.82
www.metourethiopia.com	Me Ethiopia Tour Travel & Car Rental	4.4	4.07	4.13	3.67	2.87	3.6	0.93	3.87	3.6	4	3.6	3.47	3.52
https://bishoftulake.com/	Bishoftu Lakes Tour	3.2	2.87	3.53	3.53	3.6	2.8	0.87	2.8	2.4	3.67	2.73	2.2	2.85
www.flamingostourethiopia.com	Flamingos Ethiopia Tour	2.07	2.27	3.2	2.13	0.4	2.2	1	3.27	2.8	1.47	1.4	2.13	2.03
www.sororotourandcarrent.com	Sororo General Treding P.L.C	3	3.4	2.8	2.93	3.6	1.27	0.6	3.07	2.4	1.8	1.87	2.6	2.44
www.sourceethiopiatours.com	Source Ethiopia Tours Plc	3.07	3.07	2.4	2.67	2.93	1.87	0.53	2.67	2.47	1.13	1.47	1.6	2.16
www.safariethiopiatours.com	Safari Ethiopia Tours	2.93	2.8	3.27	2.93	1.73	1.87	1.2	2.4	3.13	2.27	2.2	1.73	2.37
www.ethiopianwildlifetours.com	Ethio Wildlife Tour	4.2	3.47	3.8	3.07	2.2	2.4	0.93	3.4	3.27	1.93	1.93	2.4	2.75
www.travelafricatours.com	Travel Africa Tours	3.67	3.27	3.4	3.13	1.53	1.73	1.73	3.33	2.8	2.4	2.33	2	2.61
www.bergentoursethiopia.com	Bergen Tour And Car Rent	3.2	2.73	3.27	3.07	2.93	1.8	1	2.93	2.4	1.47	1.27	1.87	2.33
www greatlalibelatours.com	Great Lalibela Tour And Travel Agent P.L.C	3	3.47	3.27	3.07	2.4	2.13	0.53	3.13	2.87	2.53	2.27	2	2.56
http://gutenatours.com/	Gutena Ethiopiatour	3.13	3.13	3.73	3.2	2.73	2.6	0.87	3.2	2.87	2.07	2.6	2.6	2.73
http://bridgeethiopiatours.com/	Bridge Ethiopia Tours	4.13	3.93	3.6	3.67	1.87	3	0.53	3.87	3.47	3.27	3.27	3.27	3.16
www.native-ethiopia.com	Native Ethiopia Tours	2.73	2.53	2.93	3.2	3.2	1.87	1.07	2.53	2.27	1.67	1.27	1.8	2.26
www.lalibela-eco-trekking.com	Lalibela Eco Tour	2.93	2.87	3	2.53	2.53	2	3.2	3.13	3	1.67	1.33	2.2	2.53
www.ethiopiahageretour.com	Tobia Hagere Tour & Travel Plc	3.27	3	2.6	3.27	3.8	2	0.67	2.27	2	2.27	2.73	2.2	2.51
www.simienecotours.com	Simieneco Tours P.L.C	2.87	3.13	3.6	2.8	3.53	2.47	0.67	3.33	3.13	1.67	1.6	2.8	2.63
www.ethiopiantrips.com	Alexander Kemael	3.8	3.33	3.33	3.93	1.8	2.67	1	2.73	2.73	3.2	2.6	2.4	2.79
http://agoboethiopiatour.com/	Agobo Ethiopia Tour P.L.C	2.87	2.53	3.6	2.6	1.8	2.53	0.73	2.33	2.67	2.27	2.07	1.87	2.32
https://www.alphatourtravel.com/	Alpha Lucy Tour Operation And Travel Agent P.L.C	2.47	2.93	2.93	3.13	2.73	2.07	1.47	2.8	2.4	1.6	2.07	1.8	2.37

www.habeshaethiopiatour.com	Habesha Ethiopia Tour And Travel	3	2.2	2.8	2.53	1.8	1.8	1.4	2.53	2.53	1.33	0.87	1.07	1.99
www.highlightethiopiatours.com	Mebrahtu Arega	2.67	2.8	3.47	2.2	1.4	2.2	3	2.67	2.67	1.73	2.47	1.67	2.41
http://asimbaethiopiatours.com/	Mihrat Mahari	3.6	3	3.6	2.73	2.2	2.4	1.8	2.8	2.8	1.47	1.4	2.2	2.5
www.covenantethiopia.com	Covenant Ethiopia Tour	2.73	2.73	3.07	2.67	1.87	2.47	0.93	3.13	2.73	1.67	1.73	2.13	2.32
Overall Average Website Quality of TOF		3.2926	2.8827	3.3432	3.8317	2.2119	2.4187	1.6510	3.217	2.9002	1.9554	1.7848	2.2930	2.6485

APPENDIX FOUR: Scale Validations and Reliability Test

No	Dimension	No of valid items	KMO	Bartlet's test	Chi-square	Total variance Explained (%)	Cronbach's Alpha	Deleted item(s)
1	**Home page**	5	0.784	0.000	187.386	50.49	0.736	
2	**Content amount & quality**	5	0.753	0.000	212.9	51.034	0.742	
3	**Information-architecture**	5	0.840	0.000	320.445	61.354	0.842	
4	**Usability and accessibility**	3	0.630	0.000	76.481	59.410	0.653	2 & 3
5	**Web positioning**	4	0.765	0.000	426.632	68.173	0.839	1
6	**Commercialization or marketing tools**	5	0.815	0.000	231.439	54.232	0.782	
7	**Language**	5	0.736	0.000	528.504	58.677	0.807	
8	**Brand image**	5	0.690	0000	96.664	39.819	0.600	
9	**Persuasiveness or discourse analyses**	5	0.773	0.000	178.098	48.467	0.693	
10	**Interactivity**	5	0.776	0.000	196.083	49.767	0.694	
11	**Social web**	5	0.807	0.000	261.476	56.200	0.780	
12	**Mobile communication**	5	0.754	0.000	196.878	49.661	0.736	

Scale Validations and Reliability Test

Dimension 2: Content amount & quality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.753
Bartlett's Test of Sphericity	Approx. Chi-Square	212.900
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.552	51.034	51.034	2.552	51.034	51.034
2	.904	18.083	69.117			
3	.629	12.577	81.693			
4	.559	11.180	92.873			
5	.356	7.127	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.742	.757	5

Dimension 3: Information-architecture

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.840
Bartlett's Test of Sphericity	Approx. Chi-Square	320.445
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.068	61.354	61.354	3.068	61.354	61.354
2	.611	12.212	73.566			
3	.532	10.647	84.213			
4	.426	8.515	92.728			
5	.364	7.272	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.842	.842	5

Dimension 4: Usability and accessibility

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.573
Bartlett's Test of Sphericity	Approx. Chi-Square	93.136
	Df	10
	Sig.	.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.323	.480	5

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.803	36.055	36.055	1.803	36.055	36.055
2	1.164	23.286	59.341	1.164	23.286	59.341
3	.904	18.081	77.422			
4	.676	13.520	90.942			
5	.453	9.058	100.000			

Dimension 5: Web positioning

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	444.172
	Df	10
	Sig.	.000

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.803	36.055	36.055	1.803	36.055	36.055
2	1.164	23.286	59.341	1.164	23.286	59.341

3	.904	18.081	77.422			
4	.676	13.520	90.942			
5	.453	9.058	100.000			

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.819	4

Dimension 6: Commercialization

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	231.439
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.712	54.232	54.232	2.712	54.232	54.232
2	.808	16.168	70.399			
3	.563	11.268	81.668			
4	.464	9.272	90.940			
5	.453	9.060	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.782	.784	5

Dimension 7: Language

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	528.504
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.934	58.677	58.677	2.934	58.677	58.677
2	.894	17.870	76.547			
3	.626	12.519	89.066			
4	.490	9.792	98.858			
5	.057	1.142	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.804	5

Dimension 8: Brand image

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.690
Bartlett's Test of Sphericity	Approx. Chi-Square	96.644
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.991	39.819	39.819	1.991	39.819	39.819
2	.941	18.821	58.640			

3	.909	18.173	76.813			
4	.621	12.413	89.226			
5	.539	10.774	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.552	.600	5

Dimension 9: Persuasiveness or discourse analyses

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.773
Bartlett's Test of Sphericity	Approx. Chi-Square	178.098
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.423	48.467	48.467	2.423	48.467	48.467
2	.975	19.501	67.968			
3	.589	11.771	79.740			
4	.551	11.028	90.768			
5	.462	9.232	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.693	.709	5

Dimension 10: Interactivity

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.693	.709	5

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.488	49.767	49.767	2.488	49.767	49.767
2	.945	18.891	68.657			
3	.658	13.157	81.814			
4	.478	9.560	91.374			
5	.431	8.626	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.694	.732	5

Dimension 11: Social web

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	261.476
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.810	56.200	56.200	2.810	56.200	56.200
2	.752	15.030	71.230			

3	.574	11.476	82.707			
4	.518	10.350	93.057			
5	.347	6.943	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.780	.803	5

Dimension 12: Mobile communication

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.754
Bartlett's Test of Sphericity	Approx. Chi-Square	196.878
	Df	10
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.483	49.661	49.661	2.483	49.661	49.661
2	.932	18.641	68.303			
3	.685	13.694	81.997			
4	.499	9.973	91.969			
5	.402	8.031	100.000			

Extraction Method: Principal Component Analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.734	5