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CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES

**Tourist Destination Management Practices: Comparative Study of
Awash and Simien Mountains National Parks**

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This is to certify that the Thesis prepared by **Maru Emagnu** entitled “*Tourist Destination Management Practices: Comparative Study of Awash and Simien Mountains National Parks*” submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Tourism Development and Management complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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Acronyms

ANP	Awash National Park
EWCA	Ethiopian Wildlife Conservation Authority
FDRE	Federal Democratic Republic of Ethiopia
FGD	Focused Group Discussion
HOLSAT	Holiday Satisfaction
IUCN	International Conservation Union of Nature
KANO	Kano's Service Quality Model
DMO	Destination Management Organizations
LDC	list Developed Country
SERVQUAL	Service Quality
SMNP	Simien Mountains National Park
SPSS	Statistical Packages for Social Sciences
VM	Visitor Management
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
WTTC	World Tourism and Travel Council

Abstract

The main objective of this study was to analyze the destination management practices in Awash and Simien Mountains National Parks in Ethiopia. Destination management is a complex phenomena associated partly with dynamic needs of tourists and unpredictable nature of the globe, requires strategic thinking and advanced approaches. The emergence of new destination with unique features leads to strong competition and increment of tourist leads the need to put the right management process in place. The study employed mixed research approach where both quantitative and qualitative data was collected from none randomly selected respondents. A total of 144 questionnaires were collected from tourists. Qualitative data through key informant interviews were collected among park wardens, Parks' experts, and local tourism experts. Additionally qualitative data were collected through FGD in participating local communities' leaders. The quantitative data was analyzed using descriptive statistics, such as frequency, percentage, mean and Std. deviation and independent t-test, while qualitative data was analyzed through content analysis. The study revealed that even though, there are immense destination attributes in each destination, there is lack and no existence of tourist services and facilities provisions adequately and efficiently in answering requests of tourists, additionally eco- logical facilities as part of destination management practice is at low level. The finding also indicated that there is lack and weak stakeholders' cooperation and partnership in destination management of study areas. This finding further revealed that, Awash National park is better accommodation services, ecological management and availability of birds watching opportunity. While SMNP was better in attractions' verity, unspoiled nature and opportunity for adventure. Generally this study shows there is a significant difference in tourist destination management practices of these study areas. The study also revealed the urge for devotions of destinations to provide adequate and efficient destination products and services, weak and unavailability of stakeholders' partnership in destination management, in line with low level of ecological management practices of each parks. All these recommend the need to make cooperation in destinations service provisions and environmental management practices.

Key Words: Tourist Destination Management, roles of stakeholders, Environmental Management, Awash National Park, Simien Mountains National Park, and Destination attributes, and Tourist demand

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Tourism has been well recognized as a means of economic development for the least developing and developed countries (Ephrem, 2012; Creaco & Querini, 2003; UNWTO, 1998). It has been seen as the main driver for regional development that helps to stimulate the economy (Creaco & Querini, 2003).

Tourism has been growing globally rapidly and constantly in terms of volume and importance, mainly associated with personal prosperity, growth of leisure time such as holidays with pay have added a great deal in facilitating more people to travel globally and regularly (Sharpley, 2009).

Ethiopia is a gifted country with abundant tourism resources such as natural attractions of fauna, flora and landscape, cultural resources of colorful festivals, traditions and long aged historical monuments, cave paintings religious sites and practices are to mention some (Ephrem, 2012). The natural beauty of Ethiopia is astonishing and possessed a great escarpment and spectacular outlook in which some of them must rank as one of the greatest spectacles in Africa today (Daniel, 2011). Its biodiversity makes the country valuable place for scientific studies and research, abundant birdlife, endemic mammals, beautiful flowers, butterflies, and/ with many more indigenous plants, a country is a suitable place for living things go through a normal range (Bekele and Estifanos, 2018).

Since the 1960s, Ethiopia has been working on the conservation and development of national parks and state-owned protected areas by outlining strategies in line with the national economic development and poverty reduction strategy of the country such as investment and job creation (Frew and Solomon, 2018; Daniel, 2011).

One of the identified core strategies of tourism development policy was the development of national park infrastructure with the participation of public (on roads and communication) and private investors on accommodation and other service provisions such as lodge, food, beverage, etc (Frew and Solomon, 2018). As a result of developments of protected areas, National Parks

becomes an important tourist attraction sites in Ethiopia, especially for élites and nature lover tourists (Bekele and Estifanos, 2018)

National parks were established with an intention of conservation of flagship wildlife species and the ecosystem. National Parks also provide educational, recreational, scientific and economic benefits (IUCN, 2011). Moreover, National Parks would be a spectacular sale for tourists and can provide composite products and services in a specialized manner (Marinna, 2011).

Whatever the geographical size and the type of tourist destination, decision making, and management is becoming complex phenomena, this is partly associated with tourists dynamic needs and unpredictable global changes tourists destination management requires more advance strategic thinking (Marinna, 2011). At the moment Ethiopia has around 24 established national parks and consequently, the duty of properly utilizing this tourism potential is lied down on the adoption of good destination management practice (EWCA, 2013).Some researchers have conducted on tourist satisfaction (Endalew, 2018), challenges and opportunities of eco-tourism (Sewent, 2018). However, researches dealing with destinations management have not been conducted in Ethiopia as best of the researcher's knowledge. Tourist demand, destination supplies and environmental management aspects in the form of comparative analysis have not yet obtained due attention.

Even though tourist destination has the context that helps to distinguish one from the other, common approaches of tourist destination management practice is nationwide for national parks keeping the ecosystem in consideration (EWCA, 2013). Therefore, the prime concern of this study was to compare and analyze tourist destination management practices of Simien Mountains and Awash National Parks with an emphasis on identifying tourist supplies, stakeholders' roles and environmental management practices. The case studies were selected based on parks' similar year of establishment history, their importance for conservations of Ethiopian wildlife and ecosystem, administration system and the parks has valuable and interesting and varied tourist attractions they offer to tourists.

1.2 Statement of the Problem

Tourist destinations are currently in strong competition to attract tourists, much simultaneity with the emergency of new destination with unique features which has a great important to the destination (Ebrahimzadeh, 2009). In the case of national parks where number of tourists increased that feels attracted by them and the importance of environmental protection. These factors leading the need to put the right management process in place. This again would ensure that tourists have a special experience, while maximizing the benefit to the destination and the involvement of local people and local tourism businesses in the management of the environment (European Commission, 2002).

Each destination tries to benefit from its tourism advantages and this would not be possible without recognizing factors affecting the choice of tourist destinations and identifying tourists destination planning and strategic management. Tourist destination will open multidimensional opportunities to the local economy, investment, job creation, and dramatic life changes. At large it will also generate substantial income to keep maintained and well-managed resources of a tourist destination (Frew and Solomon, 2018).

In the current condition, comparative better destination management practice depends on the availability of proper destinations' components, reliable and distinctiveness products or /and services, ecological preservation, quality experience, innovative tourist destination management schemes and financial capacity are some features of better destination (Čorak, 2011).

Currently many tourist destinations are operating under competitive environment where tourists have many options within the country (Adina, 2011). This study aimed at comparing and analyzing current destination management practices in Simien Mountains National Park (SMNP) and Awash National Park (ANP). Destination management is critical as it determine what is to be managed, to what extent and where management priorities should lie and where solutions might be found. Every destination has unique sights and elements that are new to tourists from other destination and these distinguishing attributes are reason for the fulfillment of tourist activities and environmental management and extents of public participation (Homayoon, 2005). Therefore, studying the current tourist destination management practices is very crucial in Ethiopia to fill the main research gaps and recommend inputs to policy implication and practices on how to manage successful tourist destinations.

There have been some valuable studies conducted in Awash and Semien Mountains National parks mainly on Eco-tourism potentials and challenges as generic to all the national parks (Daniel, 2011; Binayew & Yiheyis, 2016), conflict interest over ownership (Kassegn, 2013), lack of infrastructures (Wagnew, 2012). Nevertheless, nothing has been done on tourist destination management practices as the researcher's best knowledge. This research; therefore, conducted a comparative study on tourist destination management practices taking a case studies of ANP and SMNP.

1.3 Objectives of the Study

1.3.1. General Objective

The general objective of this study was to analyze the destination management practices in Awash and Simien Mountains National Parks in Ethiopia.

1.3.2 Specific Objectives of the Study

This study has the following specific objectives:

1. To assess the current practices of tourist destination management of the study areas
2. To assess the environmental management practices in the study areas
3. To identify the roles of stakeholders for tourist destination management

1.4. Research Questions

- 1) What is the current practice of tourist destination management of study areas?
- 2) What is the environmental management practice of national parks?
- 3) Who are the destination partners and their roles for tourist destination management?

1.5. Significance of the Study

The comparative analysis could be important at all destinations level to identify gaps in the service-oriented tourism industry which is always in tough competition with other destinations. This type of research is vital to develop a lesson to learn each other to enhance destination management practices.

Identifying tourist activities of destinations as a factor for satisfaction and increments of the length of stay could become an indicator of the 'health' of the industry for strategic planning purposes. The practical output of this research finding will help government bodies, service providers and local communities to make strategies, towards working on destination supplies,

tourist activities, and environmental management aspects to create good destination management practices. This study will also serve as a stepping board for other researchers who want to research areas related to this study.

Scope of the Study

The scope of the study was comparing tourist destination management practices of Awash and Simien Mountains National parks, destinations supplies assessment, description of environmental management practice and stakeholders' participation of destination's management practices of two Parks Park within the study period.

The main thrust of the study was mainly depended on the destination supplies that mainly impacted the overall destinations management practices of two parks and experiences of tourists who visited two national parks in the data collection time and tourism experts, host community representative, and parks managerial staff, local tourism authority, and EWCA officers. The study also addressed to identify the relationship between site-specific destination attributes and tourists' destination managements in terms of tourist supplies, activities, Services, and facilities. This study covered the entire part of these two National parks which had the utmost importance for the comparativeness of Ethiopian tourism that created a good opportunity to offer a variety of options for tourists.

1.6. Limitation of the Study

The destination supplies, environmental management principles, and stakeholder participation are chosen as independent variables can be a limitation because other attributes, which could not be used in this study, could impact tourists' destinations' management practices. Determination of the population size was extremely difficult due to the unavailability of an accurate figure of tourists within the data collection period, but one month from March 16, 2019 to Aprile16, 2019 was taken to collect the data from each park's site. The study did not obtain longitudinal data (data collected at different points in time) but depended on cross-sectional data (data was collected within the data collection period).

1.7. Organization of the study

The thesis is organized into five chapters which are sub-divided into small sections. The first chapter dealt with an overall introduction, the problem of the statement, the objective of the study and scope of the entire study. The second chapter presented the theoretical backgrounds and empirical literature related to the study, tourists' destination management practices on tourist supplies, environmental destination management principles and stakeholders roles in destination management, which all indicated destinations of comparative advantages over another in meeting destination management goals. The third chapter presented the study design and methods used in the study. This chapter encompassed discussion on type and description of the study area, research design, and source of data, sampling design, data collection instruments and procedure used and data would be analyzed methodologically and result in would be presented. The fourth chapter dealt with the study results and discussions upon the collected data and summary. The last chapter five was all about the study conclusion and recommendations were forwarded.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Definitions and Concepts of Tourist Destination

A tourist destination is the place where tourists plan to go for a physical visit and all important things for tourists are found such as attractors, accommodations, activities and other tourism products and services (Swarbrooke, 2002). On the other hand it is defined again as tourist destination is a physical space that has a physical and cultural boundary that may include country, district or single national park in which a tourist journey to and stay their leisure time (WTO, 2007). This also has administrative boundaries defining its management, images, and perceptions defining its market competitiveness.

Local tourism destinations incorporate various stakeholders often including a host community and can nest and network to form larger destinations. According to, Bieger (1996) a destination is a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment. Destinations are the competitive units of incoming tourists, therefore it is an important parceled of tourism products and services which is the main component for tourists' length of stay, satisfaction and repeat visitations.

In all cases, one could understand Awash and Simien Mountains National Parks are automatically tourist destinations maintaining all destination concepts. They are places with their physical boundaries and have abundant things for tourists to plan and to go for a visit. According to, Baloglu, & Mc Cleary, (1999) destination is the summation of ideas, thoughts, and perceptions that an individual has about a tourist destination. The cognitive image component consists of beliefs and knowledge about a destination, primarily focusing on tangible attributes (Smith, 2005). The affective image represents feelings about a destination (Baloglu & Brinberg, 1997).

Tourist destination may contain various components which draw tourists to the destination and which will again satisfy their needs on arrival (Al – Ababneh, 2013). Even though these tourists' destinations components may vary from destination to destination Attractions is a must to see, activities a must to do, accessibility, amenities, image, and prices are to mention some.

2.2 Tourist Destination Management Concept

Conceptualizing destination management is critical as it will determine what is to be managed, to what extent and where is the border of good management and where management priorities should lie and where solutions might be found. Destination management is an ongoing process of coordinated management of all components which make up tourist destinations (attractions, accesses, amenities, images, and pricing) (Čorak, 2011). Destination management follows a strategic approach to bring differently separated entities which makes a tourist destination for its better management (WTO, 2007). Destination management also involves a range of stakeholders all with their interests, the residents, and the local tourism industry, externally based companies, tourists and elected representatives who are playing their respective roles for the better destination management of a certain region (Ruhanen, 2007).

Tourist destinations that cover protected areas need to keep the respect of certain principles, in particular to national parks. Coordination at all levels highly required ensuring the existence of quality on the natural environment, authenticity, distinctiveness, and creativity, which meets tourist supply with targeted market segments (Smith, 2005). Follow-up on the management of the impacts on the environment and the local community, professional interdependence between tourism business and other local activities are things that seek high considerations (Ruhanen, 2007). Optimal use of the unique destination resources that constitute the central attraction in tourist destination development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity of the National Park. Tourist destination management also looks inward to the physical destination to ensure delivery of quality tourist supplies as it has to deliver excellent value services (Čorak, S. i dr.(2011).

Destination management is complex, most destination management is in the hands of public sector agencies that only own or control a small portion of the destinations product. This concept is developed to plan, promote and manage destination considering the objectives of destination management goals (WTO, 2007). Destination management in national parks encompasses natural features conservation, visitor management design, and creation of outdoor activities opportunity, provision of services such as tourist information, accommodations and visiting infrastructures such as trails, signs, and indicators are some to mention. From the destination aspect, destination management practices should be associated with the conservation of site management. Site management relies on locating use in the more durable parts of the

landscape and designing and managing sites and associated facilities to minimize tourists' Negative impacts and resource management

2.3 Tourist Destination Attributes

Tourism destination supply is the provision of services, products and experiences to tourists by destination to meet tourists demand, in any purchasing decision by potential tourists is made Čorak, S. i dr. (2011). A comprehensive understanding of which tourism products and services exist at a destination represents a critical early step in tourist destination development as they are indicators of destinations supply strengths and gaps. It is obvious that when a destination is established and promoted adequacy and efficiency of supplies that meet tourists' demand needs to be assessed (Baloglu and Mc Cleary, 1999). In destination development and management, the common problem is that demand poses severe pressures on destinations where supply is often a step behind demand. Tourism destination supply encompasses a multidimensional concept that includes not only tourism economic goods, such as overnight stays and entertainment, but also environmental attractors that serve as a resource base for tourist destination development and, in many cases, are a primary attraction for potential tourism demand (Zabkar et al., 2010).

Destination supplies vary depending on the nature of destinations. National Park tourists' destination elements may include: natural beauty, view wildlife variety, vegetation type, accessibility, availability of transportation, availability of accommodation, local tour guides' services, safety and security, communication, locals' friendliness, lodging, food, tourism toilets(Adina,2014) .

According to (WTO, 2007) tourist destination attributes may include the following: Attraction is an attribute of tourist destination, which is an outstanding geological feature, object, person, place or concept, significant cultural monuments, important historical events; famous sites that motivate people to become tourists. Tourism exists because of attractions. Attractions are anticipated and mentally visualized by a potential traveler; provide the motivation and puller for moving from one point to another. Accommodation is also the next most important attribute of tourist destination such as appealing to accommodation facilities, range and number of accommodation, variety of food & beverage, quality of food & beverage, cooks service, lodges and restaurant services, and field equipment rentals services (Hennery, H . . , 2009) .Hospitality which is the humanly elements of the tourist destination receiving newly arriving tourists

positively .Warm welcoming of local people, the willingness of Staff to help tourists, responsiveness to complaints and assistance with foreign language and friendliness of locals is the sign of effectively managed tourist destination (Zabkar et al., 2010).

Infrastructures are the main category of tourist destination supply components which helps locals to serve tourists and tourists to get what they desired. physical distance to destinations, time to reach a destination, road networks, Tourist road, ecological parking lot, scenic gate, tourist toilet, Sanitation facilities, public facilities, landscape facilities, scenic viewpoints are to mention (Ngula,2010).

These are some of the tourist destination attributes, especially for national parks, and they are the main goals of destination management practices to be sufficiently and adequately supplied for tourists who are in the destination to meet raised demands of these supplies. The destination management practice is usually compared with others with the type and variety of supplies and how these supplies are managed (WTO, 2007). Some of the destination supplies like attractors are inherently gift of Nature to a particular destination; others are created by the destination to meet its management goals (Maria, 2018). The remaining is subcontracted to other stakeholders who are supposed to be benefited in the provision of various supplies to the incoming tourists and the destination. Depending on this concept of destination attributes, this study identified destination supplies of each park and how they were partly and wholly contributed to tourists' excellent experiences to the tourist in particular and for effective tourist destination management in general.

2.4 Tourist Activities

Tourist activities are destination products associated with the specific nature of the destination and its surroundings. It is dominantly about products of special interest tourism. To develop a product, it is necessary to have both infrastructure that enables special interest activities and well-managed and attractive natural surroundings (IUCN, 2012). Tourists use these destination products as the main reason or as a secondary activity to be conducted side by side or next to the main products. Tourist activities are provided for tourists who are with the pursuit of being engaged in activities while they are in their leisure time. Tourist activity needs beautiful natural landscapes, water bodies, and mountain, sandy landscape, rock are some characteristics of the destination which are suitable to undertake these activities (Adina (2011). In the case of this

study ANP and SMNP are ideal tourist destinations for activity-oriented tourism. Here below are the lists of common tourist activities: trekking, bird watching, horseback riding, boating, wildlife viewing are some to mention.

2.5 Environmental Management Practices

Environmental Management is a basic element of tourist destination management practices which is practiced in areas where it is protected to safeguard the ecosystem and biodiversity (IUCN, 2012). These are indicators that shows how tourist facilities are in the core areas of the park and how others keep the aesthetical and ecological principles (Ross, 1993). According to Lee, (1999), environmental management usually involves tourists' activities management and infrastructures facilities management with the following mechanisms: build car parking lots, so that tourists cannot drive into already overcrowded or environmentally fragile areas followed by the other principles which is re-surfacing footpaths with material that is more resistant to erosion caused by walking boots such as a boardwalk, direct demand to less heavily used areas of the region.

Tourists' management techniques a range of tourist management techniques exists for use by those who cater to and control the movement of tourist's destination in protected areas (Sonja, 2016). Tourism and travel can be seen as the purchase and consumption of experiences rather than tangible products (Čorak, 2011), by implication, then, tourists' destination management is the management of those varied experiences and not merely the management of tourists. At the same time, tourists require management to minimize risks to both persons and tourists' products and to ensure that tourism operations run profitably, smoothly and successfully (Sharpley, 2009). Environmental management is the sum of managerial influences exercised at both the destination level and the tourism attraction level that shape and determine the tourists' experience and aim to enable the delivery of a high-quality experience (Quasim, 2014). According to Lee, (1999), there is many methods used to regulate the tourists in the destination are; zoning: Allocation of an area for specific land use. It is the system of dividing the destination into different zones for different activities. This method will help the tourists to find their interested area and to control the unregulated use of an area where the activities are not permitted. The second regulator method is Honey pots which is the development of popular tourist destination all over the park to disperse the tourists to many parts of the parks to distribute tourists to rarely visited parts, followed by tourist dispersion: This is the method of dispersing the visitors in a tourist destination to avoid

overcrowding at a time in a place. It is achieved by managing, allocating and placing different activities in a less vulnerable area of the destination. Additionally, Vehicle restriction method comes with the concepts for some destinations which are vulnerable to, vehicle restriction can be applied after certain points of the destinations.

The sensitivity of the tourist attractions to tolerate the impact differs from manmade and natural tourist attractions. Natural areas are probably in the isolated area, therefore; it is more sensitive in nature. Components of environmental quality management of tourists' destinations are: Experiencing natural facilities, Parks natural features conservations, income generations for conservation, communities, and educations, visiting infrastructures like trails, signs, indicators (IUCN, 2012). So well managed tourist destination is the functions of aforementioned destination components for a national park areas. Beside to those cultural assets in and around National Parks such as local architecture are some components of the quality management of tourist destinations.

2.6 Role of stakeholders in Destination Management

Tourism is a multifaceted industry and its operation involves the collective efforts of various players and they bear their roles and responsibilities for effective tourist destination management. A tourist destination's stakeholders contain four groups: public sectors, private sectors, residents and tourists (Homayoon, 2005, 99).

2.6.1 Roles of public Sectors in Destination Management

The public sector is responsible for determining policies and plans as well as setting and enforcing standards relating to facilities, services and environmental management principles of destinations. In tourist destination management practice, interests of the public sector are to raise tourist experience, develop destinations' economic and business, protect existing assets and preserve community integration (Gunn 1994). To achieve these purposes, the public sector must be involved closely in planning, enforcing laws related to tourist destinations and managing the construction of infrastructure and public tourism appeal. Because of the inherent negative impacts of tourists on the environment, quality destination management criteria must be respected and applied in the planning and policy-making process. Careless planned and poorly managed tourist destinations can destroy ecological systems, raise the cost of living for local people and damage social and cultural traditions and lifestyles.

2.6.2 Roles of Private Sectors in Destination Management

The private sector plays an important role in the provision of accommodations, activities and destination supplies though it is more focused on profit-oriented development. Therefore, with positive business development will play a vital role in the preservation and raise tourist destination supplies. Participate in tourist destination planning for destination observance of regulations, guidelines, and practices for good tourist destination management (Anuar, 2012).

2.6.3 Roles of Local communities in Destination Management

Local people contribute a lot in building a tourist destination image with differences in hospitality, culture, and behavior, and raise satisfaction and experiences of tourists. They also get participated in business generating activities, selling local products; handcrafts for tourists by generate income (Jamieson, 2004). National parks are isolated nature based areas where locals are expected to play important roles in protecting the environment and providing services and cultural commodities for incoming tourists. They also get participated in the planning and management processes of destination management either directly or through their representatives. So the supply provisions, environmental management, and stakeholder participation are framed by local communities. Therefore, communities should work to leverage their competitive advantage, improve service delivery, and protect their environment and culture.

2.6.4 Roles of Tourists in Destination Management

Tourists are the key stakeholder of effective tourist destination management practice in playing their part will contribute the big pillar of the destination management. Tourists are not only as the guests of tourism destinations but also as people co-responsible for maintaining the destination (Cook et al., 2006). How the tourists treat to environmental issues within a destination and the level of their agreements and observance with the regulations of destinations in protecting nature resources will be a part of protection and preservation environment. Otherwise, tourist can show their role in encouraging business sector to do business friendly with environment through their choices for products and services that have environmental or green label (Eraqi, 2007). If visitors say no with tours, services and goods that are harmful for protection environment, it could directly awake tourism suppliers because it effects on their benefit and profit.

2.7 Factors Affecting Tourist Destination Management Practices

Unlike other industries, the tourism industry is a dream seller; buyers buy supplies and services by looking for pictures and listening to good words. Feature and expected experience can be felt using these supplies and services upon arrival in the destination (WTO, 2007). Tourism product development includes information services, transportations, accommodations, and attraction (Taylor and Francis, 1988). The tourism supplies are described as a series of determinants from variable destinations, which produce an output for tourists. Tourism supply is an amalgamation of the tangible and intangible elements which are at the core of tourist destination includes, natural, cultural and mixed attractions, facilities, activities, altogether plays an important role for the provision of memorable experiences for tourists (Marinna 2011). When visiting a destination, tourists interact with many different components of the destination's supplies, which are a package of diverse attributes that includes not only the spectacular landscape but also services and facilities catering to the everyday needs of tourists. The quality of these interactions and experiences, with numerous encounters in the total holiday experience, forms the basis for overall holiday satisfaction or dissatisfaction and future travel decisions (Laws, 1995).

According to Reisinger (2009), the following are the components used to evaluate tourists' destinations; Accommodation, natural attractions, accessibility, image of the destination, activities, amenities, assistance with foreign language, opportunity for adventure, scenery and landscape, availability of tourist information, locals friendliness, facilities, safety and security of the destination, special events, sport activities, ease of getting to the destination, ease of local transportation, exotic environment, tour guiding services, unpolluted environment, and service quality (Reisinger, 2009).

This study dealt with the following components of ANP and SMNP as protected tourist destination are listed below: scenic landscape, natural environment, wildlife, attractiveness, availability of different facilities, accessibility, information center, availability of signposts, displayed maps, local tour guide services, safety and security, communication, walking trail, tourist toilet, scenic gate, accommodation, and welcoming nature of locals were independent variables to assess the destination management comparative analysis of these parks. In addition to that this research also identified the absent and additional destination attributes for these destinations.

2.8 Theoretical Framework

According to (WTO 1992 or Bieger 1996) a destination is a geographical area consisting of all the supplies and infrastructure necessary for the stay of a specific tourist or tourism segment. There are varying definitions, concepts, and perspectives on what constitutes destination management and why they need to manage destination and what the extent of a well-managed destination is still a debatable issue in the field of destination management. How to define, conceptualize and frame destination management was critical as it determined the focus of this research and influenced who or what was to be managed, how and by whom. It might also suggest where management priorities should lie and where solutions might be found. While this is true of all aspects of destination management, how we framed this research and destination management was complex, most destination management is in the hands of public sector agencies that only own or control a small portion of the destinations supplies.

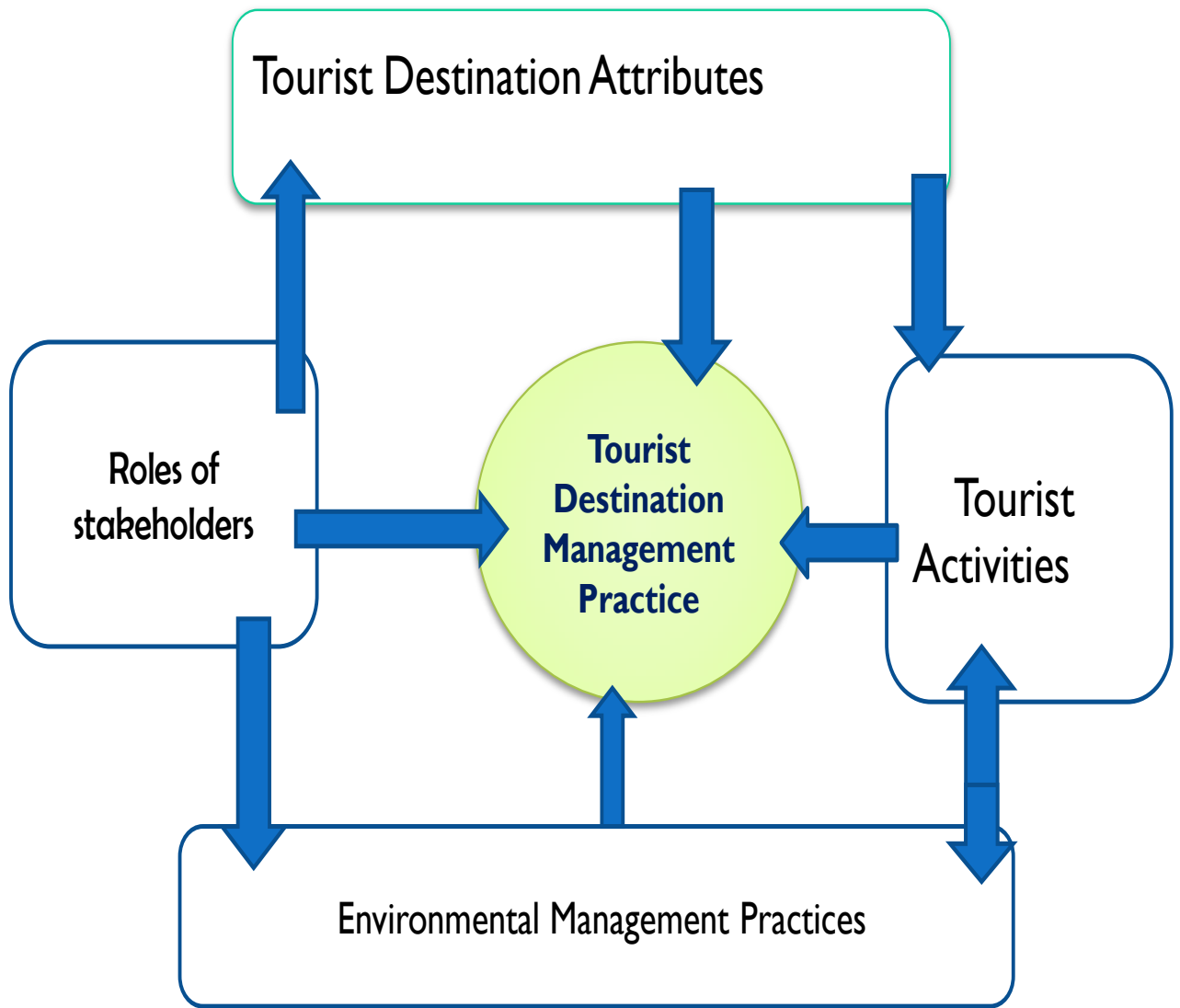
Destination management concept was developed to plan, develop, promote and manage destination considering the objectives of destination management goals. According to, Fuchs & Weiermair, (2004) the fundamental goal of destination management is to assess the adequacy and effectiveness of the product, facilities, services and programs that all together provide memorable tourism experiences for tourists (Al – Ababneh, 2013). Consequently, the importance of this study to assess destination management objectives from both destination and tourist's perspective was apparent. This tourists' destination management comparative analysis used different attributes, which were raised to assess the adequacy and efficiency of destination attributes from the supply-side.

2.9 Conceptual Framework

The basic concept of this study lied on the frame assessment of tourist destination management and its factors. Destination attributes are the main pulling factors that inspire tourists to make a purchase decision to come to the destination (Zabkar et al., 2010). The other basic component of tourist destination management is the availability of outdoor tourist activities in number and variety. Sometimes activities are the first reason that motivates tourists to come to the destination, in the other time they become parts of secondary attractors to be consumed side by side. In both cases, tourists 'activities are supportive elements to meet tourists' dreams at the destination (Ngula, 2010). The coming tourists are attracted by the presences of various destination supplies and outdoor activities, these are the primary condition that comes in the mid of tourists to plan and purchase their travel package to a certain destination (Smith, 1994).

Tourist destination's role is the provision of various supplies and tourist activities adequately and efficiently to meet the demands of every tourist as per their preferences. In providing all the supplies mentioned above, the destination has to consider how to manage these incoming tourists and their activities. This leads us to the concept of environmental management practices of destination, which would help tourists to find their interested areas and to control the unregulated use of an area where the activities are not permitted. Further, this concept is important to disperse visitors in a tourist destination to avoid overcrowding at a time in a place and to disperse visitors in to rarely visited part of the park (Quasim, 2014).

Tourist destination management objective is unattainable without the involvement of stakeholders in which the public plays regulatory roles, privates participated in buildings of destination attributes and local communities welcoming tourists harmonized the destination atmosphere. In addition, tourist is also the stakeholders that play a great role tourist destination management. They needs outstanding experience in the destination comes into existence, where they find destination supplies and activities adequately and efficiently in variety as well. This is the advent of delivering all tourists' pursuits in the destination and managing the physical environment, leads the achievement of destination management goals. Therefore, in this study, this framework will be utilized to form themes and to interpret findings. The core concepts of the framework are; destination supplies, tourist activities, environmental management role of stakeholders and tourist destination management practice.



Source: Researcher's Compilation, 2019

Figure 2.1 conceptual framework developed by the researcher

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 The Study Areas

3.1.1 Awash National Park (ANP)

ANP is situated between 8 40' and 99' North and 3950' to 4010' at about 225 kilometers to the southeast of Addis Ababa, the national capital. It is laid between the Afar and Oromia Regional states in an area of 593 square kilometers (Daniel, 2011). The park is elevated at an altitude of 900 -2007m. ANP was established in 1966 being the firstly gazetted National park. The Awash waterfall and the gorges on the bottom part of this park are a dramatically scenic for nature earth features. A park is a typical place for a wildlife safari. The frequently available mammals are Beisa Oryx, summering gazelles, greater and smaller kudus, Anubis monkey Giant tortoises, warthog, salt dik-dik and mammals such as waterbucks, lions, leopards, and Caracal and wild cats are seen frequently. Crocodiles are seen every day in the waterfall areas. The park is a type of Grassland Park which is the ideal place for a bird watcher to identify birds in their natural habitats (Daniel, 2011). The park is a neighbor to the kereyu and Afar people with their distinct culture and tradition which creates opportunities for cultural experiences.

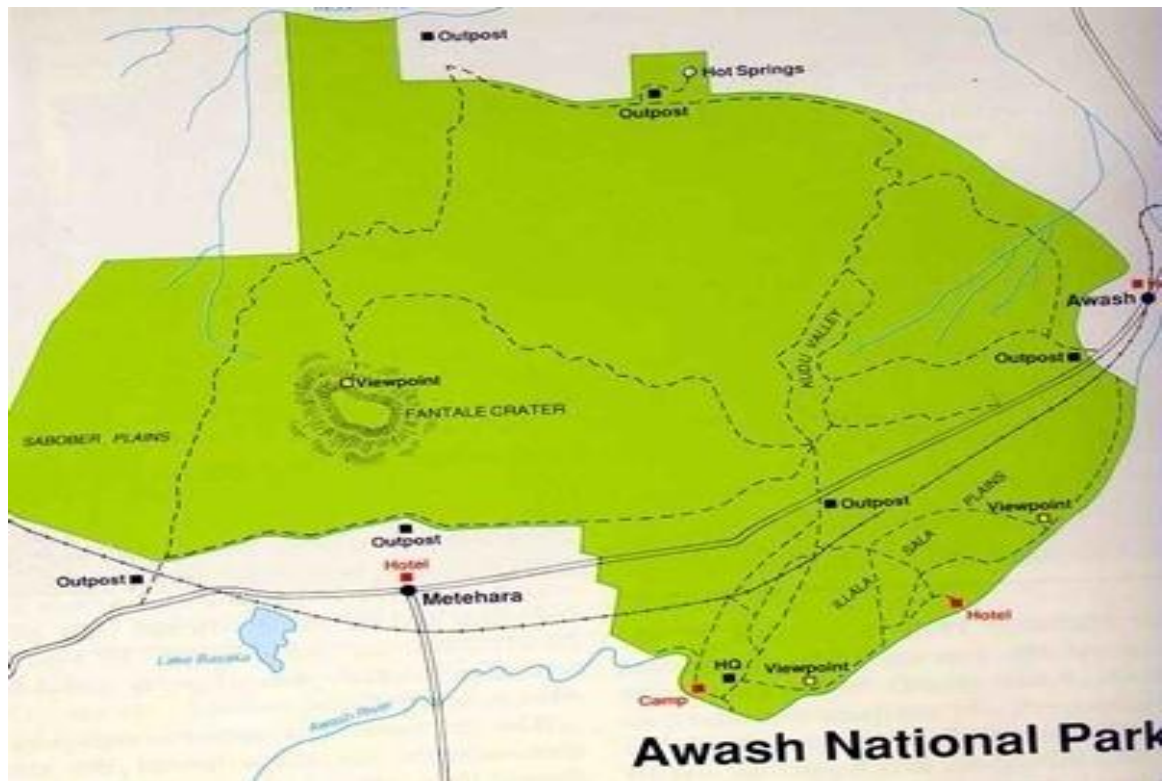


Figure 3.2 Map of ANP source: Ethiopian wild life conservation authority (2011)

3.1.2 Simien Mountains National Park (SMNP)

SMNP is found in the northern highlands of Amhara National Regional State, 122km Northeast of Gondar City. The Park extends from $37^{\circ}51'26.36''\text{E}$ to $38^{\circ}29'27.59''\text{E}$ longitudes and from $13^{\circ}06'44.09''\text{N}$ to $13^{\circ}23'07.85''\text{N}$ latitude. It was established in 1966 (Negarit Gazeta, Addis Ababa, 31 October 1969) and in 1978 it was registered as a World Heritage Site first Natural World Heritage Site in Ethiopia. With the declaration of the Simien Mountains National Park as a world heritage site the cooperation and international attention culminated in a management plan for the whole area in and around the park (Endalew, 2018).

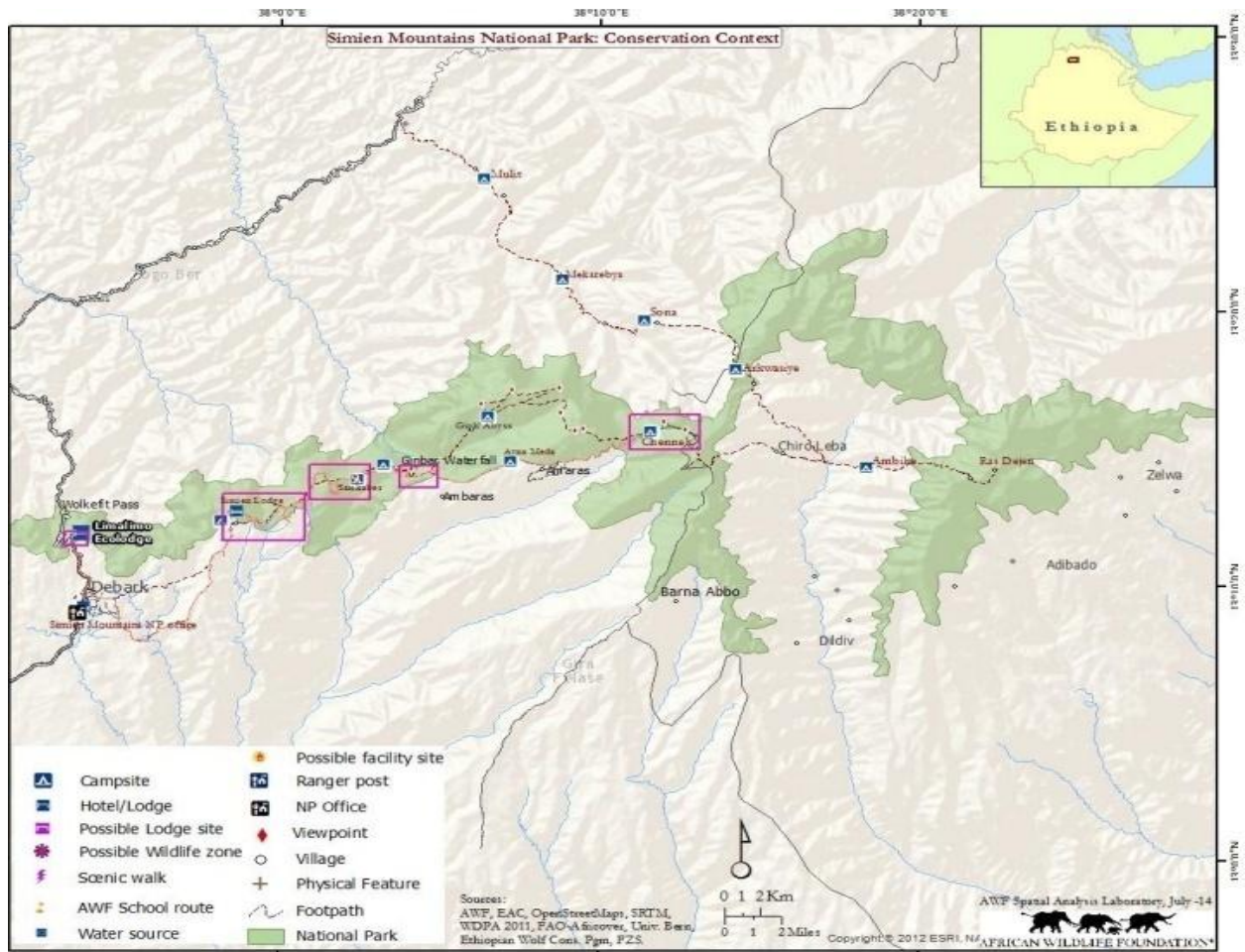


Figure 3.3 Map of SMNP source: Ethiopian wild life conservation authorities (2011)

3.1.3 General Comparison of Study Areas

(SMNP) and (ANP) even though, these study areas are located far apart and have different topography, they still have similarities based on year of establishment history both of them were established in 1966, their importance for conservations of Ethiopian wildlife and ecosystem, administration system and based on valuable and interesting and varied tourist attractions they offer to tourists. Moreover, they also have significant differences these are significant differences in tourist destination management practices, SMNP has been registered under the list of UNESCO in 1978 being an important natural heritage of the world (Endalew, 2018), While Awash National Park is the closest National Park to the Capital, Addis Ababa and situated along main Ethiopia – Djibouti high way. ANP is located in the lowland and semi arid area with less than 1000 m and relatively small amount of rain fall per annul. Whereas SMNP is highland topography with better rain falls. Distance from the capital city (hub of transportation), topography and current status of the park and its membership to local and international similar destinations are some of the parameters used assess destination management practices.

The locals’ participations and the capacity of the park in creating job opportunity and generating benefits to locals are important element from economical aspects of a tourist destination. Furthermore, tourists flow and the current trend is the other indicators of destination management practice helps to compare one from the other.

Table 1 ANP tourists’ number and revenues from 2013-2018 years

Years	Ethiopian tourists	Foreign tourists	Total tourists	Total revenue in birr
2014	2009	7849	9858	808,340
2015	3563	7563	11,126	738,915
2016	2050	6069	8,119	591285
2017	1264	3327	4591	339980
2018	1976	3331	5694	395828

Source: ANP Office Data (2019)

Table 2 SMNP tourists' number and revenues from 2013-2018 years

Years	Ethiopian tourists	Foreign tourists	Total tourists	Total revenue in birr
2014	2354	15,675	18,029	1,413,104
2015	3563	17563	21,126	1,901,340
2016	3420	27892	31,312	591285
2017	2134	18435	20569	1,851,210
2018	1383	23443	24826	2,234,340

Source: SMNP Office Data (2019)

Table number 1 and 2 show the total numbers of tourists and the amount of revenue generated for five years from 2014-2018 to ANP and SMNP respectively. Although, to parks are similar in establishment and development history, the number of tourists and annually generated revenue is significantly different. From the table 1, the annual number of tourist of ANP in 2014 was 9, 858 tourists with generation of 808,340 ETB annual revenue. While in the case of SMNP, in the same year 2014, the number of tourists was 18,029 and the annual revenue generated was 1,413,104 ETB.

ANP is the closest national park located in 225 km far from the capital and the most accessible nation park in the country (Daniel, 2011). While, SMNP is the least in accessible and located in far distance 820 km from the capital (Endalew, 2018). The annual revenue of ANP in 2018 is 395828 ETB with 5694 tourists visited. On the contrary, SMNP located in the far distance generated 2,234,340 ETB annually with 24,826 tourists.

In spite of the fact that, ANP is the closest and more accessible park, the above figures from table 1 and 2 show that SMNP is better in terms visited by relatively many number of tourists and generated more annual revenue than ANP.

3.2 Study Design

The mixed research approach was employed as it provides more comprehensive answers to research questions going beyond overcoming the limitations of a single approach (Creswell, 2003). This research used both quantitative and qualitative data. Cross-sectional study design i.e. (investigations and data collections has been undertaken simultaneously only at one time). Yin (1994) suggested that the best research method be used for a study depends on that study's research purpose and the accompanying research questions.

3.2.1 Data sources

Information for this study was collected from both primary and secondary sources.

Primary data was collected from questionnaires from tourists who visited ANP and SMNP in the data collection period, interviews of both parks' wardens' Ethiopian Wild life Authority's expert and local tourism officers of each study area, focused group discussion with local community representatives and personal observation of the researcher in the data collection period. Secondary data was collected from different documents that were written about the parks and their administration system. Published articles, proceedings, books, and thesis were also used.

3.2.3 Sample Size and Sampling Procedures

Tourists, parks staff, Ethiopian wildlife conservation authority's in particular experts and local communities were the subject of the study. As mentioned above, both quantitative and qualitative data were collected. The quantitative data were collected from tourists who visited the two national parks from March 14, 2019 to April 18, 2019; the data was collected for duration of 15 days for each park. Since with regard to tourists, the total population is not available and difficult to know the exact number of tourists in the national park, non random sampling data collection technique was employed to select samples from tourists. Non random sampling technique is the ideal sampling technique to determine the number of tourists whose general population number was unknown to make an accurate sample size determination before the data collection period. A total of 125 tourists were approached in SMNP, but only 75 tourists were willing to participate in the study by filling the questionnaires, while 117 tourists were approached in ANP and only 69 tourists were willing and responded the survey questionnaires properly.

Qualitative data was collected through key informant interviews with respondents who are in the administrative positions of the park mainly to get proper data about the administrative problems

of these parks from those directly involving in the managerial aspects of these parks . The researcher also selected FGD participants with an intention of gathering qualitative data from local representative and business partners of these parks. This was mainly to get valuable data from the private sectors and local leaders who are part and parcel of each park’s management.

Table 3 characteristics of key informants

Destination	Subject	Category of key informants	Number of key informant from each unit	Total
SMNP	Interview	Park’s warden	2	5
		EWCA experts	2	
		Local tourism bureau	1	
ANP	Interview	Park’s warden	2	5
		EWCA experts	2	
		Local tourism bureau	1	

Source: researcher’s completion of 2019

Table 4 characteristics of FGD participants

Destination	Subject	Category of participants	Number of participants		Total	Number of round
SMNP	FGD	Community leaders	2	8		1
		Tourist guides	2			
		Park's expert	2			
		Private sectors	2			
ANP	FGD	Community leaders	2	8		
		Tourist guides				
		Park's expert	2			
		Scout	2			
		Private sectors	2			

Source: researcher's completion of 2019



Figure 3.4 FGD in ANP (2019)

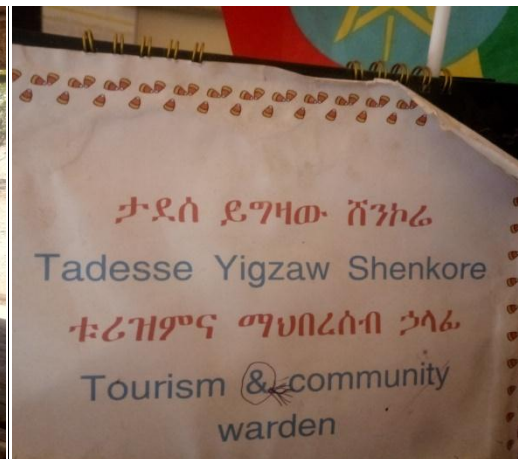


Figure 3.5 key informant interview in SMNP (2019)

3.2.4 Instruments

Semi-Structured interview questions were developed and both open and close ended questions for survey questionnaire were designed. Questionnaires involved questions regarding the general demographic characteristics (age, educational level, gender, and occupation), trip characteristics (frequency of visit, length of stay, travel group, and tourists' origin), and tourists behavior-based purpose of visit level of agreements. The questionnaires also included likert scale questions (5 points scale where 1 is strongly disagreeing and 5 is strongly agree). Each response options have a value of 1, 2, 3, 4, and 5 responses. For better decision making response with an average mean above 3 are regarded as average category or optimal result, while responses with less than 3 averages result perceived as disagreed or minimal category. Furthermore, respondents were also asked for qualitative aspects of the study, data was collected using open-ended questions.

3.2. 5 Reliability and validity of the Questionnaire Items

3.2.5.1 Validity of the Questionnaire Items

The validity of this study was checked by a pilot test that was carried out on 15 respondents in both destinations to check the content and clarity of the chosen variables of the survey. Before distributing the questionnaires, tourist were informed about the purpose of the study and the destination experts were also consulted on destination attributes

3.2.5.2 Reliability of the Questionnaire Items

Reliability measures the internal consistency of the items being applied in a given academic research. In this research, Cronbach's alpha has been used to test the reliability of the items included in the questionnaire. Both Field (2019) and Hair et al. (2010) recommended that the coefficients of Cronbach's alpha greater 0.70 are considered as a reliable indicator of the constructs under study. Therefore, using SPSS version 20, the reliability test of all items used to measure the independent variables in this study were above the minimum threshold of 0.70 limits.

Table 5 Cronbach's alpha coefficient of the research items

Cronbach's Alpha value	Degree of reliability	No. of Items
.842	High reliability	23

3.2.6 Method of Data Analysis

In this study, immediately after the data were collected, the validity of the responses was checked and then the questionnaire was sorted and coded. All checked and coded data were entered into excel and SPSS and computed accordingly. Both quantitative and qualitative methods of data analysis were used in analyzing the collected data. Quantitative methods of data analysis were descriptive statistics such as: percentage, frequency, mean and standard deviations. Beside to that, inferential statistics such as: independent T-test was used. Qualitative data analysis method was also applied to analysis qualitative data. Qualitative data were collected via key informant interview; FGD and personal observation were analyzed based on content analysis.

CHAPTER FOUR

4. Results and Discussion

This chapter presented the research results and discussion of the research findings. Thus, the following results presentation and the findings discussion was made based on the responses collected from the respondents through questionnaire, FGD, and key informant interviews.

4.1 General characteristics of respondents

Information about relevant characteristics of sample tourists was collected. Accordingly, gender, occupation, age, and education level of tourist's were assessed.

Table 6 Gender of respondents'

Destinations	Gender			
	Male		Female	
	N	%	N	%
SMNP	30	40.0	45	60.0
ANP	33	47.8	36	52.2

Source: own survey (2019)

According to above table, among 75 sample respondents 45 of them, which accounts for (60.0 %) were females who visited SMNP and similarly 36 respondents which accounted for 52% were female who visited ANP.

Considering the occupation of sample tourist respondents in the two national parks the collected data revealed the fact that respondents were found to have different occupation status.

Table 7 Respondent's Occupation

Destinations	Occupation									
	Student		Unemployed		Employed		Retired		Others	
	N	%	N	%	N	%	N	%	N	%
SMNP	2	2.7	1	1.3	37	49.7	19	25.3	16	21.3
ANP	12	17.4	2	2.9	41	59.4	8	11.6	6	8.7

Source: own survey (2019)

Among the respondents, a majority of them were employed with 49.7% and 59.4 % respectively to the SMNP and ANP. This was followed by retired tourists (25.3) and 11.6 respectively to SMNP and ANP.

The above result support that retired tourists who have money and time and employed tourists who have money and only leisure time are frequent tourists to these destinations.

Table 8 Age category of respondents'

Destination	Age Category							
	18-29		30-40		41-48		Above 48	
	N	%	N	%	N	%	N	%
SMNP	1	1.3	13	17.4	35	46.7	26	34.7
AMNP	2	2.9	12	17.4	36	52.2	19	27.5

Source: survey (2019)

Regarding the age composition of respondents, the above table shows the age group of tourists was inconsistently distributed among the identified age categories for both National parks. According to the above table, the dominant age group of the respondent's age group (52.2 %) and (46.7%) were in the age group between (41-48) who visited ANP and SMNP respectively. This data revealed the fact that a great majority of all were above 41.

Table 9 Respondents education level

Destinations	Education level of tourists									
	Elementary School		High School		Diploma		Bachelor Degree		Masters And Above	
	N	%	N	%	N	%	N	%	N	%
SMNP	10	13.3	6	8	1	1.3	23	30.6	35	46.7
ANP	0	0	6	8.7	11	15.9	18	26	34	49.3

Source: own survey (2019)

Regarding the educational status, a great majority of the respondents (77.3%) and (75.3%) were degree and above degree holders for both SMNP and ANP respectively.

This figure further encourages the majority of tourists who visited both National parks were well educated.

4.2 Trip characteristics of respondents

Data on respondent's trip characteristics in terms of travel companion was collected and organized. In this regard, respondents were asked whether or not they travel alone or with families, friends. Respondent's nationality and length of stay in these destinations were also considered in line with the trip characteristics of sample tourist respondents.

Table 10 Tourists' nationality

Destination	Tourists' origin									
	Germany		France		Netherland		Austria		Others	
	N	%	N	%	N	N	%	N	%	N
SMNP	28	37.3	31	41.3	6	8.0	3	4.0	7	9.3
ANP	25	36.2	28	40.6	4	5.8	5	7.2	7	10.1

Source: own survey (2019)

From the above table, the majority of tourists were from France followed by those tourists from German both in the Simien Mountains and Awash National parks. On the other hand, tourists from Netherland and Australia constituted an insignificant number in both National parks as

compared with tourists from another place of origin. This data implied that the major tourist generating area is mainly from Europe.

Table 11 Tourists’ travel companion

Destinations	Travel companion							
	Alone		Families		Friends		Other	
	N	%	N	%	N	%	N	%
SMNP	1	1.3	38	50.7	21	28	15	20
ANP	4	5.8	28	40.6	26	37.7	11	15.9

Source: own survey (2019)

The data in the above table shows the travel companion of the tourist who visited both destinations indicated that family and friends were common groups during their visit which considered more than 78% of the total sample population. On the other hand, a small minority which accounted for less than 6% of the sample population of tourists were alone in each destination. This data revealed the fact that tourists preferred to visit national parks in groups, mainly considering the advantage of travel costs and safety and security issues for these isolated tourist destinations (Quasim, 2014). On the other hand, small scale group is highly encouraged in Environmental management quality of tourist destinations.

Table 12 Respondent’s length of stay

Destinations	Respondents length of stay in the destination									
	Day trip		1-2 nights		3-4 nights		5-9 nights		10 and more nights	
	N	%	N	%	N	%	N	%	N	%
SMNP	1	1.3	38	50.7	21	28.0	0	0.0	15	20.0
ANP	4	5.8	28	40.6	24	34.8	2	2.9	11	15.9

Source: Survey questionnaire (2019)

According to the above table, the sample survey result revealed that great majority of sample tourist respondents which is more than (75.0%) stayed for the duration of (1-4 nights) in both National parks on the other hand, less than 20% of respondents stayed more than 5 nights in each destination instead of visiting more of destinations attractions and engaged in different activities for a relatively long period of time.

According to the information obtained from focus group discussants in ANP; every independent tourist or travelers came with by company's package stayed here for a short period. This was due to the lack of information about attractions varieties and activities to be undertaken in the park.

Comments were given by the interview of ANP's warden as; *"The tourists' short period of stay was the result of the tour operators in promoting the destination only for one or two nights as part of complementary sites of Eastern Ethiopia tourism routes. He added that the park is also suffering from infrastructure problems to the core part of the park to Filwuha and Mount Fentale which could maximize the tourist's length of stay to be offered by the park which would encourage community engagement and benefits from the park as well ."*

Similarly, sample tourist respondent's frequency of repeat visits to the destination was also conducted. Accordingly, the result based on the collected data is presented in table 10 below.

Table 13 Respondent's frequency of visit

Destination	Frequency of visit							
	Once		Twice		Three times		More than three times	
	N	%	N	%	N	%	N	%
SMNP	51	68.0	10	13.3	7	9.3	7	9.3
ANP	14	20.3	30	43.5	4	5.8	21	30.4

Source: Survey questionnaire (2019)

As the above table shows, the great majority of tourists (68.0%) visited SMNP once for their first time. Similarly, the remaining 32.0% of respondents visited this Park visited twice and more repeatedly. On the other hand, in the case of ANP, the majority of the respondents (43.5 %) visited twice.

visited the destination two times while 30.4 % of the tourists visited the destination more than three times. Similarly, 20.3% of the tourists visited the in the first time

Even though, different researchers argued differently, according to (Opperman, 2000), tourists’ first contact with the destination, the experience on the destination has direct implications for the future choice process of repeat visitation of one destination.

Repeat visitation is the prime factors of satisfied tourists with destinations supplies and services during their first visit time. The well-managed tourist destination is a place where that supplies products and services and met interests of tourists, host communities and the physical environment of the tourist destination

4.3 Tourists’ Expectation of Destinations

The tourist level of judgment and their image to the destinations’ management practice was assessed from the tourists’ perspective.

Regarding tourist reasons to visit the national parks important pull factors in the study areas were identified and the collected data is presented in Table 14 below.

Table 14 Respondents’ purpose of visit

Variables	Destinations	Purpose of visit							
		Landscape		Tourist Activity		Wild Life		Sport	
		N	%	N	%	N	%	C	%
Important attributes	SMNP	46	61.3	25	33.3	4	5.3	0	0.0
	ANP	39	56.5	17	24.6	11	15.9	2	2.9

Source: own survey (2019)

The above table shows that the great majority of 61.3% and 56.5% tourists to SMNP and ANP visit for the purpose of scenery followed by tourist activities with 33.3% and 24.6% to SMNP and ANP respectively.

The result encourages that both National Parks were visited for their gorgeous scenery and the opportunities to undertake tourist activities. According to observation, ANP had a specialty

being a paradise of grassland birds for bird watcher tourists. On the other hand, SMNP was an ideal protected area for panoramic stunning vista for photographers and step-ups and step down coupled with rugged mountains was ideal for long day's trekkers.

Information from the internet, families, friends, guide book, travel agency, and travel fair were identified as a possible source of information for tourists in this study so sample respondents' were asked to indicate their major source of information. The obtained result presented in the Table15 below.

Table 15 Source of Information for visiting these parks

Variables	Destination	Travel Media									
		Internet		Families and friends		Guide book		Travel agency		Travel fairs	
		N	%	N	%	N	%	N	%	N	%
Source of information	SMNP	21	28.0	20	26.7	15	20.0	15	20.0	4	5.3
	ANP	12	17.4	24	34.8	16	23.2	15	21.7	2	2.8

Source: own survey (2019)

As it is shown in the above table, the result was inconsistently distributed; the majority of tourists (54.7%) and (52.2%) got information from internet and families in both parks respectively, guide books and travel agency also played role in delivering destinations information, but only insignificant tourists were informed from travel fairs.

The above result encourages that these national parks are not promoted in the international travel trade fairs like one of the best tourist destinations of Ethiopia.

According to, (Edmund, 2007) tourist destinations are directly connected with service and products' providers so to inform tourists about the physical tourist destination which enables them to offer more fine and personalized destination's experiences.

Tourists' destinations could generate a lot of benefits from tourists, if they properly organized destinations information in a way which accessible to all tourists. It is also very important to

update and adequately communicate tourists about destinations' supplies to offer outstanding and unforgettable travel experiences.

Tourists were asked to rate their assessment of destination management practices, data was collected to assess tourists view point of destination management practice of the study areas.

Table 16 Tourists' assessment about destination management level

Variable	Destination	Response rate										Mean	
		I Strongly disagree		I Disagree		Undecided		I Agree		I strongly agree			
		N	%	N	%	N	%	N	%	N	%		
Destination management practice	SMNP	6	8.0	11	14.7	44	58.7	11	14.7	3	4.0	2.92	2.83
	ANP	21	30.4	10	14.5	8	11.6	26	37.7	4	5.8	2.74	

Source: own survey (2019)

According to the data, the minority of tourists (18.7%) (43.5%) were agreed that there is good destination management practice in the SMNP and ANP respectively. A great majority 58.7% were unsure to decide in Simien Mountains and 44.9% disagreed in Awash National park. The result indicated that both National Parks statistical results were below the optimum level, more than half percent of respondents were unsure or disagreed with good destination management practices.

According to (WTO, 2007) destination management is an ongoing process in which, tourism industry, and parks management body, business partners and community leaders plan for the future and manage a destination. The process of destination management doesn't happen in isolation rather it involves local government, communities and business sectors who work collaboratively to deliver their part of a tourist destination tourists.

4.4 Analysis of Destinations Management Attributes

Tourist attractions are the basic supply components of tourists' destination which increased their comparative advantages with its unique features. The prime concept of tourist's destination management from tourist perspective is to assess the adequacy and effectiveness of products, services, and activities which in total provides outstanding tourists' experiences. A competitive

tourist destination is the one which has a variety of things to see and to do, thereby appealing different groups of tourists to a destination attracted by the protected environment.

4.4.1 National Parks Attractions

Table 17 Respondents' response to destination attractions

Location		variety of natural attraction	opportunity for adventure	unspoiled nature
SMNP	Mean	4.43	4.04	4.15
	N	75	75	75
	Std. Deviation	.550	.603	.881
ANP	Mean	4.09	3.58	3.52
	N	69	69	69
	Std. Deviation	.870	.976	1.093
Total	Mean	4.26	3.82	3.85
	N	144	144	144
	Std. Deviation	.738	.833	1.033

Source: own survey (2019)

The above table shows that both SMNP and ANP were scored desired output level with a mean score of above 4 indicating their agreement of availability of attractions variety. Leven's test of equality of variance between the two independent sample groups indicates that the variance in the two groups is not equal ($F=15.934$, $P< 0.05$). Thus equal variance is not assumed in the t-test. The result from the t-statistics indicates that there exists a statistically significant difference between SMNP and ANP in terms of a variety of natural attractions ($DF= 113.075$, $t=2.744$, $p=0.006$) (see annex 1). The result implies that the average variety of natural attractions of SMNP ($M=4.43$, $SD=.550$) which is a significant difference from Awash national park ($M= 4.09$, $SD=.870$)

On the other hand, the result from the collected data on the availabilities of opportunity to adventure indicates that both SMNP and ANP were found to be above average with a mean score of 3.58 and 4.04 respectively. The computed Leven's test of equality of variance between the

two independent sample groups shows inequality in variance between the two independent sample groups ($F=30.791$, $P < 0.05$). Thus, assuming that different variance in the t-test, the result from the t-statistics indicated the existence of statistically significant difference between SMNP and ANP in terms of availabilities for adventure ($DF=111.454$, $t=3.370$, $p=0.001$) (see annex 1) The result implies that the average availabilities of opportunity for adventure in SMNP ($M=4.04$, $SD=.603$) (is significantly different from ANP ($M= 3.58$, $SD=.976$)).

Moreover, regarding the existence of unspoiled nature, the sample statistics revealed the fact that both SMNP and ANP were scored optimal results with average mean score 4.15 and 3.52 respectively. Assuming that the two independent sample groups doesn't have equal variance (Leven's test of equality of variance between $F=3.012$, $P < 0.05$), the result from the t-statistics shows the existence of statistically significant difference between SMNP and ANP in the presence of unspoiled nature ($DF = 130.661$, $t=3.758$, $p=0.000$) (Annex 1). This result implied the average presence of the unspoiled nature of SMNP ($M=4.15$, $SD=.881$) is significantly different from ANP ($M= 3.52$, $SD=1.093$).

The above statistical data further encourage that, SMNP was relatively better in providing the primary national park's products which are a variety of natural attractions, unspoiled nature and the opportunity for adventure to adventure seeker tourists than ANP.

The overall tourists' destination quality of a park may be improved as a result of tourism business as tourists prefer to visit attractive, clean and unspoiled and non-polluted places (Qasim,2014). Land use and transportation patterns may also be improved because tourism catalyzes redevelopment. Effective management of tourist destinations covering national parks and protected areas depend on respects a certain principle in its approaches. Especially emphasis on the integration of quality at all levels, environmental, combination of authenticity of tourism supplies to the target market (Adina, 2014). Furthermore, the initial motivation factor of tourists traveling to national park is the predominantly existence of a variety of natural attractions to be appreciated well protected environmental quality, and the opportunity to undertake various adventurous activities. These are key components of well-managed tourists' destinations which favored one destination to others.

Generally, beauty, cleanliness and unspoiled nature of National parks are the primary elements of a tourist destination and distinguishing factors which encourage tourists travel decision.

Well managed tourist destinations are distinguished by their unique resources that constitute the central attractions in the core destinations development and management aspects for ecological process and tourist satisfaction. Moreover, this study revealed the fact that these study areas were rich in natural attraction variety and unspoiled nature with a maximum opportunity for adventure seeker tourists. This study also revealed that SMNP was better in destination for variety and the more opportunity for adventure seeker tourists.

4.4.2 Destinations' Accommodation Services

Accommodation is one element of the tourism industry which plays a vital role in further enhancements of tourist's experience in destination areas by providing the basic infrastructures to accommodate tourists.

Table 18 Tourists response rate on accommodation availabilities

Destination	Descriptive statistics	Range and number of accommodations	Variety and Quality of food and beverages
SMNP	Mean	2.47	2.71
	N	75	75
	Std. Deviation	1.004	.955
ANP	Mean	3.25	3.22
	N	69	69
	Std. Deviation	.976	.921
Total	Mean	2.84	2.95
	N	144	144
	Std. Deviation	1.062	.970

Source: own survey (2019)

The result from descriptive statistics indicated that ANP found to be optimal with an average mean score of 3.25 while SMNP was found below the desired level with a mean score of 2.47. the calculated Leven's test of equality of variance between the two independent sample groups further indicates the variance in the two sample groups is not equal ($F=8.614$, $P< 0.05$). Based on the assumption that the two groups don't have equal variance, the calculated t-statistics indicated

the existence of a statistically significant difference between Two parks (DF=141.564, t=-4.772, p=.000) (Annex 1). The result implied that the average availability of the range and number of accommodation services of ANP (M=3.25, SD=.971) is significantly different from SMNP (M=2.47, SD=1.004).

This statistical data further encourage that ANP is better in the provision of accommodation services in terms accommodating many tourists and in the provision of various food and beverage service with better quality than SMNP.

According to *Pizam, A. (1994)* the accommodation sector is the vital supply element of tourists which contributed a lot to tourists' better experience in the tourist destination. Pizam added that *"in any purchasing decision by potential tourists, there has to be a provision of a service, product or experience by a business, organization or destination to meet the visitors' needs or demand. This provision is known as a tourism supply p: 213"*.

Destination management is the coordinated management of all the elements that make up a destination. Destination management takes a strategic approach to link-up these, sometimes very separate entities, for the better management of the destination. Well-managed destination always has adequate and efficient accommodation services to the incoming tourist in terms of its range and number, variety and quality of services. Accommodation services influence tourist's decisions about where to go and where to spend their vacation next to the attractions which are the prime reason to draw tourists to destinations (WTO, 2007, Marinna, 2011).

To sum up, the availability of accommodations in range and numbers as well as quality and quantity of food and beverage services played a pivotal role in the provision of quality experience for tourists as part of destination management practices.

The accommodation service in these study areas is with poor quality considered as the foremost blockage for the success of destination management concepts in the study areas. These sectors have also a serious lack of skilled and well trained professional who can deliver quality services.

Furthermore, this research pointed out the fact that, ANP had excellent accommodation services in terms of range and number of rooms to accommodate in coming tourists with quality and variety food and beverage services, while SMNP was not poor in providing accommodation services and quality food and beverage for tourists.

4.4.3 Hospitality of Staff and Willingness to Assist Tourists

Hospitality is a positive attitude in which locals of a certain destination may positively perceive tourism due to its developmental roles in a job opportunity, income generation and generates various benefits to locals; consequently, they will develop a hospitable attitude towards tourists. On the reverse side if the majority of the residents perceived tourism from destructive perspective to its social aspects and the environment so the local will develop an attitude toward tourists will not be gracious (Yukesel, 2000).

Table 19 respondents’ rate on staff hospitality and willingness for assistance

Destinations	Descriptive statistics	The willingness of staff to assist tourists	Warm welcoming of local staff
SMNP	Mean	3.95	3.60
	N	75	75
	Std. Deviation	.751	1.139
ANP	Mean	4.25	4.19
	N	69	69
	Std. Deviation	.946	1.019
Total	Mean	4.09	3.88
	N	144	144
	Std. Deviation	.860	1.119

Source: own survey (2019)

According to the above table statistically, the data obtained result indicates a mean score of 3.95 for SMNP and a means an arrangement of 4.25 for ANP. The calculated Leven’s test of equality of variance between the two independent sample groups showed the variance in the two sample groups is not equal ($F=10.944$, $P< 0.05$). With this difference invariance, the t-statistics revealed that there existed a statistically significant difference between the SMNP and ANP ($DF=129.725$, $t=-2.094$, $p=0.001$). ANP ($M=4.25$, $SD=.946$) is significantly different from the SMNP ($M=3.95$, $SD=.751$). (Annex 1

As the above table presented that, the hospitality of locals in providing warm welcoming to tourists, there is statistically significant difference between the two national parks. The computed Leven's test of equality of variance shows the fact that the variance between the two independent sample groups is not different ($F=1.188$, $p>0.05$). With this assumption of homogeneity invariance, the calculated-statistics revealed the fact that there is a statistically significant difference between the SMNP and SMNP ($DF =142$, $t=-3.257$, $p=0.001$). The result implied that ANP ($M=4.19$, $SD=1.019$) is different from the SMNP ($M=3.60$, $SD=1.139$) (Annex 1).

The above statistical data further inferred that ANP'S staff was more willing to assist and better for welcoming tourists to the park than the SMNP Staff.

Local people's attitude towards tourists is a major social variable that constituted a big part of a tourist's destination, which may encourage or discouraged tourists' to get quality experience in their stay at the destination. Hospitality is the key drive of tourist excellent experience leading tourists to have a positive image or to the reverse about a certain destinations (Hennery, 2009).

To sum up, it is important to consider the hospitality of locals and their willingness to assist tourists with foreign languages and as basic elements of tourists' destination management. This study pointed out that the study areas were welcoming and positive to assist incoming tourists. In comparative terms, ANP staff was more hospitable to warmly welcome tourists and to provide proper assistance for needy tourists.

4.4.4 Destinations' Infrastructures

Accessibility is the concept of relative ease or difficulty with which tourists can reach the destination of their choice. Tourists' destination choice is often influenced by convenience (Sonja, 2009). Given a choice between similar destinations, a tourist will tend to choose the more convenient one. Thus, more proximate destinations would be more likely to be accepted over destinations offering similar products that are less proximate.

Table 20 Tourists' response on destinations' infrastructures

Destination	Descriptive statistics	Easy access to local transportation	People with physical impertinent friendly infrastructure
SMNP	Mean	2.07	1.45
	N	75	75
	Std. Deviation	.794	.643
ANP	Mean	2.65	1.87
	N	69	69
	Std. Deviation	1.315	.873
Total	Mean	2.35	1.65
	N	144	144
	Std. Deviation	1.111	.787

Source: own survey (2019)

As it is shown in the above table, both the SMNP and ANP exhibited a minimal score average mean in terms of easy access to local transportation. The calculated Leven's test of equality of variance between the two independent sample groups indicated that the variance in the two sample groups is not equal ($F=25.389$, $P< 0.05$). Thus equal variance is not assumed in calculating the t-test. In line with this, the result from the t-statistics indicates the existence of a statistically significant difference between SMNP and ANP in terms of availabilities of easy access to local transport ($DF = 109.896$, $t=-3.200$, $p=0.02$) (Annex 1). This implies that there is a significant different Awash National Park ($M=2.65$, $SD=1.315$) with SMNP ($M=2.07$, $SD=0.794$).

Furthermore, the collected data from respondents on availabilities of people with physical impairment friendly infrastructures service in both destinations indicated that SMNP and ANP were found to be below the minimal average with a mean score 1.45 and 1.87 respectively. The observed Leven's test of equality of variance between the two independent sample groups indicated that the two sample groups are equal variance ($F=.636$, $P> 0.05$). With this assumption, the result from the t-statistics indicates that there exists a statistically significant difference between SMNP and ANP in terms of availabilities of with physical impairment friendly

infrastructures services (DF= 142, $t=-3.275$, $p=0.001$) (Annex1). From the result, ANP (M=1.87, SD=0.873) is found different from SMNP (M=1.45, SD=.643).

The above statistical result further pointed out that ANP was more accessible in comparative terms and had better with physical impairment friendly infrastructures than SMNP.

Effective tourist destination management is the sum of tourist infrastructures appearing as necessary condition in the dynamic and competitive industry (Sonja, 20016). Higher level of infrastructure development can enhance efficiency of distribution of services and particularly to isolated destination like national parks infrastructure increase supply of tourist services (Quasim, 2014) .Infrastructural accessibility of a destination is governed by a wide variety of influences, many of which may depend on much broader economic, social, or political concerns (WTO 2007).

By and large tourist infrastructure is the main variable which encourages tourists to make travel decision to a certain destination next to the availability of destinations Attractions. Destination infrastructure influences tourists to have excellent experience which creates ease access or hamper to have undesirable destinations experience to properly use other destinations' supplies.

Even thought, infrastructure is vital components of good tourists destination management practice, the study areas are typified with inadequate tourist infrastructure is a serious obstacle to tourist destination development and management in these areas. From the observation, there are no facilities launched for people with physical impairment tourists including public toilets.

To sum up, this study revealed the fact that both the study areas were poor in provision of tourist infrastructures, specially their accessibility to local transport and disable friendly infrastructures for people with impairments. In comparative terms, ANP was more accessible to local transport services and in provision of disable friendly infrastructures.

4.4.5 Tourist Information Provision Service

The need for information provision to tourists is the fundamental success of tourist destinations. Tourists' destination which has outstanding attraction may not be successful if it does not have a well-organized information provision system to its prospect and actual customers about it. The computed summary of descriptive statistics revealed the prevalence of difference in the obtained means score between destinations in tourist information provision services

Table 21 Tourists' response on accessibility of tourist information services

Destinations	Descriptive statistics	Tourist information service	Signposts and displayed maps	Quality tour guides' service
SMNP	Mean	2.80	1.93	2.63
	N	75	75	75
	Std. Deviation	.973	.502	1.112
ANP	Mean	2.86	2.61	2.83
	N	69	69	69
	Std. Deviation	.959	.988	1.260
Total	Mean	2.83	2.26	2.72
	N	144	144	144
	Std. Deviation	.963	.842	1.185

Source: own survey (2019)

According to the statistical data, Tourist information service in both SMNP and ANP was at a minimal level with an average mean score of 2.80 and 2.86 respectively. Leven's test of equality of variance between the two independent sample groups indicates that the variance in the two independent sample groups is equal ($F=1.065$, $P>0.05$). Thus with the assumption of equal variance in the two groups, the result from the t-statistics indicated there existed statistically no significant difference between SMNP and ANP in terms of tourist information service provision ($DF = 142$, $t=-0.342$, $p=0.733$) (Annex 1).

Statistically, a similar result is obtained in terms of quality tour guide's service between SMNP ($M=2.63$, $SD=1.112$) and SMNP (2.83 , $SD=1.260$) where there exist statistically no significant difference ($DF =142$, $t=-1.009$, $p=0.315$). The assumption of homogeneity of variance between the two parks (Leven's test of equality of variance $f=1.103$, $p>0.05$) (Annex 1).

On the other hand, a statistically significant difference is obtained ($DF=99.009$, $t=-5.102$, $p=0.000$), with the assumption of inequality variance (Leven's test of equality of variance $f=47.841$, $p<0.05$), between SMNP and SMNP with regard to signpost and displayed maps as a tourist destination information service. Accordingly, the result indicated that both the SMNP

and Awash SMNP were below the optimum level with a mean score of 1.93 and 2.61 respectively.

The above statistical presentation further encourages that, there is no significant difference between the SMNP and SMNP in terms of tourist information service provision and quality guide services about each destination. Besides that, both parks are poor in tourists' information provision services with its information center as well as by guide services. On the contrary, the result from the t-statistics implied ANP is better in information provision with displayed maps and signpost than SMNP.

Tourist destinations are directly connected with service and products' providers so to inform tourists about the physical territory of a tourist destination which enables them to offer more fine and personalized destination's experiences (Edmund, 2007).

In general, Tourists' destinations could generate a lot of benefits from tourists, if they properly organized destinations information in a way which accessible to all tourists. It is also very important to update and adequately communicate tourists about destinations' supplies to offer outstanding and unforgettable travel experiences.

Moreover, this study pointed out the fact, both national parks were poor in tourist information provision services in the form of tourist information center for newly incoming and needy tourists, in the form o signposts and displayed maps placed in different part of the parks and quality of tour guiding services were poorly evaluated. However, ANP Park was better in provision of signposts and displayed maps to different part of the park.

4.4.6 Tourist Safety and Security Services

Publication of a multilingual brochure and information tips in signs before tourists' arrival and after their arrival to the destination is a pivotal pre requirement of tourists' destinations to measure to what extent they are accessible to safety issues. Safety and security is the vital variable for tourists to make a travel decision to a certain tourist's destination (Signe, 2018).

Assessment on both destinations was made about tourist safety and security services in terms of personal safety and security, accessibility of local authorities.

Table 22 Tourists response to tourists' safety and security

Destinations	Descriptive statistics	Personal safety and security	Accessibility of local authorities
SMNP	Mean	3.35	1.96
	N	75	75
	Std. Deviation	1.121	.667
ANP	Mean	3.57	2.39
	N	69	69
	Std. Deviation	1.218	1.166
Total	Mean	3.45	2.17
	N	144	144
	Std. Deviation	1.170	.961

Source: own survey (2019)

As it is indicated in the above table 22, the obtained result indicated that the two destinations are not significantly different in statistical terms. Both the SMNP and Awash national SMNP Leven's test of equality of variance between the two independent sample groups indicated that the variance in the two groups is equal ($F=.156, P>0.05$). Considering equal variance in the two national parks the result from the t-statistics indicated that statistically there is no significant difference between SMNP and SMNP ($DF = 142, t=-1.121, p=0.264$) (annex 1).

Based on the data collected from sample tourist responses, it was noted that the SMNP and SMNP were quite different in terms of accessibility of local Authorities. The observed result indicates that both and Parks were found to be nearly non-existence with a mean score of 1.96 and 2.39 respectively. The result from Leven's test of equality of variance between the two independent sample groups presented that the variance in the two sample groups is not equal ($F=39.391, P< 0.05$). Assuming that the two groups have different variance the computed t-statistics indicate the existence of a statistically significant difference between SMNP and SMNP in terms of access to local authorities ($DF = 142, t=-2.694, p=0.008$). It implies that Awash National Park ($M=2.39, SD=1.166$) is different from the SMNP ($M=1.96, SD=.667$).

The statistical data further inferred that there was no significant difference in the presence of safety and security of tourists in both National Parks. But, regarding the accessibility of local authorities during safety and security problems ANP is more accessible.

Welcoming atmospheres of tourists' destinations and sense of security is the elements of the primary destination which make one destination more superior from others (Marianna, 2011)

Generally, the study revealed that ANP and SMNP were safe and secured place for tourists who are always looking personal safety and security is the number one determinant factor for tourists to make a travel decision to a certain destination. Travel is a luxurious human activity so tourists tend to travel in places where there are noble attractions and ultimately safe and secure destinations.

4.4.7 Tourists' Destination facilities Services

National parks as tourist destination management body have a direct role in collaboration with the local government in developing the tourism facilities and service delivery modalities in destinations. This is usually vested in the local authority, which is responsible for managing/overseeing the appropriate provision of internet services, sewerage, electric city and medical treatment facilities that will be used by residents and tourists as well (Čorak, 2011).

Table 23 Tourists response to destinations' facilities

Destination	Descriptive statistics	High-speed internet service	Clean public toilet	Basic medical services
SMNP	Mean	1.49	1.55	2.45
	N	75	75	75
	Std. Deviation	.623	.874	.827
ANP	Mean	1.68	3.64	2.29
	N	69	69	69
	Std. Deviation	1.050	1.260	1.045
Total	Mean	1.58	2.55	2.38
	N	144	144	144
	Std. Deviation	.857	1.500	.938

Source: own survey (2019)

The above table 23 shows that both SMNP and SMNP were in the disagreement level with an average mean score of 1.49 and 1.68 respectively. Leven's test of equality of variance between the two independent sample groups indicated that the variance in the two independent sample groups is not equal ($F=11.702$, $P< 0.05$). Thus equal variance is not assumed in computing the t-test. The result from the t-statistics indicate that there is statistically significant difference between SMNP and SMNP in terms of availabilities of internet service ($DF = 142$, $t=-1.291$, $p=0.036$) (Annex 1) implying that there is difference between ANP ($M=1.68$, $SD=1.050$) and SMNP ($M=1.49$, $SD=.623$)

Regarding availabilities of clean public toilet service in the destinations, the result shows that SMNP was at the minimal while ANP was at an optimal level with average mean scores of 1.55 and 3.64 respectively. Leven's test of equality of variance between the two independent sample groups indicated that the variance in the two independent sample groups is not equal ($F=10.226$, $P< 0.05$). Thus equal variance is not assumed in the t-test. The result from the t-statistics indicate that there is statistically significant difference between SMNP and ANP in terms of availabilities of clean public toilet service ($DF= 142$, $t=-11.476$, $p=0.000$) (Annex 1) implying that Awash National park on average ($M=3.64$, $SD=1.260$) was different from SMNP ($M=1.55$, $SD=.874$) .

Similarly, the data collected from respondents on availabilities of medical services indicated that SMNP and ANP were at a minimal point with average mean scores of 2.45 and 2.29 respectively. Leven's test of equality of variance between the two independent sample groups indicated that the variance in the two independent sample groups is equal ($F=0.687$, $P> 0.05$). Thus equal variance is assumed in calculating the t-test. With this assumption, the result from the t-statistics indicated that there exist statistically no significant difference between SMNP and ANP in terms of availabilities of public medical services ($DF= 142$, $t=1.045$, $p>0.05$) (Annex 1).

The above data presentation further encourages that, even though the facilities services of both destinations were at minimal level, there is a significant difference between Two National Parks. Consequently, ANP was better in the provision of high-speed internet and adequate and clean public toilets services comparatively with SMNP. Whereas regarding basic medical services, there were no differences in provisions of medical facility services in between two parks.

Tourist facilities are the most important elements of national parks to offer a great opportunity to aware people about environments and its management system; these include interpretive trails, visitor centers, picnic areas (IUCN, 2001).

To sum up, Tourists' destination facilities are important components of destination supplies. Existences of these destination facilities can enhance or deteriorate tourists' excellent experiences of tourists' destinations.

This study further inferred that SMNP and ANP were not good tourists' destination with poor internet, clean public toilet and medical facilities.

4.5 Analysis of Tourist Activities

Availability of attractions and tourists' activities are the fundamental elements of any tourist itinerary which planned to travel to National Parks. In some cases, attractions or activities may be the main reason for the visit to the destinations.

4.5.1 Tourist Activities in destinations

Table 24 Tourists' response to tourist activities

Destinations	Descriptive statistics	Trekking	Birds watching	Wildlife watching
SMNP	Mean	4.36	3.24	4.15
	N	75	75	75
	Std. Deviation	1.086	1.422	1.182
ANP	Mean	4.23	4.48	4.09
	N	69	69	69
	Std. Deviation	.987	1.009	1.054
Total	Mean	4.30	3.83	4.12
	N	144	144	144
	Std. Deviation	1.038	1.384	1.119

Source: own survey (2019)

According to the result from the collected data, both SMNP and ANP was to the optimal with average a mean score of 4.36 and 4.23 respectively. Similarly, Leven's test of equality of variance between the two independent sample groups indicated that the variance in the two independent sample groups is equal ($F=.149$, $P> 0.05$). Assuming the prevalence of equal variance in the two groups the result from the t-statistics indicates statistically no significant difference between SMNP and ANP in terms of availabilities of trekking activities ($DF = 142$, $t=.739$, $p=0.461$) (Annex 1)

A similar result is also obtained concerning wildlife watching. The collected data on availabilities of wildlife-watching activity indicates both National Parks were very good with an average mean score of 4.15 and 4.09 respectively. Both parks were found to have equal variance (Leven's test of equality of variance $F=0.322$, $p>0.05$). Further, the result from the t-statistics indicates statistically no significant difference between the SMNP and ANP in terms of availabilities of wild animals watching activity ($DF =142$, $t=.319$, $p=0.750$).

On the other hand, the above table presented that both SMNP and ANP were with an optimal average mean score of 3.24 and 4.48 respectively. Leven's test of equality of variance between the two independent sample groups also shows the variance in the two independent sample

groups is not equal ($F=12.429$, $P < 0.05$). With this inequality of variance between the two groups, the result from the t-statistics depicted the existence of a statistically significant difference between SMNP and SMNP in terms of availabilities of bird watching ($DF= 142$, $t=-6.062$, $p=0.000$). The result implies that there is a different ANP ($M=4.48$, $SD=1.009$) with SMNP ($M=3.24$, $SD=1.422$).

The above statistical finding revealed that there was no significant difference between Two National Parks in terms of Trekking and wildlife viewing as tourist activities with both optimal average mean scores. Whereas, there was a significant difference in birds watching, implies that Awash National Park is a better place for birds watching than SMNP.

Outdoor tourist activities are usual movement in national parks; these activities are highly varied associated with the land features of the national parks. All kinds of tourist activities in all parts of the park may not be allowed, especially to sensitive core parts in which the ecology would be degraded and the wildlife disturbed (IUCN, 2001).

In general, Tourist activities are the prime components of tourist's destination management in offering tourists want to do in the destinations. Tourists' inherent pursuits of outdoor activities could be satisfied when they able to find various types of activities in line with the physical features of the National Park. Consequently, good destination management is the function of the availability of various tourist activities in the destination to get satisfied tourists.

This study further encouraged the fact that these study areas were rich tourist destination in providing the opportunity for trekker, wildlife viewer and particularly awash for bird watcher tourists.

4.6 Analysis of Environmental management practices

The tourism landscape refers to the visual images that can attract tourists and can be exploited by tourism; this includes natural hills, landscapes, gorges and etc. (IUCN, 2001). The artificial landscape also includes Tourist facility landscape, road, parking lot, service center, lodge building.

4.6.1 Tourists response to ecological landscape facilities

The ecological landscape of destinations in terms of the ecological parking lot, scenic gates, identification signs and tourist pathways in line with environmental management were assessed

Table 25 Tourists' response to destination ecological landscape facilities

Destinations	Descriptive statistics	Ecological parking lot	Scenic gates	Tourist pathway
SMNP	Mean	1.99	2.13	2.13
	N	75	75	75
	Std. Deviation	.908	1.155	1.095
AN P	Mean	2.91	3.71	2.59
	N	69	69	69
	Std. Deviation	.951	.769	1.167
Total	Mean	2.43	2.89	2.35
	N	144	144	144
	Std. Deviation	1.035	1.263	1.149

Source: own survey (2019)

The above table presented that on availability of ecological parking lots both SMNP and ANP obtained a mean score of 1.99 and 2.91 respectively. The result from Leven's test of equality of variance between the two independent sample groups indicated that the variance in the two independent sample groups is equal ($F=3.734$, $P> 0.05$). In line with this, the result from the t-statistics indicates that there exists a statistically significant difference between SMNP and Awash ANP in terms of availabilities of ecological parking lots ($DF=142$, $t=-5.980$, $p=0.000$). The result implies that ANP ($M=2.91$, $SD=.915$) is different from SMNP ($M=1.99$, $SD=.908$).

On the other hand, the obtained result on scenic gates of the destination ANP were found to have a mean score of 3.71 while SMNP was found to have a mean score of 2.13. Looking homogeneity of variance in the two parks, Leven's test of equality of variance indicates the variance in the two independent sample groups is not equal ($F=14.174$, $P< 0.05$). Accordingly, the result from the t-statistics shows a statistically significant difference between the SMNP and ANP in terms of scenic gate availability ($DF=142$, $t=-9.715$, $p=0.000$). This implies that there is a significant difference in constructing scenic gates as part of destination management between SMNP and ANP where ANP ($M=3.71$, $SD=.769$) and SMNP ($M=2.13$, $SD=1.155$).

Regarding the tourist pathway, in the two destinations, the two destinations were different. The calculated result to check homogeneity of variance in the two parks indicated that the two groups are homogenous (Leven's test of equality of variance $F=2.439$, $p>0.05$). The obtained t-statistics indicates the existence of a statistically significant difference between the SMNP and ANP in terms of availability of tourist pathway. The result indicates that ANP ($M=2.59$, $SD=1.167$) and SMNP ($M= 2.13$, $SD=1.095$) are statistically different.

The above table further revealed the fact that statistically Awash National Park was better in building ecological landscape facilities such as ecological parking lots, scenic gates and tourist pathways. The proper destination management of protected is identified with the existence of different functional pieces of land in line with ecosystem of the protected areas. The travel markets towards natural environments and parks with the inherent needs of outdoor tourist activities are growing rapidly. As tourists flow to National Parks keep grown, the difficulty associated with tourists need critical thinking of destination planning and management to ascertain ecological viability and to meet tourists need from the destinations (IUCN, 2001).

To sum up, good destination management is explained in a philosophy where there is environmental management of the physical territory of destination coupled with tourist's satisfaction about the destination supplies and communities' benefits are kept. The study further encouraged the fact that the study areas were not good tourist destination in keeping the aesthetical beauty and ecological processes in building tourist path and ecological parking lots of the environment and keeping the local architectural aspects except ANP which has excellent scenic gate. This further encourage that the environmental management as a tourist destinations was not realized by all stakeholders and from destination attribute aspects.



Figure 4.6 view point facility in SMNP (source: own photo 2019)



Figure 4.7 tourist paths in ANP (source: own photo 2019)



Figure4.8 wildlife watching in SMNP (2019) Figure4.9 wildlife watching in ANP (2019)

4.7 Roles of Stakeholders in Tourist Destination Management

For tourist destinations to deliver outstanding experiences and meet the need of environmental aspects and local benefits the big roles of stakeholders should be considered. These are host communities, host governments, and foreign stakeholders. Host communities should work to leverage their competitive advantage, improve service delivery, and protect their environment and culture. Host governments should establish supportive strategies, introduce and implement necessary regulations, remove bottlenecks, and adopt internationally recognized tourist destination standards. Foreign stakeholders could prioritize tourism as a viable economic force, direct investment to this sector, and facilitate knowledge and technological transfers (Martha, 2009). Cooperation and participation of the community, relevant government agencies, and industry stakeholders are necessary to achieve an agreement on planning directions and tourist destinations management common goals (Ruhanen, 2007).

4.7.1 The Roles of public sectors

When the current roles of the public sector in the study areas is assessed in terms of the above roles in the existing literature on tourism destination development and management, the existing roles of the public sector lags far behind.

Though there exists an interest and effort to develop the area as commented by Wardens of Simien Mountains National Park: *"Currently we are doing everything we can to encourage local service providers and handicraft association, ecotourism communities, guide associations camping material renters upon their request. For the future to provide a better service for the increasing tourism flow in the area, we are offering a lot of incentives for private investors to engage*

themselves in tourism related activities". The public sector is not on the right stand to achieve its roles to enhance tourists experience, develop destinations 'economic and business properly, preserving the ecology system and maintain community integration.

All in all, the result indicated that the public sector is not performing as per its supposed roles. ANP's Expert who worked for 10 years there commented, that *"Overall, little attention this given for this sector from the part of the government. The insufficient budget allocated for the sector to run its activities is a good example."*

ANP has 159 employment positions that were expected to carry out the day today activities of the national park and its surroundings, but according to the interview from the park's warden there were only 59 workers in the data collection time due to high turnover, because there is harsh climate and the government still didn't consider special treatments or supports. ANP's scout who worked for 10 years there said that, *"The core part of ANP was invaded by invasive plant species which highly damage the indigenous grasses, due to this reason the wild life resources is highly starved."*

In the case of, SMNP the tourist guide who is working there for 7 years said that, *"nearly 50 Hecrar of the core part of the national park was damaged by fire out broken in April, 2019 for prolonged time. He added that, Even though, the park is one of the coldest places in the country, fire damage occurred every year and there are no still investigative findings reported about the cause of the fire and the mechanism to prevent to the future."* Community leader who live in surrounding of ANP for last 50 years said that, *"we loss benefits we had to generate from tourists who were visiting Filewuha and Mount Fentale due to damage and lack of road networks which has to be done by the public sectors in collaboration with locals."*

Community leader who live in surrounding of SMNP for last 45 years said that, *"locals, specially From Gech site were evicted without their willingness and got enough composition to the resources they left behind which provoke locals to create hostile mentality against the existence of the park."*

Generally, this study noted that the roles of the public sector was limited in infastructure development , forwarding attention for irreplaceable resources, allocating enough budget and keeping the benefits of locals from each park. The public sector also gives little attention about roles of locals and business partners in developing and managing effective tourist destination in both study areas.

4.7.2 The Roles of local communities

Local communities contribute a lot in building tourist destinations image, service and product qualities with a positive attitude to tourists enhance the experiences of tourists. Locals also play indispensable roles in the planning and management of tourist destinations, especially their indigenous knowledge for environmental management practice is tremendous.

Even though, role of the local is indispensable for effective destination management processes, locals are not benefiting themselves from the destination. This specially noted that, there are only 10 member tourist guide associations working specifically in Hymen Cave. There is no involvement of local in the form of eco-tourism communities. Only a few local community members were working in the existing lodge, whereas majority was from other areas which are unrealistic principle for effective tourist destination management. One interview participant commented that, *“locals are using on grassing of their camels in the Kereyu side and charcoal production from Afar side.”*

In the case of SMNP, There is a big opportunity to benefit locals and there are, guide association members actively working, camping material renters and cook association participating as their job. There is also Eco-tourist society which includes 5woredas communities. One local community leader commented that, *“even though the park has a big opportunity to generate benefit to locals’ and benefits distribution is unfair, highly chained corruption which always provoke local communities to stand against the park.”* Moreover, this study pointed out the fact that, the benefit of local participation in the planning, development and management of tourist destination was ignored. So the locals are not feeling belongingness to develop and manage good tourist destination.

4.7.3 The Roles of private sectors

The private sector is the main actor of tourist destination management to provide excellent services to tourists’, to create job opportunity to locals and generate livelihood income and contribute for the preservation of ecosystem and infrastructure development of national parks. Staff of Simien Park lodge said that, *“the lodge is working closely with the local communities in preservation of the park in annual conservation campaign, the lodge recruited all staff from the local community except 3 managerial and technical staff in addition the lodge provides free transportation services to the locals. The lodge is also provider accommodation service to tourists inside the park.”* The private sector is participating in both tourist destinations in the transport and accommodation services delivery. Awash falls lodge front office clerk said that, *“the lodge is providing lodging services for incoming tourists and creates a job opportunity for locals. This day’s lodge is facing serious challenges of electricity associated electricity pillars*

are fall down by the cattle of locals to work with its full potentials.” This research pointed out that, private sectors are highly encountered with lack of infrastructures such as, electric city, network and road network inside the park.

4.7.4 The Roles of Tourists

Tourists are the key stakeholder of effective tourist destination management practice in playing their part will contribute the big pillar of tourist destination management. Tourists are not only as the guests of tourism destinations but also as people co-responsible for maintaining the destination (Cook et al., 2006).

This study noted the fact that, tourists were playing their role in collecting gavages, walking the in line with their tourists trail. SMNP warden said that, *“tourists are contributing in pointing out the lacked services and destination supplies to the park administration staff in the form of complaints to the parks head quarter office.”* ANP expert mentioned that, *“tourists are frequently come to parks head office to make complaints of lack of services and facilities promised by service providers.”* Tourists are playing their proper roles for better destination management practices in each study area.

In general FGD and interview result in the study areas indicated that the main stakeholders not only lack partnership and cooperation among each other but there is no effort to work together and alleviate the existing problems jointly.

There exist lack of coordination and cooperation of stakeholders’ partnership. ANP’s warden said: *“There is a lack of coordination between the regional tourism Bureaus & parks office to put the Destinations demarcation and Awash 7 town's master plan into action. Apart from gathering together once or twice a year, they are not working to solve practical problems on the ground.”* And a member from one of Tour Guide Association in Simien Mountains said that: *There is no meeting between Tour Guide Associations with the host community on regular discussion agendas about this tourist destination. Besides, questions we raise on our few meetings with officials from Parks office and local tourism bureaus are not solved yet.”* The process of destination management doesn't happen in isolation. It involves stakeholder groups and delivery partners such as government bodies, communities, and business delivery partners.

Thus, this study revealed the fact that there were no stakeholder’s partnerships and cooperation in overall aspects of tourist destination management of these study areas, resulted the invasion of ANP grass land plain area with invasive bush species and damaged of SMNP with fire outbreaks.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1 Summary and Conclusion

The main objective of this thesis was to compare tourists' destinations Management practices: in the case of ANP and SMNP in Ethiopia. Although, the study areas have similarities in some aspects, the study indicated the fact that these National Parks were significantly different regarding a majority of destinations attributes availability; tourist activities, ecological landscape management practices and stakeholders partnership. Whereas as to some destination attributes which are parcel and part of destination management; there were no significant differences between two national parks.

Analysis and rating of SMNP Parks' Natural attractions, compared with ANP explains that SMNP counted better by tourists in attractions variety, the opportunity for adventure and unspoiled nature. Regarding accommodations, staff's hospitality, destinations' infrastructures, tourists' information services, destination's facilities, and ecological landscape facilities, ANP meaningfully scored advanced results than SMNP on the aforementioned aspects. On the other hand, regarding tourist information services, tourist activities, tourist destination facilities and the safety and security of tourists, there were no significant differences between the two National Parks. But the entire sample attributes were not equal variable still there were occasions which indicated one was better than the other one.

Generally this study finding revealed that, ANP and SMNP have immense tourism potentials for tourist such as bird watchers and trekking. Accommodation service is a common problem with lack of tourist facilities. Environmental management aspect is at its infancy level, low attention given for ecological facilities. Finally the roles conflict and lack of partnership among destination management stakeholder is weak and non existence partnership resulted the invasion of ANP grass land plain area with invasive bush species and damaged of SMNP with fire.

In conclusion, this study has demonstrated the urge for devotions of destinations to provide adequate and efficient destination products and services the necessity to answer the request of personalized tourists' demands from the destinations. Stakeholders role in destination

management were recognized as a vital aspect, because they facilitate the warm welcoming of tourists and provision of superstructures and destination products, participate in environmental management aspects. The study revealed the fact that, a number of issues were raised associated with roles and partnerships of stakeholders for effective destination management. In destinations where faced number of environmental challenges unfair benefit distribution and less encouragement of locals in planning and management, stakeholders' collaboration and partnership was difficult to be achieved. The cooperation and involvement of stakeholders could capitalize the pleasant impacts of these destinations than Fire damage of (SMNP) and invasion of indigenous species by bushes (ANP) were noted as common environmental destination management problems.

The Study revealed there is significant different in availabilities, adequacy and efficient provision of destination attributes of ANP was better on most destinations attributes but ,some sample attributes were not equal variable which indicated one was better than the other. Minimal involvement and partnership of stakeholders in destination management was noted parallel with low availability of ecological facilities of environmental management practices.

Virtually, these findings present further implications to the National Parks management body as a protected tourist destination management team as well as other stakeholders' concerned about the successful management of these tourist destinations.

5.2 Recommendations

The destination management plan of two parks should be created being the mother document of the overall tourist destination management indicating long term successful planning in line destinations identified objectives. This plan should be developed in collaborations with tourism experts, business partners and local communities which value the contributions of local communities in planning and all management processes.

Destinations management should forward due considerations of new supplies, tourist activities suited with stakeholders interests, thus make certain that tourists get outstanding experiences, locals generate proper and equitable benefits and business partners make profits all in line with environmental management objectives is met.

A new tourist's destination management scheme should be adopted which mainly deals with public-private partnership intended to solve frequently happening problems of locals and parks border conflicts, ensure locals equitable benefits from these parks which are the main resentments of locals and that leads great damages, specifically to SMNP park fire damage.

New tourists' destination facilities and infrastructures should launch and the existing also should be improved in collaboration with local governments, as seriously observed findings like public toilets, accommodations, tourist information centers, and clean are mostly provided by local government and non-governmental organizations.

A proper ecological management system should be created to manage to provide tourists ecologically friendly infrastructures, to manage tourists' flow keeping the destinations aesthetical beauty and to keep the recreational qualities in line with nature preservation.

The annual budget of these parks should be raised, as all the entrance fees collected are taken by the federal government conservation authority; parks faced a lot of management problems associated with lack of budgets.

Despite the fact, that there were many distinctions between these tourists' destinations management practices, there are good destination management approaches one excelled from another one, consequently, these destinations should work together to exchange knowledge and management schemes.

Local communities, parks management staff, and local tourism offices, Ethiopian wildlife conservation authorities should properly understand the good destination management practices of national parks. To forward their coordinated efforts to meet National Parks identified objectives.

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Appdixs

Addis Ababa University

College of Development Studies

Center for Environment and Development Studies

Tourism Development and Management Program

Dear Respondent,

First of all, I would like to thank you from bottom of my heart for your willingness to be part of this study. This questionnaire is designed to collect the necessary information to carry out a research on the topic “*A comparative Analysis of Tourist Destination Management practices in Awash and Simein Mountains’ National parks*” for the partial fulfillment of the requirements for the degree of Master of Arts in Tourism Development and Management at Addis Ababa University.

All information that you provide is of great importance, confidential, used only for academic purpose and will be summarized and reported in aggregate way. Hence, I respectfully request you to respond carefully for each question considering the vital importance of this study to the country under investigation and academic literature.

If you have any questions, please feel free to contact me via email:

N.B: No need of writing your name!

Part I: General Profile of Respondent

Instruction: Please tick (√) your choices from the given alternatives

1. Sex: Male Female
2. Age: 18 – 29 30 – 40 41 – 48 >48
3. Level of Education: elementary school High school
 Diploma Bachelor Degree Masters and above other (please specify-----)
4. Occupations : Unemployed Student employed retired Other (please specify -
-----)
5. Travel companion : alone families friends Other (please specify -----
-----)
6. Nationality -----

Part II: Questions related to your visit to Simeine Mountains National Park.

1. What aspects were important for your decision to visit Simien Mountains National Park? :
land escape tourist activities wild life visiting relative and friends' events and
festivals other (please specify -----)
2. Where did you hear about this destination? (Mark the appropriate answer, more answers
possible) Internet families and friends guide books travel agency social media
 travel fairs other (please specify -----)
3. How many times have you visited this tourist destination in the past?
 Once twice three times more than three times (please specify -----)
4. How many days have you stayed in Simien Mountains' National Park? -----
5. Do you agree that there is a good destination management practice in Simien Mountain's
National Park?
 I strongly agree I agree undecided I disagree I strongly disagree
6. What were the unique characteristics that you found in Simien Mountains National Park?
 Accessibility peace and quiet quality of accommodation particular activities
 friendliness and hospitality of locals' other (please specify -----)

Part III: Questions related to Destination management practice of the park

Here are lists which refer to the general evaluation of respondents towards availability of destination's supplies of Simein Mountain National Park. For each of the statements below, please place a tick one option in the appropriate box.

Destination supplies Availability	Very high (√)	Above average (√)	Average (√)	Below average (√)	Very low (√)
1. Variety of natural attractions					
2. Opportunity for adventure					
3. Unspoiled nature					
4. Range & number of accommodation					
5. Variety & Quality of Food & Beverage					
6. Warm & Welcoming of local people					
7. Clean Public Toilet					
8. high speed internet Service					
9. Willingness of Staff to help Tourists					
10. Quality of Tour Guides' service					
11. Tourist information services					
12. Signposts and Displayed Maps					
13. Basic Medical treatment					
14. Accessibility to Local Authorities					
15. Disable Friendly Infrastructures					

16. Local Transport Services					
17. Personal Safety and Security					
1. Are there any additional supplies in Simien Mountains National Park? Please specify: ----- ----- -----					

Availabilities of tourist Activities	Very high (√)	Above average (√)	Average (√)	Bellow average (√)	Very poor (√)
1. Trekking					
2. Bird watching					
3. Watching wild animals					
2. Are there any additional tourists' activities in Simein Mountains National Park? Please specify: ----- ----- -----					

Please rate the following destination management practices status of the park on a scale given below. Please place a tick one option in the appropriate box...

Destination Management physical status	Very high (√)	Very good (√)	Fair (√)	Poor (√)	Very poor (√)
1. Ecological parking lots					
2. Scenic gates					
3. Tourist path way					
3. How over all satisfied were you with your visit to this tourist destination? Please specify: ----- ----- -----					

1. What kinds of tourist 'supplies did you expect to have but you could not obtain?-----

2. What did you like most about your visit to Simien Mountains National Park? -----

3. What did you like least in visiting Simien Mountains National Park? -----

4. What do you recommend to achieve better destination management practice of this park?-----

5. What are the possible recommendations to increase the activities of the tourists ?-----

. Summary statistics for Independent Samples Test

		Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Variety of natural attraction	Equal variances assumed	15.934	.000	2.824	142	.005	.340	.120	.102	.577
	Equal variances not assumed			2.774	113.075	.006	.340	.122	.097	.582
Opportunity for adventure	Equal variances assumed	30.791	.000	3.434	142	.001	.460	.134	.195	.725
	Equal variances not assumed			3.370	111.454	.001	.460	.137	.190	.731
Unspoiled nature	Equal variances assumed	3.012	.085	3.792	142	.000	.625	.165	.299	.951
	Equal variances not assumed			3.758	130.661	.000	.625	.166	.296	.954
Range and number of accommodations	Equal variances assumed	.327	.568	-4.716	142	.000	-.780	.165	-1.107	-.453
	Equal variances not assumed			-4.722	141.564	.000	-.780	.165	-1.106	-.453
Quality of food and beverage	Equal variances assumed	8.741	.004	-1.664	142	.098	-.246	.148	-.538	.046
	Equal variances not assumed			-1.675	141.217	.096	-.246	.147	-.536	.044
Warm welcoming of local people	Equal variances assumed	1.188	.278	-3.257	142	.001	-.588	.181	-.946	-.231
	Equal variances not assumed			-3.272	141.891	.001	-.588	.180	-.944	-.233
Clean public toilet	Equal variances assumed	10.226	.002	-11.645	142	.000	-2.091	.180	-2.446	-1.736
	Equal variances not assumed			-11.476	119.976	.000	-2.091	.182	-2.452	-1.730
High speed internet service	Equal variances assumed	11.702	.001	-1.317	142	.190	-.188	.143	-.470	.094
	Equal variances not assumed			-1.291	108.725	.199	-.188	.145	-.476	.100
Willingness of staffs to help tourists	Equal variances assumed	10.944	.001	-2.114	142	.036	-.300	.142	-.580	-.019
	Equal variances not assumed			-2.094	129.725	.038	-.300	.143	-.583	-.017

		Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Quality of tour guides' service	Equal variances assumed	1.103	.295	-1.009	142	.315	-.199	.198	-.590	.191
	Equal variances not assumed			-1.003	136.158	.317	-.199	.199	-.592	.194
Tourist information service	Equal variances assumed	1.065	.304	-.342	142	.733	-.055	.161	-.374	.264
	Equal variances not assumed			-.342	141.307	.733	-.055	.161	-.373	.263
Sign post and displayed maps	Equal variances assumed	47.841	.000	-5.230	142	.000	-.675	.129	-.931	-.420
	Equal variances not assumed			-5.102	99.009	.000	-.675	.132	-.938	-.413
Basic medical treatment	Equal variances assumed	.687	.409	1.045	142	.298	.163	.156	-.146	.473
	Equal variances not assumed			1.035	129.455	.302	.163	.158	-.149	.476
Easy access to mode of transport	Equal variances assumed	25.389	.000	-3.263	142	.001	-.586	.179	-.940	-.231
	Equal variances not assumed			-3.200	109.896	.002	-.586	.183	-.948	-.223
Accessibility of local authorities	Equal variances assumed	39.391	.000	-2.752	142	.007	-.431	.157	-.741	-.122
	Equal variances not assumed			-2.694	106.220	.008	-.431	.160	-.749	-.114
Disable friendly infrastructures	Equal variances assumed	.636	.427	-3.275	142	.001	-.416	.127	-.667	-.165
	Equal variances not assumed			-3.235	124.340	.002	-.416	.129	-.671	-.162
Personal safety and security	Equal variances assumed	.156	.694	-1.121	142	.264	-.219	.195	-.604	.167
	Equal variances not assumed			-1.117	138.154	.266	-.219	.196	-.605	.168
Trekking	Equal variances assumed	.419	.518	.739	142	.461	.128	.173	-.215	.471
	Equal variances not assumed			.741	141.982	.460	.128	.173	-.213	.470
Bird watching	Equal variances assumed	12.429	.001	-5.979	142	.000	-1.238	.207	-1.648	-.829
	Equal variances not assumed			-6.062	133.597	.000	-1.238	.204	-1.642	-.834

		Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Watching animals	Equal variances assumed	.322	.571	.319	142	.750	.060	.187	-.310	.430
	Equal variances not assumed			.320	141.864	.749	.060	.186	-.309	.428
Study tour	Equal variances assumed	.322	.571	-1.451	142	.149	-.274	.189	-.648	.099
	Equal variances not assumed			-1.447	138.890	.150	-.274	.190	-.649	.101
Ecological parking lot	Equal variances assumed	3.734	.055	-5.980	142	.000	-.926	.155	-1.233	-.620
	Equal variances not assumed			-5.968	139.636	.000	-.926	.155	-1.233	-.620
Scenic gates	Equal variances assumed	14.174	.000	-9.559	142	.000	-1.577	.165	-1.903	-1.251
	Equal variances not assumed			-9.715	129.728	.000	-1.577	.162	-1.898	-1.256
Tourist path way	Equal variances assumed	2.439	.121	-2.445	142	.016	-.461	.188	-.833	-.088
	Equal variances not assumed			-2.439	138.962	.016	-.461	.189	-.835	-.087

