



**"Assessment of Tourists Satisfaction: The Case of Hawassa City  
Resort Hotels, Hawassa, Ethiopia"**

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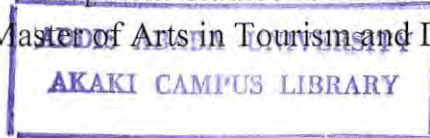
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**"Assessment of Tourists Satisfaction: The Case of Hawassa City  
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A Thesis Submitted to the Centre for Environment and Development Studies  
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Requirements for Master of Arts in Tourism and Development



**Addis Ababa University,  
School Of Graduate studies,  
College of Development Studies (CDS)**

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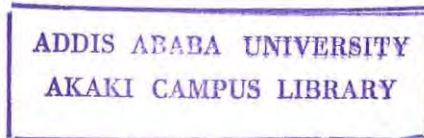
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This is to certify that the thesis prepared by Ayinalem Kebede entitled: "**Assessment of Tourist Satisfaction: The Case of Hawassa City Resort Hotels, Hawassa, Ethiopia**", submitted in partial fulfillment of the requirements of The Degree of Master of Arts in Tourism Development, complies with the regulation of Addis Ababa University and meets the accepted standards with respect to originality and quality.



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## Abstract

### "Assessment of Tourists Satisfaction: The Case of Hawassa City Resort Hotels, Hawassa, Ethiopia"

**Ayinalem kebede**

**Addis Ababa University, 2014**

*One of the biggest contemporary challenges of management in tourism service industries is providing and maintaining tourist satisfaction. This study focuses on the tourist's satisfaction in resort hotels categories in Hawassa city. The content analysis is determining the extent of the tourist's satisfaction with the value of resort hotels industries and also the way of delivery for the tourist. The overwhelming tourists demand for quality products and services has become in recent years increasingly evident to the professionals in the tourism and resort hotels industry. Among all tourists' demands, product and service quality has been increasingly recognized as a critical factor in the success of any tourism business. In this study, the researcher has used analytical descriptive type of research (qualitative and quantitative research approach) and different data collection instruments (like questionnaire, interview, and participant observation) methods that can give effective relevant information. To analyze the data series, servequal model was used for expectation of service quality and perceived service quality measurement with relationship of determining factors for the level of tourist's satisfaction in resort hotels to be drawn attention in to this. Finally the researcher conclude that in the city of Hawassa resort hotels tourists are satisfied through product and quality service of the resort hotels because the perceived product and quality service amount was greater than tourist expectation and also resort hotels standard factors are highly affected tourists satisfaction.*

**Keywords:** *Tourists, satisfactions, Perceived, Expectation, Products and service quality with relationship.*

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## TABLE CONTENT

CONTENTS	PAGES
Abstract.....	i
Acknowledgment.....	ii
Table of contents .....	iii
List of Tables.....	vii
List of Figures .....	ix
Abbreviation.....	x
CHAPTER-1: Introduction .....	1
1.1.Back ground of the study.....	1
1.2.Statement of the problem .....	2
1.3.Objective of the study .....	3
General objective .....	3
Specific objectives .....	3
1.4.Research questions.....	4
1.5.Limitation of the study .....	4
1.6.Significance of the study .....	4
1.7.Scope of the study .....	5
1.8.Definition of key terms .....	5
CHAPTER-2: Review of Literature .....	7
2.1.Resort hotel .....	7
2.2.Customer/Travellers Satisfactions.....	7
2.3.Satisfaction Level .....	8
2.4.Tourists satisfaction.....	10
2.5.Determinants of tourists satisfaction .....	11
2.6.Measurement of tourists satisfaction .....	13

2.7.Components good service .....	13
2.8.Service quality and costumers satisfaction .....	15
2.9.Sevqual Model.....	16
2.10 Tourists arrival Data .....	20
2.11 Conceptual Framework.....	25
CHAPTER-3: Research Methodology .....	27
3.1 Descriptions of study area .....	29
3.2 Research Design.....	29
3.3 Data sources and collecting methods .....	29
3.4 Respondents.....	30
3.5 Sampling techniques and sampling size.....	30
3.5.1 Sampling technique .....	30
3.5.2 Sampling Size .....	30
3.6 Data collection instrument.....	31
3.7 Methods of data analysis .....	32
CHAPTER-4: Data Analysis and Interpretation .....	33
4.1 product and service of resort hotels in Hawassa city .....	33
4.2 Demographics Data of employees .....	37
4.3 Product and Service quality measurement for employees .....	39
4.4 Demographics data of tourists .....	47
4.5 Product and Service quality measurement for tourists.....	53
4.6 Factors that affecting tourists satisfaction level.....	69
4.7 Open ended Answer .....	71
4.7.1 Haile resort hotel .....	71
4.7.2 Lewi resort hotel .....	78
4.7.3 Gezahegn and Elfresh resort hotel.....	78
4.8 Interview with resort hotel managers .....	79
4.8.1 Haile resort hotel manger.....	79

4.8.2 Lewi resort hotel manger .....	81
4.8.3 Gezahgen and Elfresh resort manger .....	82
4.9. Researcher Observation.....	84
4.9.1 Observation Haile resort hotel .....	84
4.9.2 Observation Lewi resort hotel .....	84
4.9.3 Observation Gezahgen and Elfresh resort.....	85
4.9.4. Observation Resort Hotel in the city of Hawassa .....	85
CHAPTER-5: Conclusion and Recommendations.....	86
5.1 Conclusion.....	86
5.2 Recommendations .....	88
5.2.1 Recommendations for Haile resort hotel .....	88
5.2.2 Recommendations for Lewi resort hotel.....	88
5.2.3 Recommendations Gezahgen and Elfresh resort hotel.....	89
5.2.4 Recommendations in Hawassa city resort hotel.....	89
Reference .....	90
Appendix-1: Questionnaire for Employees of resort hotels .....	97
Appendix-2: Questionnaire for tourists regarding product and service quality.....	101
Appeddix-3: Questionnaire for tourists regarding the factors that affecting tourist satisfaction .....	106
Appeddix-4: Interview question for resort hotel managers .....	108

Appeddix-5 map study area ..... 109

## List of Table

<b>Particulars</b>	<b>Page No</b>
Table-1: Haile resort hotel tourist's arrival data (2010-2014) .....	20
Table-2: Lewi resort hotel tourist's arrival data (2010-2014).....	22
Table-3: Gezahegn and Elfness tourist's arrival data resort hotel (2014).....	24
Table-4: Provision of product and service of Haile resort hotel .....	33
Table-5: Provision Of product and Service of Lewi resort hotel .....	34
Table-6: product and service of Gezahegn and Elfness Resort hotel .....	35
Table-7: Demographic data of employee (Sex & Age) .....	37
Table-8: Tangibility for Product and service quality measured by employees.....	39
Table-9: Reliability for product and service measured by employees .....	41
Table-10: Responsiveness for product and service quality measured by employees.....	42
Table-11: Assurance for product and service quality measurement for employees.....	43
Table-12: Empathy for product and service quality measured by employees .....	44
Table-13: Overall product and service quality measurement employees' towards tourists' satisfaction.....	45
Table-14: demographic data of Tourists (Sex & Age) .....	47
Table-15: Demographics data of tourists (Occupation &Nationality) .....	50
Table-16: Tangibility product and service quality for tourists.....	53
Table-17: Reliability product and service quality for tourists .....	56
Table-18: Responsiveness product and service quality for tourists .....	58

Table-19: Assurance product and service quality for tourists.....	60
Table-20: Empathy product service quality for tourists .....	63
Table-21: Over all tourists expectation and perceived towards product and service quality .....	65
Table- 22: Servqual gap between tourists expectation and perception level towards product and service quality from tourist aspect .....	66
Table-23: Over all service quality of tourist Satisfaction level in the city of Hawassa city resort hotel.....	68
Table-24: Resort hotel standard factors.....	69
Table-25: Resort hotel Facility factors .....	71
Table-26: Resort hotel internet access factors .....	73
Table-27: Over all Factors .....	75
Table-28: tourists' exception and level of satisfaction of service quality with factors that affecting satisfaction level .....	76

## List of Figures

<b>Particulars</b>	<b>Page No</b>
Figure-1: Conceptual farm work about level tourist satisfactions in resort hotel .....	25
Figure-2: Conceptual farm work about Servqual model .....	26
Figure-3: Map of study area .....	29
Figure-4: Demographic data of employees (Sex& Age) .....	38
Figure-5: Five dimension product and service quality measurement by employees of resort hotel .....	46
Figure-6: demographic graph of tourists (Age & Education Level) .....	49
Figure-7: demographic graph of tourists (Occupations & Nationality) .....	52
Figure-8: Five dimension of exception and perceived level of satisfaction in product and service quality .....	66
Figure- 9:Servqual gap between tourists expectation and perception level towards product and service quality .....	67
Figure -10: Overall product and service quality Satisfaction level of tourists in Hawassa city resort hotel.....	68
Figure-11: Resort hotel standard factors.....	70
Figure -12: Resort hotel facility factors.....	72
Figure-13: Internet access of resort hotel factors .....	74
Figure- 14: over all factors.....	75
Figure -15: Relation between tourist exception, Tourists satisfaction and factors .....	7

## **List of Abbreviation**

CS: customer satisfaction

E: Expectation about product and services of resort hotels

F &B: Food and Beverage

P: Perceived satisfaction about product and services of resort hotels

Q: product and Service Quality

Servqual: Service quality measurement model

SNNPR: Sothern Nation Nationalities and Peoples Region

SOP: standard operating procedure

TS: Tourist's satisfactions

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

Tourism has become the largest industry and important export sector in the world. Expenditure on tourism has risen fivefold, corresponding to an annual growth rate of about 8% and that it accounts for 12 % of the world's Gross National Product. (Eunice Fay Amisshah, 2013). Ethiopia was strategically important country in the Horn of Africa for most countries therefore; many international meetings and conferences are held in Ethiopia. This creates a huge demand for accommodation at international standard and even increase in such a demand was expected in the future because the importance of Ethiopia also growing and many international organizations have been continuously strengthening their institutions and augmenting their personnel in Ethiopia (Embassy of Japan in Ethiopia, 2008). The success of the resort hotel business was directly linked to customer's satisfaction. The costumer's satisfaction was business philosophies that seek to create value for customers provides and manages their expectations and demonstrates the ability to meet their needs. One of the most important elements for quality assurance in the resort hotels was the knowledge of the needs and desires of guests. (Radosavljevic, 2007).

Resort hotels offer many facilities to enrich tourist's stay in Hawassa city. A selection of top class facilities like laundry service/dry cleaning, restaurant, tours, family room, Wi-Fi in public areas can be enjoyed at the resort hotels. In addition; full complimentary service, balcony/terrace, shower, and coffee/tea maker to please even the most discerning guest. The resort hotel's gardens are ideal places to relax and unwind after a busy day. Hawassa were well served resort hotels and restaurants, bars and clubs, Delicious traditional foods compete for tourists appetite's attention with superb western dishes, while both the best local and international wines are available to digest; especially in resort hotels tourist's get more standard foods with quality delivery System. Tourist's

satisfaction was a key performance indicator for the resort hotels business. Tourist's demands and expectations are ever increasing and altering at a rapid rate in the resort hotels industry.

## **1.2 Statement of the Problem**

Understanding what drives satisfaction for a tourist's was one of the most relevant areas of research for tourism industry (Petrick, 2001), as satisfied tourists tend to transmit their positive experience to others and to repeat their visit (Allan, 2004). The literature reveals that the tourists' satisfaction with a particular trip is the result of different factors (Chon & Olsen, 1991) which was generally assessed as a comparison between tourist's perception of the product and service tourist receives and the expectations generated before and during his trip (Barsky & Labagh, 1992). Globally, there was an increasing demand for better quality products and services including resort hotels services. Resort hotels customers are becoming much more discerning and demanding. Making the delivery of product and quality service was one of the challenges facing the tourism industry especially the Resort hotel sub-sector. As such tourist's satisfaction was a key survival and success of the resort hotels industry. Therefore, resort hotels need to differentiate their products and service offerings by meeting the needs of their tourists better, improving tourist's satisfaction and delivering quality service that was higher than that provided by competitors. Tourist's and product service qualities have received much attention from practitioners and researchers. However, studies have been concentrated on developed countries with limited empirical studies in Ghana. A number of studies identified a positive relationship between tourists' satisfaction and tourists' loyalty as well as between TS and positive word-of-mouth. Consequently, one of the key strategies for customer focused firms was to measure and monitor products and service quality and tourists' satisfaction. In measuring service quality and tourists' satisfaction, it was important to understand the different issues involved in product and service quality, tourists' satisfaction and revisits intentions and the interactions of these issues. To provide customers' satisfaction, organizations must identify tourist's needs, desires and expectations (Eunice Fay Amisah, 2013).

This paper seeks to fill the gap in product and service quality and tourists satisfaction studies in a developing country particularly Ethiopia Hawassa city also provide useful knowledge for resort hotel managers to improve their product and services for the tourists satisfaction in resort hotels categories.

The aim of the study was to evaluate the overall factors that influence overall satisfaction of tourist's in resort hotels and to examine the relationship between overall product and service quality with tourist's expectation about the resort hotels product and service quality provision of resort hotels. Moreover, it fills the gap for lack of additional literature regarding tourist's satisfaction in resort hotels categories and also raises information about the factor that affects the tourist's satisfaction in resort hotels like resort hotel standard, hotel facility, internet access, and other factors assessed on this study.

### **1.3 Objective of the Study**

#### **General Objective**

The general objective of the study is "Assessment of Tourists Satisfaction: in Hawassa City Resort Hotels, Hawassa, Ethiopia"

#### **Specific Objectives**

1. To identify the products and services available in resort hotels in Hawassa city.
2. To assess quality of products and services in resort hotels in Hawassa city.
3. To examine tourists expectation and satisfaction with products and services in resort hotels in Hawassa city.
4. To identify the factors that affects the level of satisfaction in resort hotels in Hawassa city.

#### **1.4 Research Questions**

1. What are the products and services available in resort hotels of Hawassa City?
2. What are quality of products and services in resort hotels of Hawassa city?
3. Do the tourist's expectation of products and services in resort hotels affect tourist's satisfaction?
4. What are the factors that affect the tourist's satisfaction in resort hotels of Hawassa city?

#### **1.5 Limitation of the Study**

In this study, there are few restrictions and various challenges have been faced especially on the data collection process. Firstly, seasonality of tourist's flow in Hawassa city during the time of data collection, secondly facing budget constraint, thirdly inactive co-operation of responsible bodies like managers of resort hotels and employees regarding data collection time and lack of volunteer nous from the tourist's. Likewise, meeting each tourist in different seasons, managing their rejection, diplomatic way of talking had been really a big limitation.

#### **1.6 Significance of the Study**

- To gain a comparative advantage for Hawassa city resort hotels and resort hotel managers to provide quality service and meet their expectations.
- To motivate the responsible bodies as to improve the service sector especially resort hotels.
- To show the current level of tourists satisfaction with product and service provisions of Hawassa resort hotel industry.
- Serve as a bench mark to people who want to undertake on similar area of interest.

### **1.7 Scope of the Study**

Geographically the scope of this study is restricted in the Southern Nations Nationalities and Peoples Regional State of Hawassa city related with "Assessment of Tourists Satisfaction: The Case of Hawassa City Resort Hotels, Hawassa, Ethiopia".

### **1.8 Definition of Key Terms**

**Resort Hotel:** A resort hotel is a full-service lodging facility that provides access to or offers a range of amenities and recreation facilities to emphasize a leisure experience. Resorts hotels serve as the primary provider of the guests' experience, often provide services for business or meetings, and are characteristically located in vacation-oriented settings (Parasuraman,1985).

**Tourist's:** A person who is supposed to leave his/her hometown (permanent place) on temporary basis for the purpose of seeking new experiences, having fun & entertaining, doing sports, seeing cultural & historical places (attractive) etc. On the condition that she/he should stay no less than 1 day and no longer than 12 months, make use of a tourists facility for accommodation and spend her/his own Money through their holiday(Laws E.1995).

**Domestic tourist's:** A person who comes from Ethiopia to the city of Hawassa for Business, visiting friends and relative, meeting and education sand stay more than one day and less than a year(Haffman K D,1997).

**International Tourist's:** A person who comes from abroad to the city of Hawassa city for pleasure, business, visiting friends and relatives, and education and stayed more than one day and less than a year(WTO, 1985).

**Tourist's satisfaction:** This is a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service and Tourists can be customers but customers cannot be tourists (WTO, 1985).

**Banglodge:** A type of House that is constructed like Sidema traditional House structure with full resort hotels facility inside of the room. (SNPRS, 2010, Tourists guide book)

**Expected service:** It is the same ideal service which is desired by a Customers (Garvin.D.A,1987).

**Quality:** It consists of a collection of specifications of a product or a service which meets expectations of a customers and are indicated by the customer neither the producer nor a service company (Barsky, J,1996).

**Service quality:** the difference between customer's expectations and that of his perceived concept of real performance of service (zethaml,V,2006)

**Servqual model:** generic instrument scale for measuring product and service quality across a broad range of service sectors ( Parasuraman,1985).

## CHAPTER TWO

### REVIEW OF LITERATURE

#### 2.1 Resort Hotel

A resort hotel caters primarily to vacationers and tourists and typically offers more recreational amenities and services in a more aesthetically pleasing setting, than other hotels. These resort hotels are located in attractive and natural tourism destinations and their clientele are groups and couples that like adventure with sophistication and comfort. The attractions vary depending on the region and some might offer golf, tennis, scuba diving and, depending on the natural surroundings, may also arrange other recreational activities. (Hughes. Karen, 1991)

#### 2.2 Customer/ Travelers Satisfaction

Tourists satisfaction is a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (WTO, 1985). While there are a variety of approaches to the explanation of tourists satisfaction/dissatisfaction, the most widely used is the one proposed by Richard Oliver who has developed the expectancy disconfirmation theory (Oliver, 1980) According to this theory, which has been tested and confirmed in several studies (Oliver and Desarbo,1988)tourist's purchase goods and services with pre-purchases expectations about anticipated performance. Once the product or service has been purchased and used, outcomes are compared against expectations, when outcome matches expectations, confirmation occur.

Customer satisfaction can also be defined as satisfaction based on an outcome or a process (Vavra's,1997).outcome definition of customer satisfaction characterizes satisfaction as the end state resulting from the experience of consumption. Varvara also puts forth a definition of costumers satisfaction based as a process, emphasizing the perceptual, evaluative and psychological processes contributing to CS in the definition, assessment of satisfaction is made during the service delivery process. The focus on

understanding happiness is directly related to satisfaction. Overall satisfaction has been measured and conceptualized in many ways (Taplin, 2012). A widely cited instrument developed to measure satisfaction with service product and quality in the retail industry is Servqual (Parasuraman, Zeithaml, 1988). Satisfaction can be conceptualized using an expectancy disconfirmation paradigm, where satisfaction results from perceived outcomes exceeding expectations. Although satisfaction has been measured using gaps between performance and expectations (Brady M.k, 2002).

### **2.3 Satisfaction Levels**

According to Marjo Tuomi Customer Satisfaction, Case Farm-2009, the customer satisfaction levels can be divided into different categories according to how strongly and to which direction the customers have reacted. The first three categories are: negatively surprised, expectations fulfilled and the last one is positively surprised. The negatively surprised category can be further divided into two subcategories: great disappointments and mild disappointments. Also the positively surprised category can be divided in the same way into two subcategories: mild positive surprises and great positive surprises.

- **Greatly disappointed customers**

These customers usually complain right away, they might break the customer relationship and spread the negative word about the company. The customer relationship breakage and the negative word of mouth occur most likely if the company does not take action when the customer complains. (Marjo Tuomi, 2009)

- **Mildly disappointed customers**

This customer type does not react straight away; instead the next time they go shopping they choose another product. If asked about this negatively surprised company, these customers are also ready to recommend using another company. (Ibid)

- **Experience according to expectations**

Depending on the customer's expectations level consequences are slightly different. In high expectations case the customer relationship is strengthened because the customer had very high expectations and the company could fulfill these high expectations. In average expectations situation, even though the company performs according to customer's expectations it does not necessarily improve or weaken the customer relationship. In this situation it is possible for the competitor to make a better offer for the customer and this way 'steal' the customer. But without the competitor's offer there is every chance to continue the customer relationship with these existing customers. In low expectations situation, when the expectations are fulfilled, you can't really describe the customer as satisfied; the customer just found out that the company answered his/her low expectations. Without any good alternatives the customer relationship can continue if the relationship is based on personal acquaintance. (Ibid)

- **Mildly positively surprised**

These customers do not usually give feedback on their positive experiences. But one way to experience their satisfaction is that they stay customers and they are ready to recommend this company or product to their friends. This mildly positively surprised group is the most committed customer group.(Ibid)

- **Greatly positively surprised customers**

Customers feel greatly surprised when:

- They have a very low expectation level and the company performs in an exemplary way.
- Some part of company's actions or the whole process worked in such a fine level that the customer is not used to. Such strongly positively surprises do not happen that often, but when they do happen the customer will on his own thank for the treatment he got. (Rope Timo, Pöllänen Jouni,1994).

## 2.4 Tourists satisfaction

Tourist's satisfaction is very important for destination marketing, as it is very influential in the choice of destinations, the consumption of products and services, and the tourist's decision to return. Generally, tourists who feel satisfied with the visit in a destination uses resort hotels service means that tourist's enjoy their time. The TS and enjoyment at a certain destination with product quality service provider will increase the possibility of likelihood to revisit the destination in the future. In other perspective, TS can define as the one of the key judgments of consumers by evaluating the tourism service. Furthermore, TS is the result of two things. First, from the expectation of tourist's about the destination service based their previous images of the destination (norms or reference points), second, from their assessment of the outcome of their experience at the service area. Although there are many definition of satisfaction it is generally recognized as a post-purchase construct that is related to how much a consumer likes or dislikes a service or product after experiencing it (Woodside,1989). In terms of travel, (Moutinho,1987) notes that this post-purchase construct is primarily a function of pre-travel expectations and travel experiences. Similarly, Pizam,1978, define as the results of the comparison between "a tourist's experience at the destination visited and the expectations about the destination resort hotels facilities. However, this perspective has been criticized for assuming that expectations play a pivotal role in determining satisfaction. For example (Marković,2005) suggest that the most satisfactory experiences may be those that are not expected. (Miller, 1997) demonstrated that the image of a destination region is a critical factor in the destination resort hotel choice process.

Product and Service quality provides major symbols and images for the presentation of destinations to the public (Leiper, 1990). A set of natural or man-made product and service quality or 'something interesting or unusual to see or to do' is typically demanded by tourist's (Ferrario, 1979). Tourists therefore eventually choose their resort hotels destination based on perceived images of the product and quality service. These all form part of what we commonly think of as expectations. Given their role in motivation, it seems logical that they would also affect the tourist's assessment of their experience.

There has been an enormous amount of research looking at the nature of satisfaction and its relationship to other constructs such as product and service quality. It is generally recognized that service quality impacts on satisfaction directly hence if service quality is improved, satisfaction will be improved (Soutar, 2001). However research has suggested that service quality may be only one of the factors influencing satisfactions, Claim that a customer's overall satisfaction may be related to their assessment of not only service quality (e.g. Courtesy, responsiveness, etc.), But also product features (e.g. size of hotel room, age of hotel, number of employee etc.) and price.

In a similar view Souter (2001) suggests that satisfaction may be affected by both product and service quality and value. This may be particularly important in the case of resort hotels destinations where the costs of visitation are known to differ markedly. Any measure of satisfaction therefore needs to be able to take this into account. Satisfaction is thus a multi-faceted concept and is even more complex when the focus is on a product quality rather than an individual service provider. In the case of destinations resort hotels, satisfaction is assessed by reference to the many individual aspects of the holiday encounter, including the services and facilities used. In this way, both a measure of overall satisfaction and a diagnostic for satisfaction may be obtained. In summary, satisfaction has generally been found to be the outcome of the comparison between expectations and experiences the difference between expectations and perceived performance, and the 'fit' between tourist's expectations and host resort hotels destination attributes or factors.

### **2.5 Determinants of Tourists satisfaction**

Given the critical role of Tourists satisfactions is not surprising that a number of studies have been devoted to investigating the determinants of satisfaction. Satisfaction can be influenced by subjective (e.g. Customer needs and emotions) and objective factors (e.g. Product and service features). Applying this to the hospitality industry, there have been numerous studies that examine attributes that travelers find important regarding tourists satisfaction. (Atkinson, A, 1988) found out that cleanliness, security, value for money and courtesy of staff determinists of tourists satisfaction'. (Knutson B, 1998), Revealed that

room cleanliness and comfort, convenience and location, prompt service safety and security and friendliness of employee are important to guests.(Barsky,j &lagagh.R,1992),stated that employee attitude, location and rooms are likely to influence travelers' satisfaction. A survey conducted by (Akan p,1995) different researchers indicated that the primary determinants of resorts hotel guest satisfaction are the behavior of employees, cleanliness and timeliness customer loyalty measures the degree of commitment based on obligation or tourists preferences, and degree of satisfaction. It is the tendency of a tourists to choose one business or product over another for a particular need.(choi T,2001) conclude that Staff quality, room qualities and value are the top three resort hotel factors that determine travelers' satisfaction.

Mei,A.Mandwhite.c,1999,found There are three dimensions relating to employees (behavior and appearance),tangibles and reliability but the best predictor overalls product and service quality is the employee dimension.(Shahin,A & Dabtestani.r,2010) revealed that price and communication were important .A study by (juwacheer,T.d ,2004) indicated that satisfaction is mainly derived from the reliability factor while (yilmaz,p,2009)found empathy to be the most important dimension in predicting Resorts hotel customers' satisfaction.(Nadiri,h.and Hussain,k,2005)also revealed that tangibles and intangibles exert a significant positive effect on customer satisfaction. (Markovoc, 2010)Identify reliability, empathy and competence of staff, accessibility and 'tangibles' as the key factors influencing satisfaction. A study conducted by (Akaba, A, 2006) Revealed that business travelers had the highest expectations for the dimension of 'convenience' followed by 'assurance', 'tangibles', adequacy in service supply, and 'understanding and caring'. (Eunice Fay Amisah, 2013).

## **2.6 Measurement of Tourists Satisfaction**

Tourists perceptions are important to successful destination Resorts hotel marketing because they influence the choice of destination (Ahmed S.S,1986) the consumption of goods and services while a holiday, and the decision to return .The majority of tourist's have experiences with other destinations, and their perceptions are influenced by comparisons among facilities, attractions, and service standards (Laws E, 1995).

Customer satisfaction and product service quality, both their nature and how to measure them, abound within the recent marketing literature (Gronroos.C,1990). A review of the related literature shows an increase in the number of articles dealing with different aspects of Tourists satisfaction in resort hotel, hospitality, and recreation. For example, Reichheld, F. E,1990) considered satisfaction with tour guides; Hughes (1991) investigated satisfaction with cultural tours studied satisfaction with daily tours. Tourists satisfaction with restaurants was reported by (Cronin, J. J 2000),The tourists satisfaction with the behavior of local people .Research on TS with destination resort hotels also has increased (Chon and Olsen, 1991).The marketing literature has mainly reflected two approaches to customer satisfaction research. The Nordic school, led by Oh and Parks (1997) brings a completely different perception to measuring tourist's satisfaction by stating that it is only an outcome of the actual quality of performance and its perception by tourists. There had been extensive debate in the marketing literature regarding the nature and determinants of tourist's satisfaction and how it is best measured.

## **2.7 Components of Good Service**

Good service consists of four different components. These are: service producing, service package, service quality and service culture.

- **Service producing**

Service producing includes the served customer, service surroundings, the contact personnel and other customers. The customer must be served as an individual since the customer is judging the service during the whole service process. The service producer

must keep in mind the 3 rule; the customer can be a recommender. The service surroundings should be cozy (comfortable) and neat. Carefully planned surroundings can create an atmosphere where the customer is more likely to buy. The contact personnel are probably the most important feature that affects the customer. The personnel should have high professional skills, be willing to serve and have empathy. Other customers can tell about their experiences to other potential customers and this has a huge impact on people.( Alegre J, Garau J.,2010).

- **Service package**

Service packages are service entireties formed of several services. These product and service entireties satisfy the customer needs. Service entireties are gathered around a core service. Around this core service you build a group of additional services that interest customers and benefits them. A core product and service requires basic professional ability and producing additional services requires tailored service ability. (Ibid)

- **Service qualities**

Pre-expectations, service experience and the company image affect the experienced product and service quality. When a customer is forming his/her opinion about the service quality they compare the expectations, the service they got and the company image. All of these three aspects: expectations, received product, service and company image are connected to each other. The qualities of interaction relationships, the quality of the outcome or result and service surroundings all affect the experienced service quality. (Ibid)

- **Service culture**

Service culture means the product and service community's atmosphere that reflects the values of the community. It is also silent agreement what's allowed, forbidden and hoped. Shortly said service culture means customer orientation.(Ibid)

## 2.8 Service Quality and Customer Satisfaction

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Minazzi,R,(2008) highlighted that customer satisfaction is the result of comparison between customers 'expectations and customers 'perceptions. In other words customer satisfaction is seen as difference between expected quality of service and customers experience or perceptions after receiving the service. Customer satisfaction depends on such dimensions as reliability, responsiveness, assurance, empathy and tangibles and on additional elements like price, personal and situational factors that may occur during the service supply. (Brady M. K,2002).Without doubt, service quality is an important factor of customer satisfaction. However, in lodging industry measuring of product service quality is complicated, because service itself is an intangible product which can be evaluated differently by each individual. According to Erto and Vanacore, 2002 the customer is actively participating in service process, and furthermore he is seen as a consumer of a service as well as an evaluator of service received. The most important goal of resort hotel industry is to analyze future customers' requirements and attitudes and after identifying them it is needed to translate them into resort hotels service elements. Services are often 'invisible' and thus difficult for supplier to explain and for customer to access. Created expectations by marketing affect the customers 'perceptions of the outcome. Monitoring quality is significant for a resort hotel success. Customer behavior, everything that seems logical and valuable in customers 'opinion must be taken into account that perception of customer is crucial for quality.

Whatever the customer receives as quality is defined as quality. It is impossible to control the whole process in which the service is produced; however, it is necessary to create the best possible prerequisites for a good customer outcome. Highlighted that customer is the recipient and judge of the service in terms of added value and quality. Furthermore, the customer's total perception of a certain service is based on his perception of the outcome and process. In case the quality are constantly improved this, in turn, will have affection on customers 'loyalty and satisfaction. In many cases the company's profile or image acts as a 'filter', meaning that if a company has a positive image, for the customer is it much easier to overlook small mistakes and it will not have a huge effect on companies 'images in the eyes of the customer, and the customer may simply regard mistakes as temporary

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disturbances. (Townsend P 1986) speak of 'quality in fact' and 'quality in perception'. The general conception of quality in fact is that established specifications have been met. On the other hand, quality in perception stands for customer's feeling of receiving the quality he expected. Consequently, if quality in perception is not achieved, it does not suffice to attain quality in fact.

## 2.9 Servqual Model

**Servqual** can be widely applied, not only in science but also in practice in various services. The aim of the scientists is to work out and test useful instruments for managers in order to help them determine those organizational variables (policy, staff, structure, technology, processes) that will guarantee the best service quality with minimal costs. This methodology can assist resort hotels manager in assessing the position of the resort hotels regarding its competition and strategic and operative decision making. In resort hotels industry, product and service quality, as an extremely subjective category, is crucial to the satisfaction of the client. It is therefore imperative for managers in resort hotels industry to apply the **Servqual** model for the measurement service quality in their own resorts hotel company, in order to satisfy the guest's expectations and ensure a position on the growing global tourists market.

The results of the quantitative application of **Servqual** instrument show that this model can provide managers with useful information for the assessment of expectations and perception of resorts hotel tourist's with the aim of learning about gaps in individual service quality dimensions need for the application of **Servqual** model in resort hotel industry is confirmed by the fact that, in the observed sample, resort hotels managers do not know the expectations of their tourist's because the dimensions of service quality they consider most important, do not match those that are most important for the clients, which is confirmed by the total **Servqual gap**. Service management literature argues that customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship where value equals perceived service quality relative to price and customer acquisition costs (Blanchard R.1994) relative to the value expected from transactions or relationships with competing vendors (Zeithaml et al, 1990).

In order to achieve customer satisfaction, it is important to recognize and to anticipate customers' needs and to be able to satisfy them. Enterprises which are able to rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy those (Barsky,1992).Nowadays one of the biggest challenges for managers in the resorts hotel industry is to provide and sustain customer satisfaction. Customer's requirement for quality products and service in the resort hotel industry has become increasingly evident to professionals (Joseph 1992) Customer satisfaction has been a popular topic in marketing practice and academic research initial study of customer effort, expectations and satisfaction.

Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition Customer satisfaction is typically defined as post consumption evaluative judgments concerning a specific product or service (Hollowell, J, Robinson, C,1996) It is the result of an evaluative process that contrasts pre purchase expectations with perceptions of performance during and after the consumption experience. The most widely accepted conceptualization of the customer satisfaction concept is the expectancy disconfirmation theory was developed by Oliver (1980), who proposed that satisfaction is a result of the difference between expected and perceived performance. Satisfaction (positive disconfirmation) occurs when product or service is better than expected, the performance worse than expected results with dissatisfaction (negative disconfirmation).Customers judge service quality on several factors. In this research, the author uses five service quality dimensions as stated below:

- **Tangibles:** It refers to the appearance of physical facilities, equipment, personnel and communication materials. Tangibles physically represent the service quality that customers evaluate. This dimension is especially important when it comes to new customers. Tangibles might be used to enhance the company image, provide continuity and signal quality to the customers but often tangibles have to be paired with another service dimension. For example, if no attention is paid to the appearance of tangibles such as the physical facilities. (Zeithaml, Bitner & Gremler 2006).

- **Reliability:** It is the company's ability to perform the service dependably, accurately and consistently keeping given promises on delivery, service provision, problem resolution and pricing. Keeping promises about service outcomes and core service attributes is the most significant factor in the eyes of the customers. Reliability is performing the service right the first time as promised (Ibid).
- **Responsiveness:** It is the willingness to help customers and to provide prompt service. Responsiveness from the customer's view means how attentive to customer requests, questions, complaints and problems the company's personnel are the level of responsiveness is judged based on the time these issues are dealt with. If the customers feel they have to wait a long time, the perception of responsiveness is weakened. This dimension of service also includes flexibility and ability to customize to a particular customer's needs (Ibid).
- **Assurance:** It is the knowledge and courtesy of employees and their ability to inspire trust and confidence. The employees need to have a certain level of knowledge and skill to treat customers with respect and make them feel that they can trust their business to the company (Ibid).
- **Empathy:**-It is providing caring, individualized attention to customers. Providing individual and personal attention to specific customers portrays empathy and lets the customers know their needs are understood. Companies that provide this personal service are able to have a competitive edge against other companies that do not treat the customers as individuals (Ibid).

For each dimension, the Servqual scale provides a score for Tourists expectations (E) and a score for Tourist's perceptions (P) of service providers' performances. Customer expectations are 'wants or desires of customer' (Miller, 1977), what they feel the providers should provide or it can be the prediction of future events. They appear before using service. While customer perceptions are measured directly within and after their experience in using product and service. They reveal the evaluations of customers about what they gain from service.

According to Parasuraman *et al.*,(1995) the difference between the two scores is product and service quality (Q).

$$Q = P - E$$

The key to optimizing service quality is to maximize this positive gap score. The negative value of this gap score reveals the dissatisfaction of customers. The input to calculate this score is customers' feedbacks. Because each dimension has the different influence to the service quality, to calculate the overall product service quality each dimension need to be weighted corresponding with its importance. Those weights can be different between resort hotels in one country as well as in different countries. It depends on the policy of resort hotels and the culture of each region.

### 2.10 Tourist's Arrivals Data (2010-2014)

Table-1: Haile Resort Hotel tourist's arrivals data (2010-2014)

<b>Haile Resort Hotel- 2010</b>				
Month	Domestic tourist's	Foreign tourist's	Total	Revenue
November	797	2143	3046	1.6mil
December	1492	903	2395	2.1 mil
<b>Haile Resort Hotel- 2011</b>				
January	471	698	1169	1,573,563,73
February	469	562	1031	1,104,141,926
March	478	372	850	1,243,689,40
April	1316	690	2006	1,924,840,90
May	1374	558	1912	1,706,941,32
June	1401	471	1872	5,482,992
July	2051	1789	3840	2.7mil
August	4761	2931	7692	2,943,731,59
September	1459	867	2326	5.6mil
October	1305	977	2282	2,500,000,000
November	1971	1451	3422	3,505,00,000
December	1996	1370	3366	2.800,00
<b>Haile Resort Hotel- 2012</b>				
January	12967	3948	16915	3.3 mil
February	16700	5300	22000	4.1mil
March	5601	3966	9300	3.9mil
April	4950	3000	7950	7.7 mil
May	2767	1936	4703	3.1mil
June	5777	4373	10150	3.4mil
July	8790	3940	12730	3.3mil
August	5966	2727	8678	3.1 mil

**"Assessment of Tourists satisfaction: The Case of Hawassa City Resort Hotels, Hawassa, Ethiopia"**

September	3966	2123	6089	2,697,321,46
October	4766	2941	7707	2,567,103,73
November	10966	4892	15858	4 mil
December	11671	7683	19354	3,2 mil
<b>Haile Resort Hotel- 2013</b>				
January	2860	1355	4215	4,000,000
February	1001	692	1693	1,410,851
March	863	433	1296	5,2612
April	842	431	1273	9,327,00
May	481	962	1443	1,370,830
June	1071	836	1907	1,870,525
July	1240	934	2174	1,803,781
August	1594	1284	2878	20,333,12
September	2766	1672	4438	3.4 mil
October	2983	1576	4959	3.6 mil
November	3481	2359	5840	3.7 mil
December	2767	1250	4017	3.5 mil
<b>Haile Resort Hotel- 2014</b>				
September	1050	1070	2120	2,032,139
October	1046	1153	2199	1,406,239
November	1275	1496	2771	1.4 569,97
December	1170	1650	2820	1,567,232

Source: Southern Nations Nationalities and Peoples Regional state, culture and tourism bureau, 2013/2014.

**Table-2: Lewi Resort Hotel tourist's arrivals data (2010-2014)**

<b>Lewi Resort Hotel- 2010</b>				
Month	Domestic tourist's	Foreign tourist's	Total	Revenue
November	132	187	319	1,845,790
December	165	241	406	2,450,675
<b>Lewi Resort Hotel- 2011</b>				
January	155	230	385	2,368,600
February	141	206	347	2,074,90
March	120	208	328	2,000,498
April	207	252	459	2,576,679
May	160	239	399	2,390,969
June	139	186	325	1,807,978
July	161	276	337	2,701,679
August	158	268	426	2,608,690
September	163	240	403	2,401,733
October	140	225	365	2,354,90
November	171	245	426	2,680,670
December	168	270	433	2,611,619
<b>Lewi Resort Hotel- 2012</b>				
January	285	428	713	3,045,049
February	287	426	713	3,034,150
March	286	429	715	3,054,401,2
April	288	432	720	3,042,044
May	289	433	722	3,022,055
June	293	434	727	3,033,66
July	292	437	729	3,041,046
August	296	439	735	3,051,22
September	295	438	733	3,033,567

**"Assessment of Tourists satisfaction: The Case of Hawassa City Resort Hotels, Hawassa, Ethiopia"**

October	298	445	743	3,054,566
November	290	446	736	3,545,568
December	291	448	739	3,054,572
<b>Lewi Resort Hotel- 2013</b>				
January	284	417	701	3,122,701
February	287	428	715	3,132,811
March	285	426	711	3,033,4501
April	256	434	720	3,124,418
May	289	437	726	3,164,610
June	288	438	726	3,144,322
July	294	436	730	3,181,162
August	296	440	736	3,154,626
September	297	435	732	3,178,8171
October	298	433	731	3,182,151
November	290	431	721	3,02587,1
December	292	439	731	3,025,869
<b>Lewi Resort Hotel- 2014</b>				
January	307	493	800	2.881.754
February	308	497	805	2.881.358
March	318	498	816	2.881.639

Source: Southern Nations Nationalities and Peoples Regional state, culture and tourism bureau, 2013/2014.

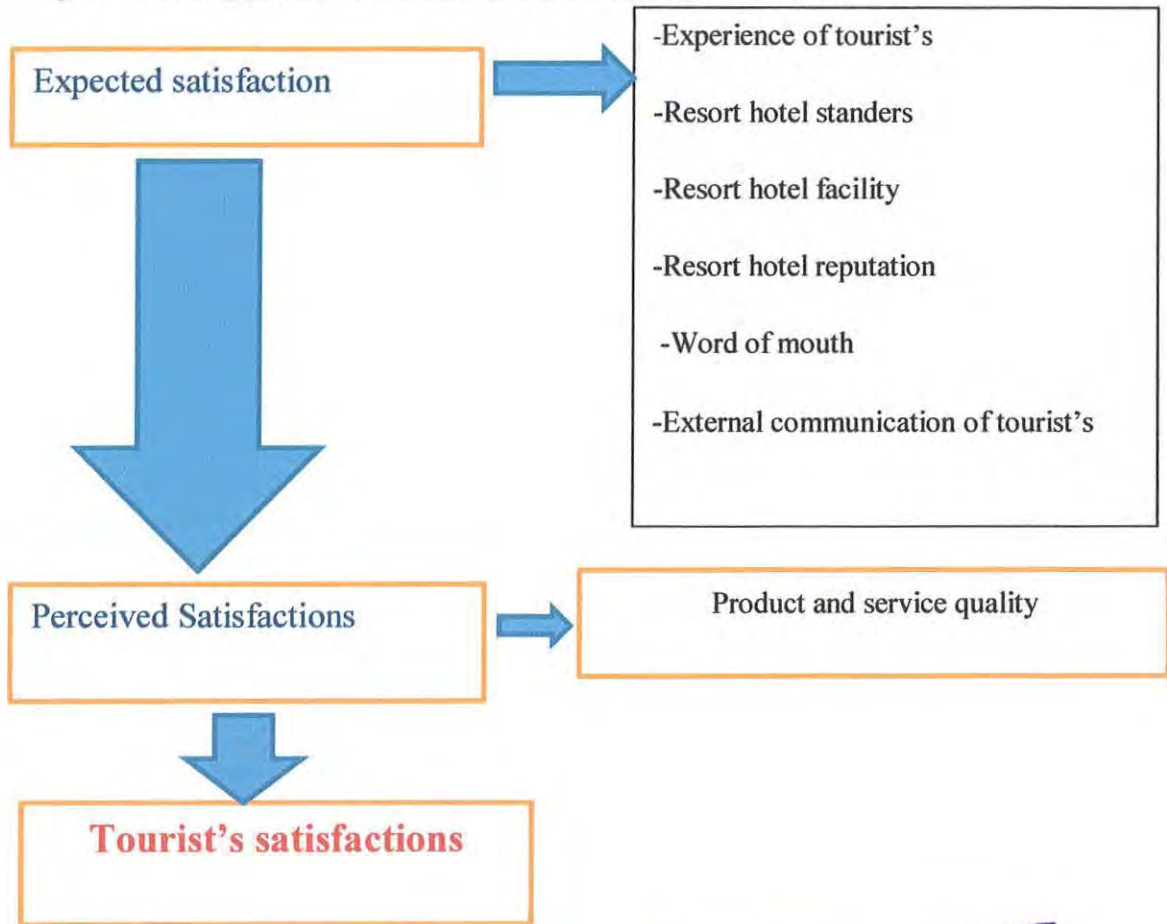
Table-3: Gezahegn and Elflesh Resort Hotel tourist's arrivals data (2014)

<b>Gezahegn and Elflesh Resort Hotel- 2014</b>				
Month	Domestic tourist's	Foreign tourist's	Total	Revenue
November	178	8	186	203,656
December	255	23	278	309,822
January	303	28	330	375,735

Source: Southern Nations Nationalities and Peoples Regional state, culture and tourism bureau, 2013/2014.

## 2.11 Conceptual Framework

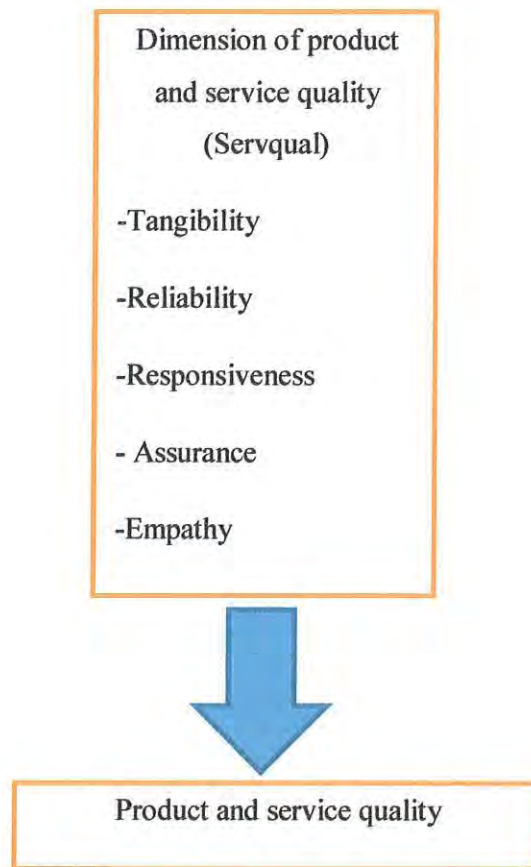
Figure- 1: conceptual frame work about tourists satisfactions in resort hotels



Source: researcher's framework, 2013/2014

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Figure- 2: Servqual Gap product and service quality measurements method



Source: researcher's framework, 2013/2014

## CHAPTER THREE

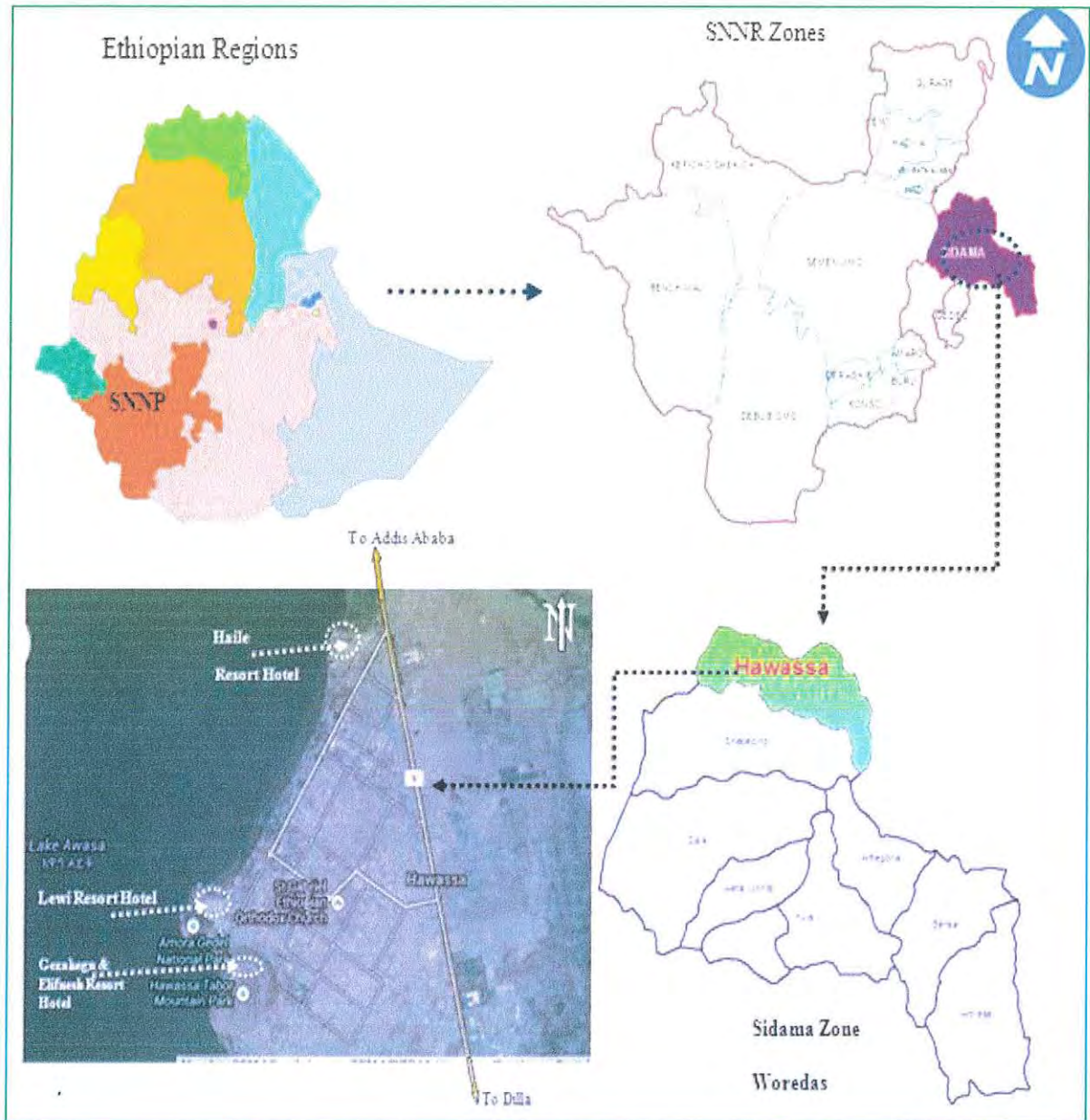
### RESEARCH METHODOLOGY

Research methodology enabled the researcher to investigate tourist's satisfaction of resort hotels located in Southern Nations Nationalities and Peoples Regional state, Hawasa city, Ethiopia. Therefore, it includes; research design, data type and source, sampling design, data collection procedures and data analysis techniques applied in the research.

#### **3.1 Description of the Study Area**

Hawassa is an active town in Ethiopia found at the heart of the Rift Valley. It is the head quarter of the Sidama zone Administration as well the capital city of the Southern Nations Nationalities and Peoples Regional state. Over 50 various nation nationalities made Hawassa their home with their own traditions, languages, dress, dance, and culture. The town has been named after the lake that stands next to it. Hawassa city is attaining a continuous growth; and daily attractions tourist's, has opened its doors widely to investors. It is at a distance of 275km from Addis Ababa, founded on 1959. The study had conducted on resort Hotels which are found in the city of Southern Nations, Nationalities and People's Regional State of Hawassa. Based on the tourist's satisfaction in resort hotels, Haile resort hotel, Lewi resort hotel and Gezhagen and Elfresh resort hotel which is located in Hawassa city, Ethiopia. (SNNPRS, 2010, Tourists guide book)

Figure -3: Location of the study area



Source: Ethio-GIS, 2007, data and Google earth image

### **3.2 Research Design**

The research design of this study was analytical descriptive type of research. Analytical descriptive research design methods used to describe with comparison in the resort hotels in the city of Hawassa on the tourists satisfaction of resort hotels. (Kothari 2004), for analytical descriptive research, survey design was appropriate. This study aimed at finding out the prevalence of a phenomenon, situation, and problem. The researcher used both methods of design qualitative (interview, participatory observation) and quantitative (questioners was analyzed through SSPS) research methods. Concerning the qualitative research design, this study used interview for the reason that it aims to understand tourist's satisfactions from the side of resort hotels mangers, Hawassa city.

### **3.3 Data Sources and Collecting Methods**

The researcher used combination of the following secondary and primary data collection methods. The primary data was collected from different kind of tourist's. That is domestic and international, through structured questionnaires prepared for the study which measured the items on five point scale. In addition to that, resort hotels managers had interviews and the way of product and service delivery system were evaluated by employees of the resort hotels, informal discussions and participant observations have been done by the researcher. Secondary sources of data from relevant literature were important to construct a theoretical framework in the literature review part and to write statement of the problem before conducting field work. Moreover, the literatures were important to collect the necessary information regarding the study area. Secondary data like: books, official reports, brochures, magazines, newsletter archival documents, etc are reviewed to substantiate the findings. The data were very important since it helped the researcher to cross check the validity of the gathered data. The researcher got this information from Culture, Tourism and Government Communication offices of Hawassa.

### **3.4 Respondents**

The subjects for this study are tourists who came from different countries of the world that is international and domestic tourist's, who have been using the resort hotels service as part of the subject of the research. In addition to that, in order to evaluate the service quality with the way of delivery system for tourists satisfactions employees of the resort hotels have been part of this study and interview were done with managers of resort hotels.

### **3.5 Sampling Techniques and Sample Size**

#### **3.5.1 Sampling Technique**

The researcher used non- probability sampling technique. Based on this sampling technique, the researcher has distributed questionnaires to all domestic and international tourists who were using resort hotels service as representative of others and equally to be taken in-to the sample, from non-probability sampling technique (particularly purposive sampling technique and incidental sampling technique). The reason why the researcher selected non-probability sampling technique particularly purposive and incidental sampling technique is that, since the subject of this study are tourists who are using service of resort hotels, so the researcher assess the tourists satisfactions in resort hotels through incidental question; on the other hand the researcher has assess the hoteliers and the employees of the resort hotels. So, they can respond based on their knowledge or information regarding the tourists satisfactions based on their quality service delivery.

#### **3.5.2 Sample Size**

The researcher distributed questionnaires to 100 respondents of tourist's who came from deferent countries; international and domestic tourists, who were using the service of resort hotels. The distributions of questionnaires for each resorts was based on the performance of resort hotels (room occupancy, room rent, total number of tourists arrivals) and 10 employees from each resort hotel, in order to assess the quality service and delivery methods. In addition, interview and participant observation data collection process was taken equally in all resorts, located in Hawassa city.

### Sample size formula

$$\text{For simple random: } N = \frac{N}{(1+N)e^2}$$

N= sample size, N= population, e= acceptable amount of sampling error

$$\begin{aligned} \text{For tourists: } N &= \frac{25978}{(1+25978)0.05^2} \\ &= 394 \end{aligned}$$

$$\begin{aligned} \text{For employees: } N &= \frac{599}{(1+599)0.05^2} \\ &= 240 \end{aligned}$$

The calculated number of sample size for the tourist's and employees of the resort hotels 394 and 240 respectively; this number was very big to take it as a sample in spite of shortage of time and budget 100 tourist's and 30 employees from three resort hotels in the city of Hawassa were taken respectively, exceeding 10% of minima for reasonable representation according to Feiedman et al, 1998.

### 3.6. Data Collection Instrument

This research used participatory observation, interview with service providers mangers of resort hotels and questionnaires, both cloth and open ended type, for both domestics and international tourists as an instrument. The questionnaires are composed of four parts of questions: part 1: question on demographic characteristics of respondents, part 2: question on level of tourist's expectations about service quality, part 3: perceived service quality satisfactions and part 4: Factors that affect tourist's satisfaction.

### Measurement Scale

Level of tourist's satisfaction had measured by rating scale of 1-5 level

Excellent - 5

Poor-2

Good -4

Not use-1

Fair-3

### 3.7 Methods of Data Analysis

Data were organized, coded, verified, checked for inconsistency and missing data then entered in SPSS software and finally analyzed. In addition, other relevant means score techniques are used for analyzing, interpreting and make generalization with percentage and frequency.

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATIONS

This chapter deals with data analysis and interpretations obtained from respondents through questionnaire, interview and observation. Survey methods were used, questionnaire to the tourists (domestic and international), questionnaire to the employees of resort hotels, interview with resorts hotel managers and researcher observation was conducted in order to gather primary data. As far as sampling is concerned non-probability (purposive and incidental sampling techniques) were used to obtain representative sample to complete the questionnaire.

#### 4.1 Product and Service of Resort Hotels in Hawassa city.

Table- 4: products and services in Haile resort hotel

<b>products and services available in Haile Resort Hotel</b>			
<b>Haile Resort Hotel</b>	No of room	112 rooms	Classic garden
	No of beds	114 beds	Memorable
			Twin garden
			Family lake
			Tip suite
			Presidential suite
			Connected
			Handy capped
	Meeting Hall	4 Meeting Halls	Meeting room, Screen, Telephone, Fax, Projectors, camera ,Microphones and speakers, Air conditioner(Full meeting

	package service)
Activities	Boat trip, Swimming pool, Mini golf, Horse Riding, Tennis, Bicycling(for kids& more)others
Eden, The Spa	Spa service, Massage Therapy, Fitness Center, Sauna, Steam, Jacuzzi, Hair care
Dine & Wine	Sholla grill, Traditional restaurant, Classic Haike, Hawassa Breeze, Breakfast & Patisserie, Lobby bar& lounge, Club, Night bar

Source: Haile resort hotel data, 2013/2014

Table- 5: products and services in Lewi resort hotel

<b>products and services available in Lewi Resort Hotel</b>			
Lewi Resort Hotel	No of room	76 rooms	14 Banglodge
	No of beds	145 beds	1 Presidential suite
			7 Deluxe
			21 Deluxe lake view
			7 Large garden view
			6 King garden view
			3 clean garden
			6 family suite
			6 Connective suite
	No meeting Hall	3 Meeting Halls	Meeting room .Screen, Telephone, Fax, Projectors, camera ,Microphones and speakers, Air conditioner

Resort Hotel service	Accommodation(Food and Beverage Service),Room Service, Conference service, Recreational activities
Sport Facilities	Table tennis, Outdoor swimming pool, Billiards, Bicycle rental, Surf rental, Fitness center
Cuisine	Organic food, International cuisine, Fresh farm products, Local specialties
Beauty & Wellness	Jacuzzi, Classic Massage, Steam bath

Source: Lewi resort hotel data, 2013/2014

Table -6: products and services in Gezhagen and Elfresh Resort Hotel

<b>products and services available in Gezhagen and Elfresh Resort Hotel</b>			
Gezhagen and Elfresh Resort Hotel	No of room	68 rooms	Banglodge
	No of beds	115 beds	Presidential suite
			Villa
			Deluxe
			Family villa
			Green Garden
			Connected
	meeting Hall	3 Meeting Halls	Meeting room .White Screen, Telephone, Fax, Projectors, camera ,Microphones and speakers, Air conditioner
Resort hotel service	Disco, Garden, WiFi, Playground ,Private parking,24 Receptions, Tv Lounge, Newspaper service ,room service, baby sitters, Hotel bar, concierges service		

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Activities	Ground tennis, Swimming pool, Horseback Riding, Mini golf, Hand boll, Bicycling
Spa Service	Spa facility ,Massage Therapy, Sauna, Fitness Center, Steam, Jacuzzi
Dine & Wine	Traditional restaurant, Club, Night bar, Lobby bar& lounge

Source: Gezhagen and Elfresh resort hotel data, 2013/2014

## 4.2 Demographic Data of Employees

Table-7: demographic data of employees (sex & Age)

		Working							
		Haile resort hotel		Lewi resort hotel		Gezahegn and Elnesh resort hotel		Total	
		Frq	%	frq	%	Frq	%	Frq	%
Sex	Male	6	85.7%	5	62.5%	5	55.6%	16	66.7%
	Female	1	14.3%	3	37.5%	4	44.4%	8	33.3%
	Total	7	100.0%	8	100.0%	9	100.0%	24	100.0%
Age	16-25	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	26-35	2	28.6%	4	50.0%	7	77.8%	13	54.2%
	36-45	5	71.4%	4	50.0%	2	22.2%	11	45.8%
	46-55	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Total	7	100.0%	8	100.0%	9	100.0%	24	100.0%

Source: Researcher work: 2013/2014

**Haile Resort Hotel:** As depicted in the above table, 85.7% of Haile resort hotel employees were males and the rest 14.3% of employees were females. This shows that males are more participated and worked in the resort hotel sector. With respect to the age structure 28.6% of the respondents were found from 26-35 age categories and the majority of the respondents, 71.4% were found within the age of 36-45 respectively. Generally this shows that the dominant age groups of the respondents were youngsters.

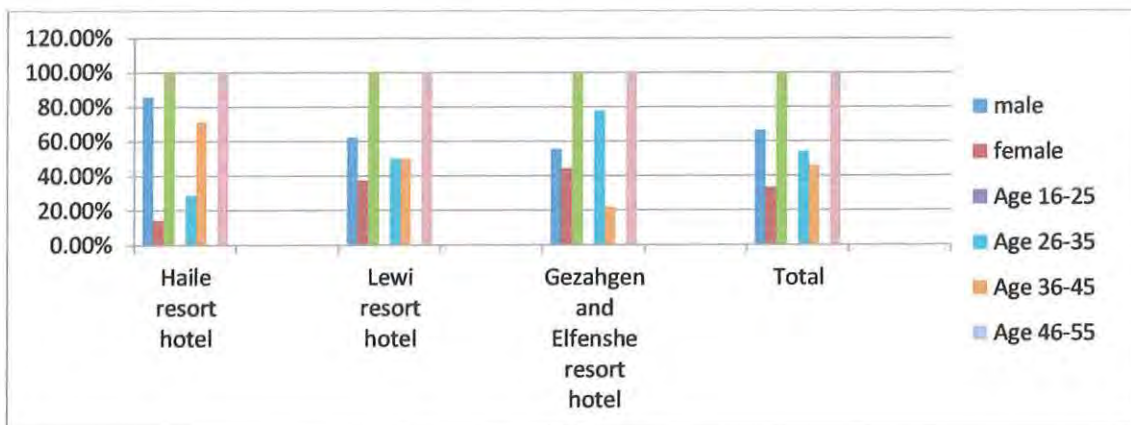
**Lewi Resort Hotel:** According to the above table 65.5% of Lewi resort hotel employees were males and the rest 37.5% of employees were females. This shows that the maximum numbers of males were worked in the sector. When we see the age category 50.0% of

employees were found within the age category ranging from 26-35 and the rest 50.0% of the employees were found within the age of 36-45 categories respectively. This shows that numbers of employees in the Lewi resorts were found between the ages of 36-45.

**Gezahegn and Elfnesn Resort Hotel:** As indicated in the above table 6.7% employees were males in the Gezahegn and Elfnesn resort hotel and the rest 33.3% of employees were females. This shows that majority of the respondents were females in this resort hotel. When we see the age category of the employees 54.2% of employees were found under age category from ranging from 26-35 and the rest 45.8% of employees were found under the age category of 36-45 respectively.

**In Hawassa city resort hotel Employee:** 66.7% of employee of resort hotels were males, and the rest 33.3% of employees were females. When we see age parts, 54.2% of employees were found between the age of 26-35 and the rest 45.8% of employees were found between the ages of 36-45 generally this shows that dominant parts of the employees of Hawassa resort hotel were youngsters.

Figure-4: Demographic data of employees (Sex, Age)



Source: Researcher work: 2013/2014

**Haile Resort Hotel:** According to the survey result in terms of educational back ground all are university (collage) graduates and 100%, of employees were Ethiopian citizens.

**Lewi Resort Hotel:** According to the survey result education levels 12.5% of employees were high school graduates and the rest 87.5% of employees were university (collage) graduates. Almost 100% of workers were an Ethiopian

**Gezahegn and Elfness Resort Hotel:** On the issue education status 100% of employees were finished university (collage) graduates, and 100% of employees of this resort hotel were Ethiopian citizens.

**In Hawassa City resort hotel Employee:** with respect to educational status of the employees in the city of Hawassa resort hotels 4.2% of the respondents were high school and the rest 95.8% of employees were university (collage) graduates. Generally 100% of employees in the hotels were an Ethiopian.

#### 4.3. Service Quality and Product Measurement for Employees

Table-8: Tangibility for product and service quality measured by employees of resort hotels.

Employee of resort hotels	Resort hotel facility	Staff appearance & tidiness	Attractiveness of external and internal decoration	Room delivery service to the tourists
	Mean	Mean	Mean	Mean
Haile resort hotel	4.14	4.29	3.71	4.00
Lewi resort hotel	4.17	4.57	4.57	4.86
Gezahegn and Elfness resort hotel	4.78	4.46	4.14	4.56
In Hawassa city	4.36	4.44	4.14	4.47
<b>Over all Tangibility mean</b>	<b>4.35</b>			

Source: Researcher work: 2013/2014

**Haile Resort Hotel Tangibility:** On tangibility mean score point of Haile resort hotel Staff they responded that, the appearance & tidiness the mean is the highest point of others(4.29) followed by resort hotel facility mean(4.14),room delivery service to tourist's(4.00) and attractiveness, external and internal decoration mean (3.71).

**Lewi Resort Hotel Tangibility:** According to the above the above table tangibility mean score point of Lewi resort hotel for the room delivery product and service to tourists mean is the highest point of other(4.86) followed by resort hotel facility(4.57), attractiveness external and internal decoration mean (4.57). At the same point and Room delivery service to tourists (4.17) mean.

**Gezahegn and Elflesh Resort Hotel Tangibility:** On tangibility mean point of Gezahegn and Elflesh resort hotel resort hotel facility mean is the highest point of Other(4.78) then followed by room delivery service to tourist's(4.56), staff appearance & tidiness (4.46)and attractiveness, external and internal decoration mean (4.14).

**In Hawassa City Resort Hotels Tangibility:** In city of Hawassa tangibility service quality measurement room delivery product service to the tourists mean is the highest point (4.47) continues by staff appearance and tidiness (4.44), resort room facility (4.36) and attractiveness of external and internal decoration (4.14).generally in Hawassa city resort hotels employees have good personal communication and good appearance of physical facilities.

Table-9: Reliability for product and service quality measured by employees of the resort hotels.

Employee of resort hotel	Respond of requests Mean	Well coming of tourists mean	Order done by staff Mean
Haile resort hotel	3.71	4.43	4.00
Lewi resort hotel	4.43	4.56	4.71
Gezahegn and Elfness resort hotel	4.22	4.44	4.56
In Hawassa city	4.12	4.47	4.42
<b>Over all Reliability mean</b>	4.33		

Source: Researcher work: 2013/2014

**Haile Resort Hotel Reliability:** Reliability mean on Haile resort hotel welcoming of tourists mean is the highest point of others (4.43) followed by order done by staff (4.00) and respond of requests to the tourist's(3.71) mean.

**Lewi Resort Hotel Reliability:** Reliability mean on Lewi resort hotel order done by staff mean is the highest point of others (4.71) followed by well coming of tourist's(4.56) and Respond of requests Mean (4.43).

**Gezahegn and Elfness Resort Hotel Reliability:** Reliability mean on Gezahegn and Elfness resort hotel Order done by staff mean is highest point of others (4.56) followed by well coming of tourist's (4.44) and respond of requests Mean (4.22).

**In Hawassa City resorts hotel Reliability:** In the city of Hawassa reliability service quality measurement, well coming to the tourists highest mean (4.42) followed by order done by staff (4.42) and respond to the tourist's request has less mean (4.12).this shows that in all resort hotels, employees have an ability to perform the service accurately.

Table-10: Responsiveness for product and service quality measured by employees of resort hotels.

Employee of resort hotel	Speed of service mean	Staff experience & professionalism mean	Staff politeness mean	Giving information & offering service mean
Haile resort hotel	3.71	3.71	4.29	4.00
Lewi resort hotel	5.00	4.86	4.86	5.00
Gezahegn and Elfness resort hotel	4.33	4.11	4.11	4.44
In Hawassa city	4.22	4.22	4.42	4.48
<b>Over all Responsiveness mean</b>	<b>4.33</b>			

Source: Researcher work: 2013/2014

**Haile Resort Hotels Responsiveness:** On responsiveness mean score point of Haile resort hotel staff politeness mean highest point of others(4.29) followed by giving full information to the tourist's and offering service(4.00),speed so service and staff experience and professionalism mean are the same(3.71).

**Lewi Resort Hotel Responsiveness:** On responsiveness mean score point of Lewi resort hotel speed of service and giving information and offering service mean is highest point of others (5.00) followed by staff experience and professionalism and Staff politeness (4.86) mean.

**Gezahegn and Elfness Resort Hotel Responsiveness:** On responsiveness mean score point of Gezahegn and Elfness resort hotel giving information and offering service mean is the highest of others 4.44 mean then followed service speed (4.33), the same point (4.11) mean score by staff politeness and staff experience and professionalism.

**Hawassa City resort hotel Responsiveness:** Responsiveness in city of Hawassa resort hotels service quality measurement by employees of the resort hotels, giving information and offering service (4.48) is highest mean continued by Staff politeness (4.42), speed of service delivery and staff experience and professionalism mean (4.22).this show that employees of resort hotels willingness to help tourists and provided promoted service.

Table-11: Assurance for product and service quality measurement for employees of resort hotels.

Employee of resort hotel	Resort hotel atmosphere mean	Accessibility of resort hotel mean	Effort done by staff security mean	Price of service mean
Haile resort hotel	4.57	4.29	4.14	3.86
Lewi resort hotel	5.00	4.57	4.43	4.71
Gezahegn and Elfness resort hotel	4.67	4.67	4.33	4.33
In Hawassa city	4.74	4.51	4.3	4.3
<b>Over all Assurance mean</b>	<b>4.46</b>			

Source: Researcher work: 2013/2014

**Haile Resort Hotel Assurance:** On assurance service quality measurements, resort hotel atmosphere mean is the highest (4.57) then followed by accessibility of resort hotel (4.29), effort done by staff (4.14) and price of service quality (3.86).

**Lewi Resort Hotel Assurance:** On assurance service quality measurements resort hotel atmosphere mean is highest (5.00) then followed by price of service quality (4.71), accessibility of resort hotel (4.47) and effort done by staff (4.43).

**Gezahegn and Elfness Resort Hotel Assurance:** On assurance service quality measurements resort hotel atmosphere and effort done by staff mean is the highest (4.67) then followed by price of service quality and accessibility have the same mean (4.3).

**In Hawassa city Resort Hotels Assurance:** On assurance service quality measurements Hawassa city resort hotels are resort hotels atmosphere mean is the highest from others (4.74) then followed by effort done by staff (4.51), price of service quality and accessibility of resort hotel have the same mean (4.3) .Generally in all resort hotels there were good knowledge and courtesy of employees.

Table-12: Empathy for service product and service quality measured by employees of resort hotels.

Employee of resort hotel	Attention paid by staff mean	Resort hotel provision for tourist's necessities mean	Staff flexibility mean
Haile resort hotel	3.71	3.86	4.00
Lewi resort hotel	4.43	4.86	4.43
Gezahegn and Elfness resort hotel	4.56	4.33	4.33
In Hawassa city	4.23	4.35	4.25
<b>Over all Empathy mean</b>	<b>4.27</b>		

Source: Researcher work: 2013/2014

**Haile Resort Hotel Empathy:** Empathy service quality measurement part of this resort hotel, staff flexibility is the highest mean (4.00) then followed by resort hotel provision to the tourist's necessities mean (3.86) and attention paid by staff (3.71).

**Lewi Resort hotel Empathy:** Empathy service quality measurement part of this resort hotel, resort hotel provision to the tourist's necessities is the highest mean (4.86) followed by attention paid by staff and staff flexibility at the same point (4.43).

**Gezahegn and Elfness Resort Hotel Empathy:** Empathy service quality measurement part of this resort hotel, attention paid by is the highest mean (4.56) followed by resort

hotel provision to the tourist's necessities and staff flexibility at the same point of score (4.33).

**In Hawassa city Resort Hotels Empathy:** Empathy in Hawassa resort hotels service quality measurement by employee, resort hotels provisions to the tourist's necessities is the highest mean (4.23) continued by staff flexibility of resort hotel (4.25) and attention paid by staff (4.23).this shows that employees of resort hotels have good caring and individualized attentions for the tourists.

Table-13: Overall product and service quality measured by employees towards tourist's satisfaction.

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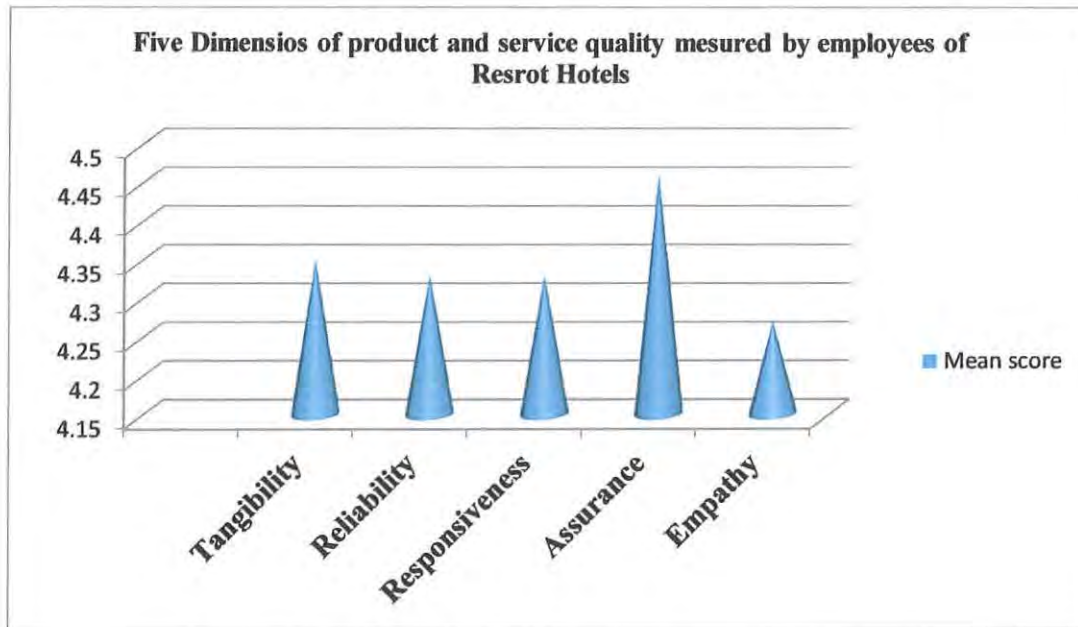
<b>Five Dimensions</b>	<b>mean score</b>
1.Tangibility	4.35
2.Reliability	4.33
3. responsiveness	4.33
4.Assurance	4.46
5.Empathy	4.27
<b>Over all mean score</b>	<b>3.45</b>

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Source: Researcher work: 2013/2014

Five dimensions of service quality measurement by employee to the tourists have positive relation to ward tourists satisfactions with the quality delivery system of employees of resort hotels from those aspect there was highest mean on the area of assurance of employees(4.46) followed by tangibility of employees mean (4.35),reliability and responsiveness of employees at the same mean (4.33),empathy of employees mean (4.27)finally the total over all mean point on the five dimension of service quality measurement by employees towards level of tourists satisfactions mean(3.45).Generally in Hawassa city resort hotels five dimensions of service quality measurement by employees have positive relation with tourist satisfaction on product and service quality

Figure-6: Five dimension of product and service quality measured by employees of resort hotels



Source: Researcher work: 2013/2014

#### 4.4. Demographic Data of Tourist's

Table- 14: demographic data of Tourist's (Sex, Age & Educational level)

		Name of Resort hotels							
		Haile resort hotel		Lewi resort hotel		Gezahegn and Elfneah resort hotel		Total	
		frq	%	frq	%	frq	%	frq	%
Sex	male	17	58.6%	17	53.1%	15	62.5%	49	57.6%
	female	12	41.4%	15	46.9%	9	37.5%	36	42.4%
	total	29	100%	32	100%	24	100%	85	100%
Age	below 16	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	16-25	5	17.2%	12	37.5%	6	25.0%	23	27.1%
	26-35	17	58.6%	15	46.9%	10	41.7%	42	49.4%
	36-45	5	17.2%	4	12.5%	6	25.0%	15	17.6%
	46-55	2	6.9%	0	0.0%	2	8.3%	4	4.7%
	above 66	0	0.0%	1	3.1%	0	0.0%	1	1.2%
	total	29	100%	32	100%	24	100%	85	100%
Education level	High School	4	13.8%	2	6.3%	3	12.5%	9	10.6%
	University Degree	14	48.3%	22	68.8%	16	66.7%	52	61.2%
	Master's Degree and Above	11	37.9%	8	25.0%	5	20.8%	24	28.2%
	total	29	100%	32	100%	24	100%	85	100%

Source: Researcher work: 2013/2014

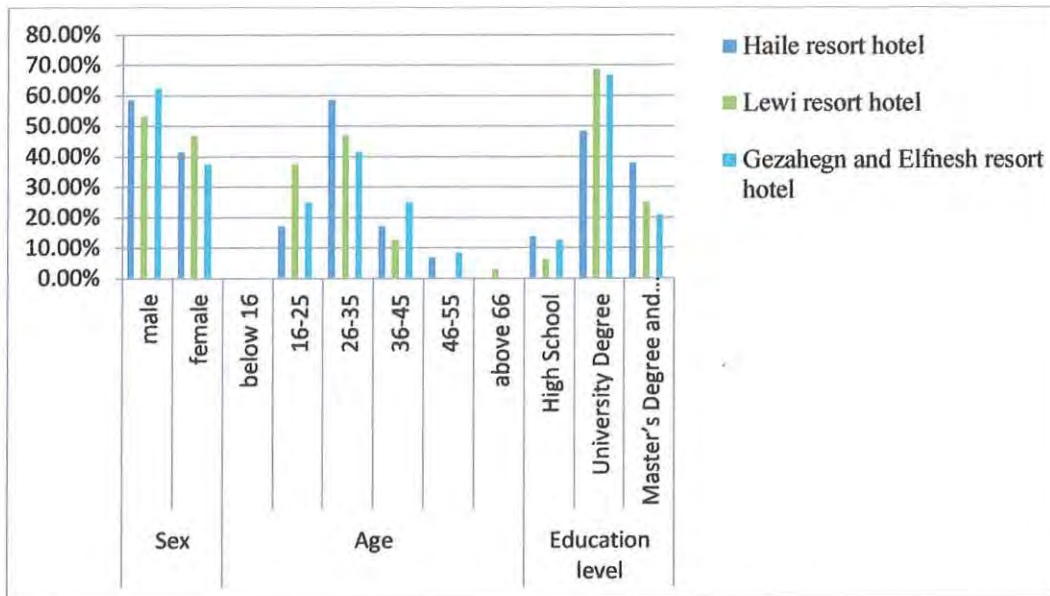
**Haile Resort Hotel:** In this resort hotels 58.6% of tourists were males, 41.4% of were females. When came to age group 16-25 (17.2%) of the tourist's come to Haile resort hotel, (58.6%) of the tourists were under age of 25-26, (17.2%) of the tourists are under age of 36-35, 46-55 age group 6.9% of tourist's are counted, when we see the educational back ground of tourist's in Haile resort hotel, 13.8% of tourist's are in high school level, 48.3% of the total respondents are in university degree level, the 37.9% of the respondent are masters.

**Lewi Resort Hotel:** Lewi resort hotels 53.1% of tourists are male, 6.9% are female's tourists. 26-35 age group 37.5%, 49.9% of the tourists are under the age of 36-46, (12.5%) of the tourists are under the age of 46-55 and 3.1% of the tourists are under the age of above 66 age, when we see the education level of Lewi resort hotel tourist's the highest number are from university level 68.8%, on high school level 6.3% and 25.0% of the tourists are masters.

**Gezahegn and Elfinesh Resort Hotel:** 62.5% of the tourists are male, 37.5% are female tourists. 25.0% of the tourists are under the age of 26-35, 35-45 age of tourists are 41.7%, 46-55 age of the tourists are 25.0%, above 55 age group 8.3% tourist's. On the education level 12.5% are high school level, 66.7% of the tourists are university level and above master education level are 20.8% tourists

**In Hawassa city Resort Hotels:** In city of Hawassa 57.6% of tourists male, 42.4% of tourist's are female, on age categories below 16 counted 0.0%, 16-24 age categories 27.1% of tourist's, 26-35 age categories 49.4% of tourist's, 34-45 age categories 17.6% of tourist's, 46-55 age categories 4.7% of tourist's and above 66, 1.2% of tourist's comes to the city of Hawassa using resorts hotel. This shows that, in Hawassa city resort hotels on age group most of tourists are from 26-35 and from educational back ground most of tourists are from university.

Figure-7: Demographic graph of tourist’s (Sex, Age & Educational Level)



Source: Researcher work: 2013/2014

Table-15: Demographics data of tourist's (Occupations, Nationality)

		Name of Resort hotels							
		Haile resort hotel		Lewi resort hotel		Gezahegn and Elfresh resort hotel		Total	
		Frq	%	Frq	%	Frq	%	Frq	%
Occupation	None	1	3.4%	1	3.1%	0	0.0%	2	2.4%
	Manufacturing	5	17.2%	5	15.6%	9	37.5%	19	22.4%
	Professional work	12	41.4%	10	31.3%	3	12.5%	25	29.4%
	Student	3	10.3%	0	0.0%	1	4.2%	4	4.7%
	Service industry	3	10.3%	5	15.6%	0	0.0%	8	9.4%
	Government employee	2	6.9%	7	21.9%	7	29.2%	16	18.8%
	Commerce industry	2	6.9%	4	12.5%	3	12.5%	9	10.6%
	Others	1	3.4%	0	0.0%	1	4.2%	2	2.4%
total		29	100%	32	100%	24	100%	85	100%
Nationality	Domestic tourist's(Ethiopian)	10	34.5%	9	28.1%	12	50.0%	31	36.5%
	African	1	3.4%	8	25.0%	2	8.3%	11	12.9%
	American	5	17.2%	6	18.8%	6	25.0%	17	20.0%
	European	9	31.0%	7	21.9%	4	16.7%	20	23.5%
	Asian	3	10.3%	2	6.3%	0	0.0%	5	5.9%
	Australian	1	3.4%	0	0.0%	0	0.0%	1	1.2%
	Others	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Total	29	100%	32	100%	24	100%	85	100%

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Source: Researcher work: 2013/2014

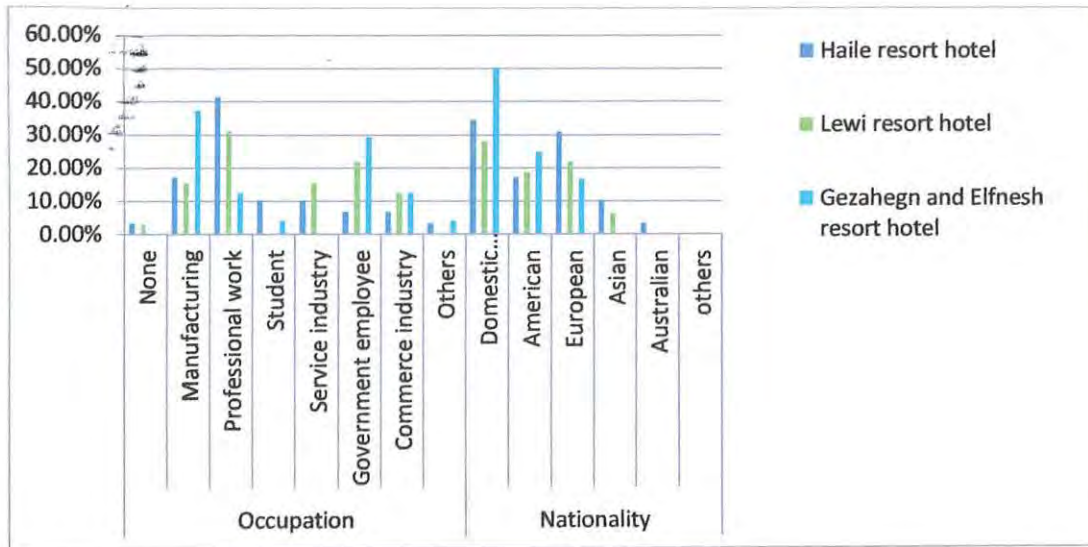
**Haile Resort Hotel:** 3.1% of the tourists are unemployment, 17.2% of tourist's are from manufacture industry, 41.4% of the tourist's comes professional work, 10.3% of tourist's are student and service industry, 6.9% of tourists are from commerce industry, 3.4% of tourists are from others occupation. On second part nationality of the tourist's, 34.5% are domestic tourist's (Ethiopian), 3.4% from African, 17.2% of the tourists are from American country, 31.0% tourists are from Europe, 10.3% of tourists are from Asia, 3.4% of tourist's are Australian.

**Lewi Resort Hotel:** 3.1% of tourists are unemployment under categories, 31.5% are from professional work, and 15.6% of tourists are from service industry, 21.9% government employee, 12.5% from commerce industry. On nationality categories, 28.1% of the tourists are domestic tourist's, 25.0% of the tourists come from Africa, 18.8% the tourists comes from American and 6.3% of the tourist's come from Asia.

**Gezahegn and Elflesh Resort Hotel:** On this resort hotel 37.5% of the tourists come from manufacture industry, 12.5% of the tourist's come from professional work, 4.2% of the tourist's come from service industry, 29.2% tourist's come from government office and 4.2% of tourists came from other industry, nationality categories, 50% tourists are domestic tourist's, 8.3% of tourists come from Africa, 25.0% of tourist's come from America and 16.7% of the tourist's come from Europe.

**In Hawassa city Resort Hotels:** In the city of Hawassa resort hotels 2.4% of tourist's come from non-occupations, 22.4% of tourist's come from manufacturing occupations, 29.4% of tourist's come from professional work, 4.7% of tourist's come from student, 9.4% of tourist's come from service industry, 18.8% of tourist's come from government employees, 10.6% of tourist's come from commerce and 2.4% of tourist's come from others occupations. Second on the nationality of tourist's, 36.5% of tourists are Ethiopians, 12.9% of tourists are African tourist's, 20.0 % of tourist's are American tourist's, 23.5% of tourists are Europe tourist's, 5.9% of tourist are Asian tourist's, and 1.2% of tourists are Australian tourist's. generally in Hawassa city resort hotels most of tourists are domestic and also there are from professional workers.

Figure-7: Demographic graph of tourist's (Occupation, Nationality)



Source: Researcher work: 2013/2014

#### 4.5. Service and Product Quality Measurement for Tourist's

Table-16: Tangibility for product and service quality for tourists

Name of resort hotel	Level of satisfactions	Front desk visually appealing	Employees clean, neat uniform	Room quality was inviting	Shop and outdoor surrounding were visually attractive	Restaurant hotel was bright & lighted
Haile resort hotel	Expectation mean	4.34	4.55	4.31	4.18	4.32
	perceived mean	4.45	4.69	4.41	4.36	4.48
	P-E	0.01	0.14	0.1	0.18	0.16
Lewi resort hotel	Expectation mean	4.43	4.41	4.48	4.45	4.42
	perceived mean	4.55	4.45	4.61	4.48	4.48
	P-E	0.25	0.04	0.13	0.03	0.06
Gezahegn and Elfness resort hotel	Expectation mean	4.10	4.25	4.06	3.71	4.43
	perceived mean	4.13	4.33	4.08	3.83	4.50
	P-E	0.03	0.08	0.02	0.12	0.07
In Hawassa city	Expectation mean	4.29	4.40	4.28	4.11	4.39
	perceived mean	4.37	4.49	4.36	4.22	4.48
	P-E	0.08	0.09	0.08	0.11	0.09
<b>Over all mean of tangibility</b>	Expectation mean	<b>4.26</b>				
	perceived mean	<b>4.38</b>				
	P-E	<b>0.12</b>				

Source: Researcher work: 2013/2014

**Haile Resort Hotel Tangibility:** Under tangibility product and service quality measurement, there are five criteria, deals with physical facility, equipment for service quality, first, front desk visually appealing of tourists expectation level mean (4.34), perceived tourists mean (4.45) then level of tourists satisfaction on this area 0.11 mean. Second, employees clean and neat uniform expectation level mean (4.43), perceived tourists mean (4.55) then level of tourists satisfaction on this area 0.25, third, the room quality was inviting to tourists expectation level mean (4.31), perceived tourists mean (4.41) then level of tourists satisfaction 0.1 mean. Forth, shop and outdoor were visually attractive of tourists expectation mean (4.18), perceived of tourists mean (4.36) then level of tourists satisfaction 0.18 mean. Fifth, restaurant hotel brightness and light of tourist's expectation level mean (4.32), perceived tourists mean (4.48) then level of tourist's satisfaction 0.16 mean.

**Lewi Resort Hotel Tangibility:** Tangibility product and service quality measurements there are five criteria, deals with physical facility, equipment for service quality, first, front desk visually appealing of tourists expectation mean (4.43), perceived tourists mean (4.55) then level of tourists satisfaction 0.25 mean. Second, employees clean and neat uniform expectation level mean (4.41), perceived tourists mean (4.45) then level of tourists satisfaction 0.04. third, room quality was inviting to tourists expectation mean (4.48), perceived tourists mean (4.61) then level of tourists satisfaction 0.13. Fourth, shop and outdoor were visually attractive of tourists expectation level mean (4.18), perceived tourists mean (4.36) then level of tourists satisfaction on this area 0.03. Fifth, restaurant hotel brightness and light of tourist's expectation mean (4.42), perceived tourists mean (4.48) then level of tourist's satisfaction are 0.06 mean.

**Gezahegn and Elflesh Resort Hotel Tangibility:** Tangibility product and service quality measurements, there are five criteria deals physical facility, equipment for service quality, first, front desk visually appealing of tourists expectation mean (4.10), perceived tourists mean (4.13) then level of tourists satisfaction 0.03 mean. Second, employees clean and neat uniform expectation level mean (4.25), perceived tourists mean (4.33) then the level of tourist's satisfaction 0.08 mean. Third, room quality was inviting of tourists expectation mean (4.06), perceived tourists mean (4.08) then level of tourists satisfaction

0.02 mean. Fourth, shop and outdoor were visually attractive of tourists expectation mean (3.71), perceived tourists mean (3.83) then level of tourists satisfaction 0.12. Fifth, restaurant hotel bright and light of tourists expectation mean (4.43), perceived tourists mean (4.48) then level of tourists satisfaction mean 0.09.

**In Hawassa City Resort Hotels Tangibility:** Tangibility product and service quality measurement. There are five parts, first, front desk visually appealing tourists expectation 4.29 mean, tourists perceived mean 4.37 then level of tourists satisfaction 0.08 mean. Second, employee and clean uniform tourists expectation 4.40 mean, tourists perceived mean 4.49 ,then level of tourists satisfaction 0.09 mean .third, room quality was inviting tourists expectation 4.28 mean, tourists perceived mean 4.36 then level of tourists satisfaction 0.18 mean. Fourth, shop and outdoor were attractiveness tourists expectation mean 4.11, tourists perceived mean 4.22 then tourist's satisfaction 0.11 mean. Fifth, restaurant hotel brightness and light tourist's expectation mean 4.39 mean, tourists perceived mean 4.48 then level of tourist's satisfaction 0.09 mean. Generally on the tangibility service quality measurement parts, tourist's perceived amount was greater than their expectation so all tourists are satisfied.

Table-17: Reliability for product and service quality for tourists

Name of resort hotel	Level of satisfactions	New and modern facility	Service completion	Billing issues
Haile resort hotel	Expectation mean	4.45	4.29	4.33
	perceived mean	4.48	4.39	4.39
	P-E	0.03	0.1	0.11
Lewi resort hotel	Expectation mean	4.48	4.34	4.33
	perceived mean	4.52	4.41	4.39
	P-E	0.04	0.07	0.06
Gezahegn and Elnesh resort hotel	Expectation mean	3.96	4.04	4.25
	perceived mean	4.17	4.13	4.33
	P-E	0.21	0.09	0.08
In Hawassa city	Expectation mean	4.29	4.20	4.25
	perceived mean	4.39	4.28	4.33
	P-E	0.1	0.11	0.08
<b>Over all mean of Reliability</b>	Expectation mean	<b>4.19</b>		
	Perceived mean	<b>4.33</b>		
	P-E	<b>0.14</b>		

Source: Researcher work: 2013/2014

**Haile Resort Hotel Reliability:** Reliability deals with ability to perform the promised service accurately, it has three parts, first, new and modern facility tourists expectation mean 4.45,tourists perceived mean 4.48 then tourists service quality satisfactions mean 0.03.second on service compilation tourists expectation mean 4.34,tourists perceived mean 4.41 then tourists service quality satisfactions mean 0.07.thrid on billing issues

tourists expectation mean 4.17,tourists perceived mean 4.28 then tourists service quality satisfactions mean 0.11.

**Lewi Resort Hotel Reliability:** Reliability deals with ability to perform the promised service accurately, it has three parts, first, new and modern facility tourists expectation mean 4.48 ,tourists perceived mean 4.52 then tourists service quality satisfactions mean 0.04.second,service compilation tourists expectation mean 4.23,tourists perceived mean 4.32 then tourists service quality satisfactions mean 0.09.thrid,the billing issues tourists expectation mean 4.33,tourists perceived mean 4.39 then tourists service quality satisfactions mean 0.06.

**Gezahegn and Elflesh Resort Hotel Reliability:** Reliability deals with ability to perform the promised service accurately, it has three parts, first, new and modern facility tourists expectation mean 3.96 ,tourists perceived mean 4.17 then tourists service quality satisfactions mean 0.21.second,service compilation tourists expectation mean 4.04,tourists perceived mean 4.13 then tourists service quality satisfactions mean 0.09.thrid,the billing issues tourists expectation mean 4.25,tourists perceived mean 4.33 then tourists service quality satisfactions mean 0.08.

**In Hawassa Resort Hotels Reliability:** Reliability deals on ability to perform the promised service accurately, it has three parts, first, new and modern facility tourists expectation mean 4.29,tourists perceived mean 4.39,tourists service quality satisfactions mean 0.1.second on service compilation tourists expectation mean 4.20,tourists perceived mean 4.28,tourists service quality satisfactions level of mean 0.08.thrid,the billing issues tourists expectation mean 4.25,tourists perceived mean 4.33 then tourists service quality satisfactions of mean 0.14. This shows that in Hawassa city resort hotels tourists perceived amount is greater than their expectation so on the area of reliability service quality there were satisfied tourists.

Table- 18: Responsiveness for product and service quality for tourists

Name of resort hotel	Level of satisfactions	Employees responded promptly tourists request	Informative literature about resort hotel provided	Check-in & check-out procedure were fast and efficient
Haile resort hotel	Expectation mean	4.00	4.29	4.21
	perceived mean	4.61	4.48	4.48
	P-E	0.61	0.19	0.27
Lewi resort hotel	Expectation mean	4.30	4.29	4.33
	perceived mean	4.39	4.29	4.35
	P-E	0.09	0	0.02
Gezahegn and Elfresh resort hotel	Expectation mean	3.96	4.22	4.21
	perceived mean	4.17	4.13	4.33
	P-E	0.12	-0.09	0.12
In Hawassa city	Expectation mean	4.08	4.26	4.25
	perceived mean	4.39	4.3	4.38
	P-E	0.31	0.04	0.13
<b>Over all mean of Responsiveness</b>	Expectation mean	<b>4.19</b>		
	Perceived mean	<b>4.35</b>		
	P-E	<b>0.16</b>		

Source: Researcher work: 2013/2014

**Haile Resort Hotel Responsiveness:** Responsiveness product and service quality measurement deals with willingness to help customer and provided service, responsiveness has three parts, first, employee responded to the tourists request tourists expectation mean 4.00, tourists perceived mean 4.61 then level of tourists satisfactions 0.61 mean. Second, informative literature about resort hotel tourist's expectation mean

4.29, tourists perceived mean 4.48 then level of tourists satisfactions 0.19 mean. Third, point on the check-in and check-out procedure was efficient tourists expectation mean 4.21, tourists perceived mean 4.48 then level of tourist's satisfactions 0.27 mean.

**Lewi Resort Hotel Responsiveness:** Responsiveness product and service quality measurement deals with willingness to help customer and provided service, responsiveness has three parts, first on employee responded to the tourists request tourists expectation mean 4.30, tourists perceived mean 4.39 then level of tourists satisfactions mean 0.09. Second, informative literature about resort hotel tourist's expectation mean 4.29, tourist's perceived mean 4.29 then level of tourist's satisfactions on this category 0, check-in and check-out procedure were efficient tourists expectations mean 4.33, tourists perceived mean 4.35 then level of tourist's satisfactions 0.02 mean.

**Gezahegn and Elflesh Resort Hotel Responsiveness:** Responsiveness product and service quality measurement deals with willingness to help customer and provided service, responsiveness has three parts, first on employee responded to the tourists request tourists expectation mean 3.96, tourists perceived mean 4.17 then level of tourists satisfactions 0.21 mean. Second, informative literature about resort hotel tourist's expectation mean 4.22, tourist's perceived mean 4.13 then level of tourists satisfactions - 0.09 mean. Third, check-in and check-out procedure of tourist's expectations mean 4.21, tourists perceived mean 4.33 then level of tourist's satisfactions 0.12 mean.

**In Hawassa City Resort Hotels Responsiveness:** Responsiveness product and service quality measurement deals with willingness to help customer and provided service, responsiveness has three parts, first employee responded to the tourists request tourist's expectation mean 4.08, tourists perceived mean 4.39 then tourist's satisfactions 0.31 mean. Second, informative literature about resort hotel tourist's expectation mean 4.26, tourists perceived mean 4.3 then level of tourist's satisfactions 0.04 mean. Third, check-in and check-out procedure were efficient tourist's expectation 4.25 mean, tourist's perceived mean 4.38 then level of tourist's satisfactions 0.13 mean. Generally in the city of Hawassa resort hotels there are satisfied tourists especially on the area of active response of tourist's request.

Table-19: Assurance for product and service quality for tourists

Name of resort hotel	Level of satisfactions	Instills confidence in Tourist's	Tourists feel safe in the delivery of service & security	Polite and courteous of employees	Have the knowledge to answer question
Haile resort hotel	Expectation mean	4.17	4.15	4.52	4.59
	perceived mean	4.24	4.69	4.66	4.62
	P-E	0.07	0.45	0.14	0.03
Lewi resort hotel	Expectation mean	4.17	4.37	4.32	4.45
	perceived mean	4.26	4.42	4.49	4.55
	P-E	0.09	0.05	0.07	0.1
Gezahegn and Elfinesh resort hotel	Expectation mean	4.17	4.42	4.38	4.25
	perceived mean	4.29	4.50	4.46	4.38
	P-E	0.12	0.08	0.08	0.13
In Hawassa city	Expectation mean	4.17	4.28	4.40	4.43
	perceived mean	4.26	4.53	4.50	4.51
	P-E	0.09	0.25	0.1	0.08
<b>Over all mean of Assurance</b>	Expectation mean	<b>4.32</b>			
	perceived mean	<b>4.45</b>			
	P-E	<b>0.13</b>			

Source: Researcher work: 2013/2014

**Haile Resort Hotel Assurance:** Assurance product and service quality measurement for tourist deals with employees possess the required skills and knowledge that is necessary to perform service quality task, first, instills confidence in tourists expectation mean 4.17, perceived mean 4.24 then tourists satisfactions 0.07 mean. Second, tourists feel safe in the delivery service and security tourists expectation mean 4.15, perceived mean 4.69 then tourists satisfaction 0.045 mean. Third, polite and courteous of employee of tourist's expectation mean 4.52, perceived mean 4.66 tourist's satisfactions 0.14 mean. Fourth, employees have knowledge to answer question tourists expectation mean 4.59, perceived mean 4.62 then tourist's satisfactions 0.03 mean.

**Lewi Resort Hotel Assurance:** Assurance product and service quality measurement deals with employees possess the required skills and knowledge that is necessary to perform service quality task, first, instills confidence in tourists expectation mean 4.17, perceived mean 4.26 then the level of tourists satisfactions 0.09 mean. Second, tourists feel safe in the delivery service and security tourists expectation mean 4.37, perceived mean 4.42 then the level of tourists satisfaction 0.05 mean. Third, polite and courteous of employee of tourist's expectation mean 4.32, perceived mean 4.39 then the level of tourist's satisfactions 0.07 mean. Fourth, employees have knowledge to answer question tourists expectation mean 4.45, perceived mean 4.55 then the level of tourist's satisfactions 0.01 mean.

**Gezahegn and Elfnesh Resort Hotel Assurance:** Assurance product and service quality measurement deals with employees possess the required skills and knowledge that is necessary to perform service quality task, first, instills confidence in tourists expectation mean 4.17, perceived mean 4.29 then level of tourists satisfactions mean 0.12. second, tourist's feel safe in the delivery service and security tourists expectation mean 4.42, perceived mean 4.50 then the level of tourists satisfaction mean 0.08. third, polite and courteous of employee of tourists expectation mean 4.38, perceived mean 4.46 then the level of tourists satisfactions mean 0.08 fourth, employees have knowledge to answer question tourists expectation mean 4.25, perceived mean 4.38 then the level of tourists satisfactions 0.13 mean.

**In Hawassa city Resort Hotels Assurance:** Under assurance product and service quality measurement deals with employees possess the required skills and knowledge that is necessary to perform service quality task in the city of Hawassa resort hotels, first, instills confidence in tourists expectation mean 4.17,perceived mean 4.24 then the level of tourists satisfactions mean 0.09. second, tourists feel safe in the delivery service and security tourists expectation mean4.28,perceived mean 4.53 then the level of tourists satisfaction mean 0.025.thrid,polite and courteous of employee of tourists expectation mean 4.40,perceived mean 4.50 then the level of tourists satisfactions mean 0.1.fourth,employees have knowledge to answer question tourists expectation mean 4.43 perceived mean 4.51 then the level of tourists satisfactions mean0.03mean.generaly in city of Hawassa resort hotel there is highest mean on the area of instills confidence in tourist's.

Table-20: Empathy for product and service quality for tourists

Name of resort hotel	Level of satisfactions	Give individual attention	Deal with Tourist's in caring fashion
Haile resort hotel	Expectation mean	4.34	4.59
	Perceived mean	4.48	4.62
	P-E	0.14	0.03
Lewi resort hotel	Expectation mean	4.16	4.45
	Perceived mean	4.26	4.52
	P-E	0.1	0.07
Gezahegn and Elfresh resort hotel	Expectation mean	3.88	4.21
	perceived mean	4.04	4.33
	P-E	0.16	0.12
In Hawassa city	Expectation mean	4.12	4.41
	perceived mean	4.26	4.49
	P-E	0.14	0.08
<b>Over all mean of Empathy</b>	Expectation mean	<b>4.26</b>	
	Perceived mean	<b>4.37</b>	
	P-E	<b>0.11</b>	

Source: Researcher work: 2013/2014

**Haile Resort Hotel Empathy:** Empathy product and service quality measurement deals with the way of caring to the tourist's. First, give individual attention to the tourists expectation mean 4.34, tourists perceived mean 4.48 then tourists' satisfaction 0.14 mean. Second, caring fashion expectation mean 4.59, tourist's perceived mean 4.62 then tourist's satisfaction 0.03mean.

**Lewi Resort hotel Empathy:** Empathy product and service quality measurement deals with the way of caring to the tourists .first, give individual attention to the tourists expectation mean 4.16,tourists perceived mean 4.26 then tourists satisfaction 0.01 mean. Second, caring fashion expectation mean 4.45, tourist's perceived mean 4.52 then tourist's satisfaction 0.07mean.

**Gezahegn and Elflesh Resort Hotel Empathy:** Empathy product and service quality measurement deals with the way of caring to the tourist's. First, give individual attention to the tourists expectation mean 3.88, tourists perceived mean 4.04 then tourists' satisfaction 0.16 mean. Second, caring fashion expectation mean 4.21, tourists perceived mean 4.33 then tourists satisfaction 0.12 mean.

**In Hawassa city Resort Hotels Empathy:** Empathy product and service quality measurement deals with the way of caring to the tourist's in the city of Hawassa resort hotels has two parts, first, give individual attention to the tourists expectation mean 4.12, tourists perceived mean 4.26 then tourists' satisfaction 0.14 mean. Second, caring fashion expectation mean 4.41, tourists perceived mean 4.49 then tourists satisfaction 0.08 mean. Generally in the city of Hawassa resorts hotel have highest mean score tourist's caring methods. This shows that in Hawassa city resort hotels tourists expectation is less than their perceived amount so there were satisfied tourists.

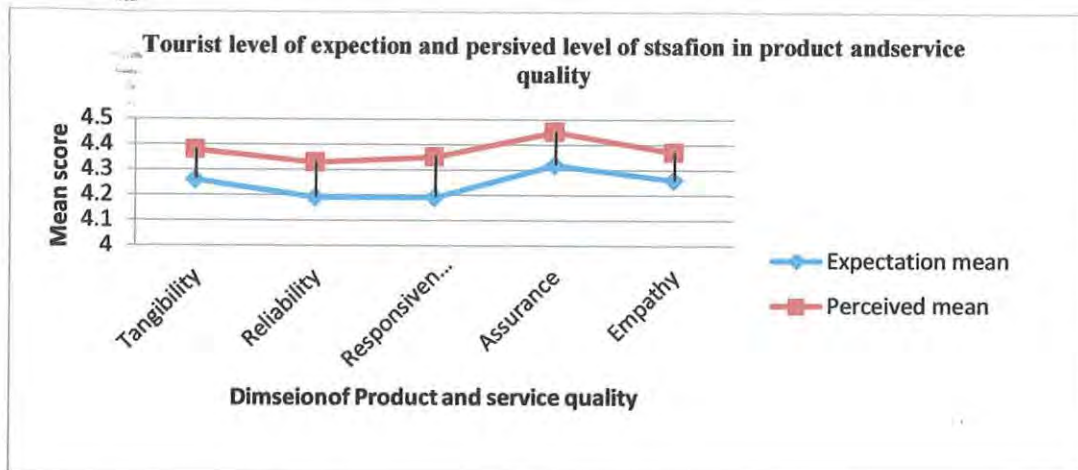
Table- 21: Over all tourists' expectation and perceived satisfactions towards product and service quality

Five Dimensions	Expectation mean	Perceived mean
1.Tangibility	4.26	4.38
2.Reliability	4.19	4.33
3. responsiveness	4.19	4.35
4.Assurance	4.32	4.45
5.Empathy	4.26	4.37
<b>Over all mean score</b>	4.24	4.37

Source: Researcher work: 2013/2014

Over all tourists expectation mean on assurance (4.32), perceived mean (4.45), it is the highest mean score service quality of others product and service quality dimensions then flowed by tangibility mean (4.26) ,perceived mean (4.38),empathy mean (4.26), perceived mean(4.37), responsiveness expectation mean(4.19), perceived mean (4.35) ,reliability service quality measurement dimension has the less mean score from others, the expectation mean (4.19), perceived mean (4.33).this indicate that, tourists expectation is less than tourists perceived amount on product and service quality so all tourists are steadied with quality product and service of resort hotels.

Figure-8: Five dimension of overall tourists expectation and perceived satisfaction towards product and service quality in the city of Hawassa



Source: Researcher work: 2013/2014

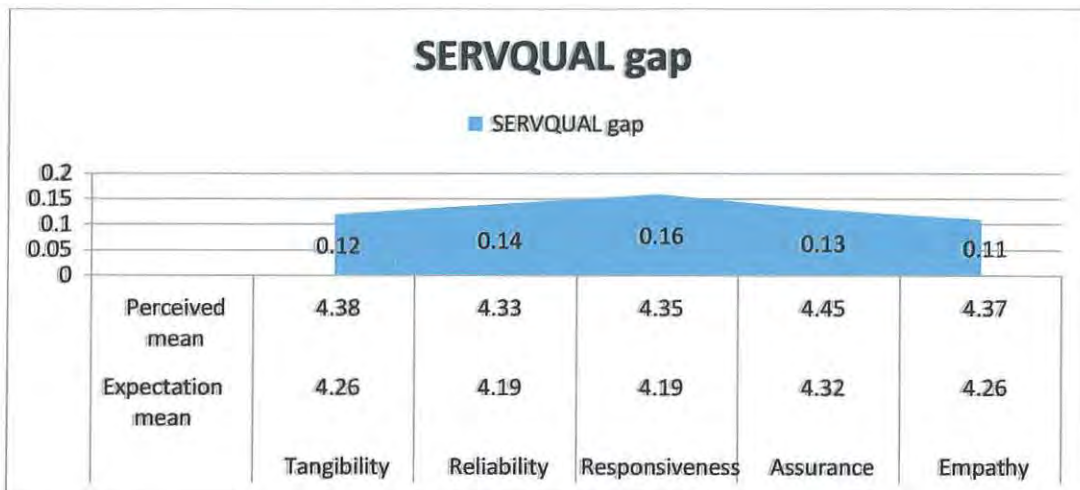
Table-22: Servqual gap between tourist's expectation and perceived satisfactions towards product and service quality by tourist's aspect

Five Dimensions	Expectation mean	Perceived mean	Servqual gap
1.Tangibility	4.26	4.38	0.12
2.Reliability	4.19	4.33	0.14
3. responsiveness	4.19	4.35	0.16
4.Assurance	4.32	4.45	0.13
5.Empathy	4.26	4.37	0.11
<b>Over all mean score</b>	4.24	4.37	0.13

Source: Researcher work: 2013/2014

**Servqual gap** has measured tourist’s satisfaction on service quality of resort hotels in Hawassa city from tourist’s side, servqual gap is between the levels of tourist’s expectation and perceived of resort hotels quality service and product. responsiveness Servequal gap score is highest mean(0.16),willingness for helping tourist’s and delivery promoted service to the tourists then followed by reliability mean 0.14(ability to gain promised service quality),assurance 0.13mean(knowledge and courtesy of employees),tangibility mean0.12(appearance of physical Facility, equipment) and empathy mean 0.11(the level of caring Faison of individual attention of tourist’s, from these point the researcher concluded that in Hawassa city resort hotels there are satisfied tourist’s since the level of tourist’s prevised satisfaction had greater than tourists expectation about quality of product and service quality.

Figure- 9: Servqual gap between tourist’s expectation and perceived satisfactions towards product and service quality.



Source: Researcher work: 2013/2014

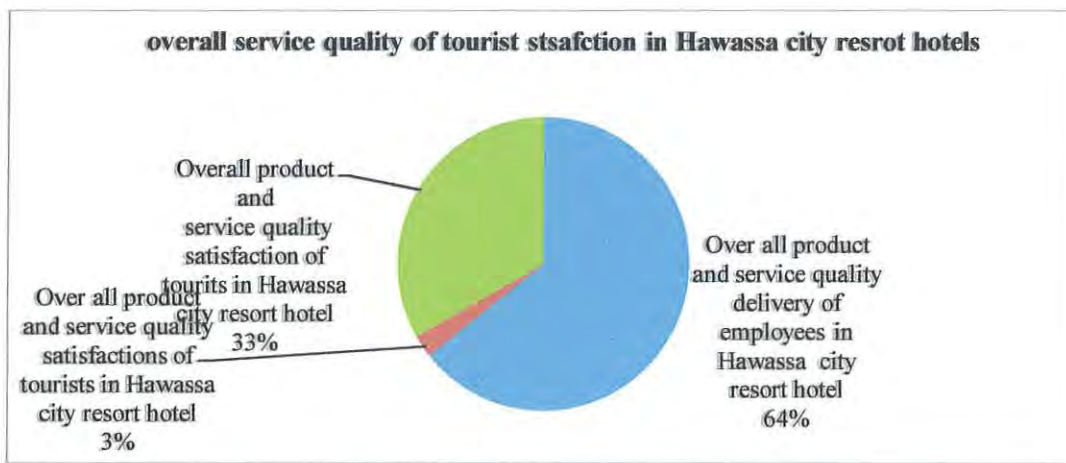
Table-23: Overall product and service quality of tourists Satisfaction in Hawassa city resort hotel

Over all product and service quality satisfactions in Hawassa city	Mean score
Over all service quality delivery of employees in Hawassa city resort hotel	3.45
Over all service quality satisfactions of tourist's in Hawassa city resort hotel	0.13
Overall service quality satisfaction of tourist's in Hawassa city resort hotel	1.79

Source: Researcher work: 2013/2014

Table23: show that over all service quality delivery of employees in Hawassa resort hotels mean3.45, over all service quality level of tourist's satisfaction in Hawassa city resort hotel mean 0.13, finally overall level of tourist's service quality satisfaction level in Hawassa city resort hotels mean1.79 so in Hawassa city resort hotel there are satisfied tourists with product and service quality.

Figure -10: Overall product and service quality Satisfaction of tourist's in Hawassa city resort hotel



Source: Researcher work: 2013/2014

#### 4.6. Factors Affecting Tourists Satisfaction

Table-24: Resort hotel standard factors

Name of resort hotel	Resort hotel standard factor			
	Word of mouth & resort hotel location mean	Price level mean	Accommodations premises mean	Cleanliness & reputation of resort hotel mean
Haile resort hotel	4.31	4.10	4.00	4.34
Lewi resort hotel	4.32	4.34	4.29	4.38
Gezahegn and Elfness resort hotel	4.30	4.17	3.88	4.38
In city of Hawassa	4.31	4.20	4.04	4.36
<b>Over all Resort hotel standard factor Mean</b>	<b>4.18</b>			

Source: Researcher work: 2013/2014

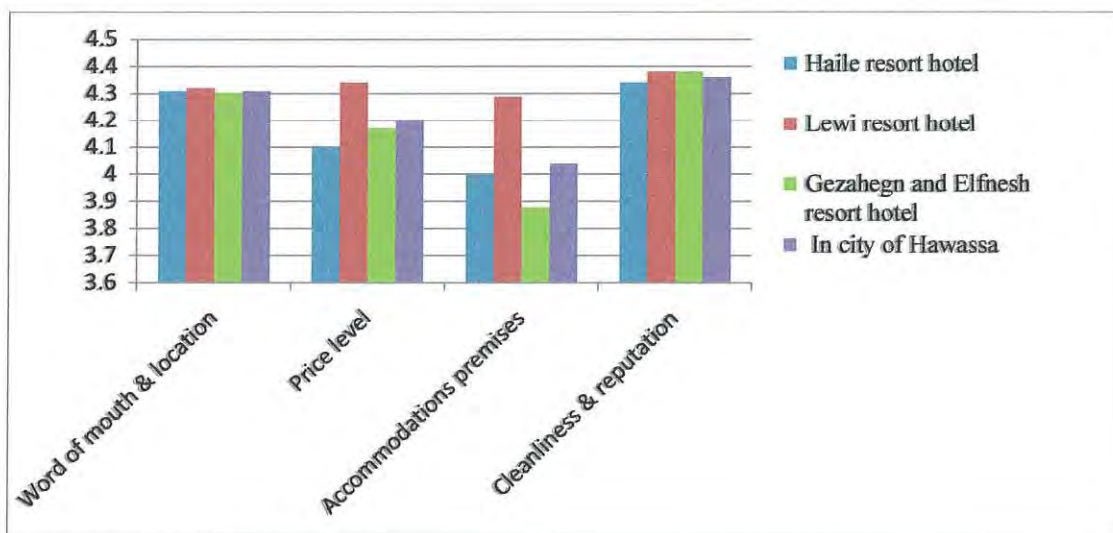
**Haile resort hotel standard factor:** Resort hotel standard factors has four parts, first, accommodation premises of resort hotel standard factor 4.31 mean, second, price of resort hotel standard factor 4.10 mean, third, word of mouth & resort hotel location standards factor 4.00 mean and cleanliness & reputation of resort hotel standards 4.34 mean, in this resort hotel tourists satisfaction highly affected by cleanliness and reputation of resort hotel.

**Lewi resort hotel standard factor:** Resort hotel standard factors has four parts, first, accommodation premises of resort hotel standard factor 4.32 mean, second, price level of resort hotel standard factor 4.34 mean, third, word of mouth & resort hotel location standards factor 4.29 mean and cleanliness & reputation of resort hotel standards 4.38 mean. This resort hotel tourist's satisfaction highly affected by cleanliness and reputation of resort hotel.

**Gezahegn and Elfnesh resort standard factor:** Resort hotel standard factors has four parts first, accommodation premises of resort hotel standard factor 4.30mean, second, price level of resort hotel standard factor 4.17mean, third, word of mouth & resort hotel location standards factor3.88mean and cleanliness & reputation of resort hotel standards 4.38 mean. This resort hotel tourists satisfaction highly affected by cleanliness and reputation of resort hotel.

**In Hawassa city resort hotel standard factor:** In the city of Hawassa resort hotels standard has four parts first, accommodation premises of resort hotel standard factor 4.31mean, second, price level of resort hotel standard factor 4.20mean, third, word of mouth & resort hotel location standards factor 4.04mean and cleanliness & reputation of resort hotel standards 4.36mean. Generally in Hawassa city resort hotels tourists satisfaction highly affected by cleanliness and reputation of the resort hotels.

Figure-11: Resort hotel standard factors



Source: Researcher work: 2013/2014

Table-25: Resort hotel Facility factors

Name of resort hotel	Resort hotel facility factor				
	Electronic key cards & safety boxes mean	Meeting hall & laundry service mean	Front desk staff & online reservation mean	Free parking & light of parking mean	Additional Facility/Spa, swimming pool./ mean
Haile resort hotel	4.03	4.24	4.07	4.29	4.31
Lewi resort hotel	4.32	4.39	4.26	4.22	4.25
Gezahegn and Elflesh resort hotel	3.78	3.95	3.88	4.17	4.04
In city of Hawassa	4.04	4.19	4.07	4.22	4.2
<b>Over all Resort hotel Facility factor Mean</b>	<b>4.14</b>				

Source: Researcher work: 2013/2014

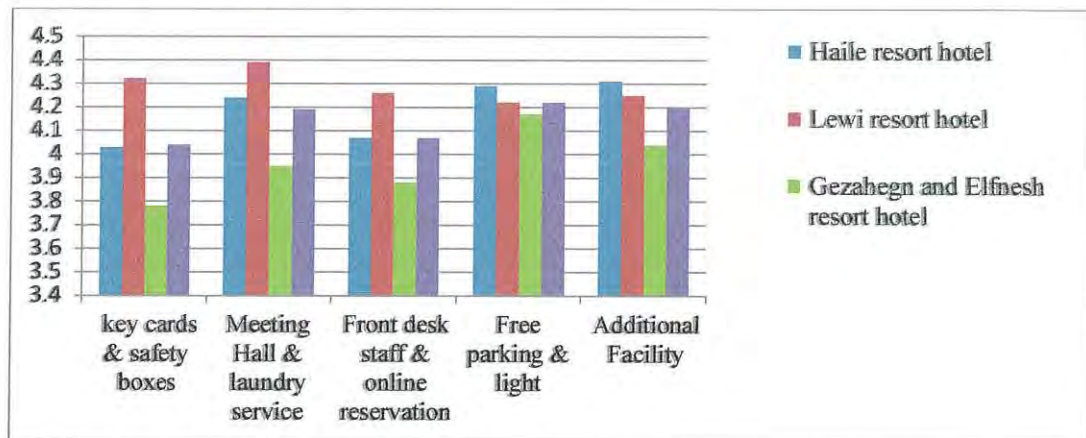
**Haile resort hotel Facility factor :** Resort hotel facility has five parts, first, electronic key cards & safety boxes facility factors affect tourists satisfaction mean 4.03, second, meeting hall & laundry service facility factors affect tourists satisfaction mean 4.24, third, front desk staff & online reservation resort hotel facility affect tourists satisfaction mean 4.07, fourth, free parking & light of parking facility factors affects tourists satisfaction mean 4.29 and fifth, additional facility (spa, swimming pool) factors affect tourists satisfaction mean 4.31.

**Lewi resort hotel Facility factor:** Resort hotel facility has five parts, first, electronic key cards & safety boxes facility factors affect tourists satisfaction mean 4.32, second meeting hall & laundry service facility factors affect tourists satisfaction mean 4.24, third, front desk staff & online reservation resort hotel facility affect tourists satisfaction mean 4.26, fourth, free parking & light of parking facility factors affects tourists satisfaction mean 4.17 and fifth, additional facility (spa, swimming pool) factors affect tourists satisfaction mean 4.25.

**Gezahegn and Elfnesch resort hotel Facility factor:** Resort hotel facility has five parts, first, electronic key cards & safety boxes facility factors affect tourists satisfaction mean 3.78, second, meeting hall & laundry service facility factors affect tourists satisfaction mean 4.19, third, front desk staff & online reservation resort hotel facility affect tourists satisfaction mean 3.88, fourth, free parking & light of parking facility factors affect tourists satisfaction mean 4.17 and fifth, additional facility (spa, swimming pool) factors affect tourists satisfaction mean 4.31

**In Hawassa city resort hotel Facility factor:** In the city of Hawassa Resort hotels facility has five parts, first, electronic key cards & safety boxes facility factors affect tourists satisfaction mean 4.04, second, meeting hall & laundry service facility factors affect tourists satisfaction mean 4.19, third, front desk staff & online reservation resort hotel facility affect tourists satisfaction mean 4.07, fourth, free parking & light of parking facility factors affect tourists satisfaction mean 4.22 and additional facility (spa, swimming pool) factors affect tourists satisfaction mean 4.2. This indicates that tourists are highly affected by free parking & light of parking resort hotels facility factors.

Figure-12: Resort hotel facility factors



Source: Researcher work: 2013/2014

Table-26: Resort hotel internet access factors

Name of resort hotel	Resort hotel internet access factor		
	Price from resort hotel web site mean	Informative hotel web site mean	High speed internet access in room& public area mean
Haile resort hotel	4.21	4.07	3.62
Lewi resort hotel	4.16	4.19	4.06
Gezahegn and Elfnesh resort hotel	4.04	4.13	4.13
In city of Hawassa	4.13	4.13	3.93
<b>Over all Resort hotel internet access factor Mean</b>	<b>4.06</b>		

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Source: Researcher work: 2013/2014

**Haile resort hotel internet access factor:** Resort hotel internet access factors has three parts, first, price from resort hotel website internet access factors affect tourists satisfaction mean 4.07, second, informative resort hotel website internet access factor affect tourists satisfaction mean 4.19 and third, high speed internet access in room and public place internet access factor affect tourist’s satisfaction mean 3.62.

**Lewi resort hotel internet access factor:** Resort hotel Internet access factors three parts, first, price from resort hotel website internet access factor affect tourists satisfaction mean 4.16, second, informative resort hotel website internet access factor affect tourist’s satisfaction mean 4.19 and third, high speed internet access in room and public place internet access factor affect tourist’s satisfaction mean 4.06.

#### **4.7. Open Ended Questions and Answers**

##### **4.7.1. Haile resort hotel**

- **Are you satisfied with Resort Hotel product and service Quality?**

On Haile resort hotel most of the tourist's, are satisfied because of different reasons. Around 58.83% of the tourists were satisfied with the point of friendly staff relationship. The others evaluate their satisfaction level with the gift of the nature inside the resort, and these are counted 29.13%, 11.87% of the tourists were satisfied because of different reasons such as accessibility of the resort hotel (transportation to the city center ) quality service provision of the resort hotel, habit of acceptance of foreigners ,way of customer handling, fair international knowledge regarding how to manage the level of tourists satisfaction and also they evaluate their experience and expectation level, They expected little they got equal with their expectation, Generally the tourist's evaluate their satisfaction with their different categories, so inside Haile resort friendly staff relationship is good quality of the resort hotel.

- **How can it be improved quality of product and service in the Resort Hotel?**

On the comment area around,42.9% of the tourists were raised idea on the internet connection or Wi-Fi service inside the room or on the service delivery area, So the internet service need some improvement in addition to that the others. 20.6% also suggest on the active service way of service delivery system that it may cause of high number of tourist's the resort area but that it was better to add some employment rather than to be late.36.5% of the tourists also gave comments on the quality of the water inside the swimming pool area, because during night time the color is changed in-to brown have some insects.

#### 4.7.2 Lewi resort hotel

- **Are you satisfied with Resort Hotel product and service Quality?**

In Lewi resort hotel around 57.78% of tourists has evaluated their level of satisfaction with the point of quality service delivery system and price level of the service, In addition to these, the natural environment of the resort hotel compound, especially on lake the area.20.3% of tourist's has suggested that they were satisfied with excellent staff relationship with the tourist's.27.9% of the tourist's evaluated their satisfactions with the point of entertainment( night events), additional service(spa, swimming pool),geographical location of the resort area, job opportunity to the local community through training and fantastic design of staff physical appearance. These are the good quality of Lewi resort hotel.

- **How can it be improved quality of product and service in the Resort Hotel?**

50%of tourist's has commented on the area of keep it up and could be counted like these to get more satisfied tourist's,28.6% of tourist's has suggest on the price level of Lewi resort hotel, specially, which is not fair for domestic tourist's, The speed of internet access also have less connection on service as well as room, the employee also needs some short term training on customer handling, preparing Variety of dishes:21.4% of tourist's commented on the natural environment and maintenance of electronic materials. Generally Lewi resort hotel should with continue the positive side and re-arrange the negative ones to gain more number of satisfied tourist's and for better profit.

#### 4.7.3 Gezahegn and Elflesh Resort Hotel

- **Are you satisfied with Resort Hotel product and service Quality?**

67.1% of tourist's has satisfied with geographical location of the resort hotel, they have evaluated their level of satisfaction with service quality( modernized material), resort hotel facility have good opportunity for adding value for level of satisfaction, 32.9% of tourists are satisfied because of good comfortable environment, So, should be continued for better success .price level, costumer handling, good recreation area ,open vegetation and attractive light covering style is good quality of the resort hotel.

- **How can it be improved quality of product and service in the Resort Hotel?**

Gezahegn and Elfinesh resort hotel 30.6% tourist's has commented on the area of technological material, like better to give training for the employee about the value of technology and how to use effectively and less internet access. 38.8% of tourists has suggested on the promotion and advertisement area, because this resort is new resort. Not working for long time need some advisement for getting high number of costumers. 30.6% of tourist's commented to upgrade quality of meal, chairs sophistication, area cleaning and preparation of parking area (cars set simply under three) ,So, the responsible bodies should try to solve these problems for effective market control in the city of Hawassa.

#### **4.8. Interviews with Resort Hotel Managers**

##### **4.8.1 Haile Resort Hotel Manager**

- Do you regularly organize meeting with tourists group to learn about their needs factor, ideas of satisfaction? If not what is the reason, how do you develop?

*Haile resort hotel manager Mr.Melkamu Mekonone said that he has been dealing regularly on meeting with different tourists groups, evaluation of the resort hotel service and the factors that affect, the level of tourists satisfaction. As per the manager, the main objective of this resort hotel is deliver quality product and service to the tourist's Generally such kind of meeting held during the time of pick season because there is high number of flow tourists to these resort hotel they get more idea from different tourist's.*

- Does management reward those employees who deliver the service contribution level of tourist's satisfactions? How?

*At the same time manger of Haile resort hotel said that they reward their employees based on good performance that the employees contributes to the resort hotel. This can be done by supervision managers or other responsible bodies like formal acknowledgment, written appreciation letter by giving some incentive to the employee and using other type of rewarding system. These kinds of rewarding system are good in order deliver quality service and have qualified employees.*

- Do you make recommendations to tourists about the product and service of the resort hotel and also how to measure the tourist's satisfaction and service quality in the resort hotels?

*Haile resort hotel manager recommended that, the service and the product the tourists recommended on reservation desk or inside rooms written material are available these help the tourist's know more about the service of this resort hotel, specialty on the point of tourists satisfaction level and service for better tourists satisfaction. In this resort hotel, the tourist's satisfaction can be measured in different perspective like word of mouth; close friendly staff relationship with the tourist's, guest comment card, tourists sent comments on internet website and direct contact.*

- Do you have an introduction program for new employees concerning the importance of satisfied tourist's? How can hoteliers improve the level of tourist's satisfactions to gain more profit?

*Mr.Melkamu Mekonone said that, a lot of time, the resort hotel did such things with new employees like operations program since without knowing these it will be difficult to do perfect task. The first task for new employees is to take short term training about the service quality, facility of the resort and living culture of the society. These can be given through SOP (standard operating procedure) of the resort hotel and other things such as formal operation and reading material are available in their hands. The hoteliers can measure tourist's satisfaction through different methods evaluating the attitude of staff to the tourist's. The management bodies with staff and tourist's, the quality service we provided to the tourists is qualified or (value for what has paid) and the good team spirit of working environment.*

#### 4.8.2. Lewi Resort Hotel

- Do you regularly organize meeting with tourists group to learn about their needs factor, ideas of satisfaction? If not what is the reason, how do you develop?

*Mr. Aron Kassaya said that, they do have different techniques to collect the need, wants, tourist's satisfaction and complaint of their customers. To mention some of them, to the customer, during reservation, they try to identify their specified request: that means the purpose of their stay (if they are for honeymoon or etc) in order to treat them as per their expectation. They do have also forms, comment book and grading service level and their satisfaction. They do have in every room a general front desk service evaluation format: and on F & B service dept. a format that evaluates the taste of the food, service etc. and at check-out they do have a comment book on the front desk so that tourists can write their feelings. At the same time the receptionist or front office desk staff ask (how their stay was in the resort) and accept comments and write complaints on their complain note book.*

- Does management reward those employees who deliver the service contribution level of tourist's satisfactions? How?

*Manager of this resort hotel identifies that, they have staff evaluation format is customer oriented one. Every month, there is a reward called 'employee of the month' This through evaluation. these collect feedback from their customers, on the comment forms mention the service delivery person name, approach application and accordingly mark is given to the staff and with his direct supervisor's evaluation, reward, promotions and other benefits are offered to employee of the resort. And this motivates the staff to increase the level of service and customer satisfaction in general.*

- Do you make recommendations to tourists about the product and service of the resort hotel and also how to measure the tourist's satisfaction and service quality in the resort hotels?

*Mr. Aron said, they do have different methods and options of service to tourist are visiting their resort. For instance during reservation they sale one room in three or more options in relation to the demand of the tourist's, depending on the purpose of tourists visit.*

*Tourist's use, if they want to use all our service (facilities with full complementary), or if they want only food and breakfast...etc. They develop new facilities even time to add up on the satisfaction of tourist's and upgrade their quality of service as per the requests of their tourist's and to measure the Tourists satisfaction from their guest comment analysis data from the different comment formats addressed to our guests.*

- Do you have an introduction program for new employees concerning the importance of satisfied tourist's? How can hoteliers improve the level of tourists satisfactions to gain more profit?

*As manager of this resort hotel identified, the resort has a training and development team that work on the development staff skill and on job training of the employees Introduction for and pre job awareness program of the job is offered. On this time the tourist's value for the business and for themselves is clearly showed. The general historical development of Lewi resort hotel from where to where, its vision, mission and goals are clearly specified. If their guests are satisfied the market volume l rise and this directly increases the profit.*

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#### **4.8.3. Gezahegn and Elnesh Resort Hotel**

- Do you regularly organize meeting with tourists group to learn about their needs factor, ideas of satisfaction? If not what is the reason, how do you develop?

*Mr Henock Almayehu resort manager of Gezahegn and Elnesh resort hotel said that as per the regularly meetings with group of tourist's, they did not yet organize such treating program before, because of deferent reasons: like that of the resort hotel working seven or eight month ago. So during this time the responsible bodies were busy on the area of advertising resort hotel construction, permanent employee recruitment, customer handling, short term training and other business settlement of the resort hotel. However, since one or two month the resort hotel has started such things with some groups of tourists and also dealing with the issues of resort hotel service and tourists satisfaction.*

- Does management reward those employees who deliver the service contribution level of tourist's satisfactions? How?

*Manager of this resort also said that, Gezahegn and Elfnesh resort hotel management bodies rewarded their employees with different aspects like formal appreciation when they are doing their task in good manner orally, through different staff meetings, best model or through event program of employees of the resort hotel, half of the year employee certification or recognition program. The resorts selects the best active employee and give recognition to him or her by evaluating specialty of the employee doing to the resort and evaluate immediate supervision managers.*

- Do you make recommendations to tourists about the product and service of the resort hotel and also how to measure the tourist's satisfaction and service quality in the resort hotels?

*Mr Henock Explained, that, the tourist's get more information about the resort hotel service and facilities when the need it or during reservation time. They can arrange their selection process based on their interest. The resort hotel provides better service to the tourists with qualified employees like in restaurants and room. The kitchen is located also in front of tourists that they can easily order and take their food immediately; they are much interested when they are watching the preparation process. How to measure the level of satisfaction of the tourists, the resort hotel has evaluate by immediate response from the tourist's which are using the resort hotel service like through customer feedback card, night event program and their level of satisfaction of the resort hotel.*

- Do you have an introduction have an introduction program for new employees concerning the importance of satisfied tourist's? How can hoteliers improve the level of tourist's satisfactions to gain more profit?

*On the last interview session, manager of this resort hotel said, after the new employee enters to the staff or end of selection process, the resort hotel do additional task on the new employee, like short term training program, by hotel staff, cohering bodies or invite other professionals from hotel management association. Currently 20 staff members are on training process the other introduction is formal orientation about the resort hotel service and the level of tourist's satisfaction. The hoteliers improve the level of tourist's*

*satisfaction through different methods, the main objective of the resort is to serve tourists of resort hotel, so the resort hotel ready to serve them rather than simple gain profit.*

#### **4.9. Researcher Observation**

##### **4.9.1. Haile Resort Hotel**

Haile resort hotel is one of the resorts located in the city of Hawasa and also play big role for the development of resort hotel industry. Haile resort hotel development good quality service for the tourists domestic and international, like that of have good room service, food and beverage, product service, accessibility, quality of resort hotel neatness and cleanses of resort hotel (inside and outside of resort hotel compounded and recreational area), employee of resort hotels are educated and skilled in their profession, This also helps the tourist's level of satisfaction. On the other hand, there were some negative factors which can affect the level of tourist's satisfaction. For instance, less quality of water in swimming pool, less quality of chairs around lake side of resort hotel, lack of active interaction of employees, lack of effective internet access in the service area and in-side the rooms and lack effective management system for the transportation arrangement and the price level of the resort hotel.

##### **4.9.2. Lewi Resort Hotel**

Lewi resort hotel was the other resort hotel located in the city of Hawassa and like that of Haile resort hotel plays dominant role for the development resort hotel industry in the city of Hawassa. Lewi resort hotel employees are professionals or skilled regarding how to serve the interest of tourists and their satisfaction with quality service delivery system, accessible to the center or main city, have quality food and beverage and active delivery system and excellent natural gift in the resort area. On the other side, the negative part of this resort hotel is lack of quality water on swimming pool area (tree leaves fallen in to the water),lack of effective internet access in the public area, lack of effective handing system in check-in and check-out time.

#### **4.9.3 Gezahegn and Elflesh Resort Hotel**

Gezahegn and Elflesh resort hotel is another resort hotel located in city of Hawassa it started resort hotel working in this year seven months ago now a day's things are changed a lot. The owners of this resort hotel are the famous ateltes Gezahegn and Elflesh: For that reason tourist's come on different times. Excellent quality service to the tourist's starting from reservation, good handling system; rooms called villa because of ground construction system. Inside the restaurant the kitchen is in front tourists, compound of the resort hotel is good for the tourist's. The negative parts of this resort hotel are: Less transportations access from main city, active delivery system of service to the tourist's and less internet access in side resort hotel.

#### **4.9.4 Resort Hotels in Hawassa City**

Resort hotels located in the city of Hawassa and serve up to four years, except Gezahegn and Elflesh resort hotel. In addition to these resort hotels more are under construction, those resort hotels, deliver quality service to tourists, employees are skilled. Gezahegn and Elflesh resort hotel did not have permanent manager even for six months, less internet access in all resort hotels, less access of transportation system and less community service.

## CHAPTER FIVE

### CONCLUSION AND RECOMMENDATIONS

#### 5.1: Conclusion

On this study summaries of main finding have drawn great value for the development of resort hotel industry in the city of Hawassa. Tourists expected much and they perceived as they want, so there were satisfied tourists with product and service quality of resort hotels. In addition to that it emphasizes the factors that affecting the tourist's satisfaction. So almost all resort hotels provided the same service to the tourist's except the setting arrangement and the number of beds rooms and meeting hall service. On the quality of service provision to the tourist's they have difference like the delivery system of employees for the tourist's, the expectation level of tourists with the perceived service quality.

Service quality delivery system of employees was perfect on the area of assurance, so employees of resort hotels have required skills and knowledge that is necessary to perform service quality task. Perceived service quality are more than tourists expectation level about product and service quality of resort hotels, all tourists who are using resort hotel service in the city of Hawassa are satisfied tourist's while identifying some factors that affect tourists satisfaction in resort hotel specially tourists highly affected by resort hotel standard factors.

The Studies show that customer satisfaction may have direct and indirect impact on business results.(Yeung, 2002) concluded that customer satisfaction positively affects business profitability. The majority of studies have investigated the relationship with customer behavior patterns (Söderlund, 1998) According to these findings, customer satisfaction increases customer loyalty, influences repurchase intentions and leads to positive word-of-mouths tourists satisfaction directly linked with business profitability.

In this case, resort hotels in the city of Hawassa gave more focus on the tourist's satisfaction rather than gain more profit since if they have more satisfied tourists then easily they can get profit. Generally in the city of Hawassa there were satisfied tourists and some factors affect product and service quality of resort hotels in Hawassa city.

## **5.2. Recommendations**

The study conducted on the city of Hawassa resort hotel on the level of tourist's satisfaction, in order to deliver best service to the tourists and to create more delighted tourists Hawassa city resort hotels have to provide better services. There for, I recommend the following actions:-

### **5.2.1 Recommendation for Haile Resort Hotel**

- Haile resort hotel recreational area (lake side) chairs do not fit with the standard of resort hotel, so that the quality of chairs needs improvement.
- On the entrance door of resort hotel there was bajaj transportations service takes much payment. That creates a bad image for the resort hotel and minimizes the satisfaction of tourist's. So, responsible bodies must control these activities, organized through small enterprises transportation system and solve transportations payment system.
- The level of active co-operation with in the staff members is not smooth. Therefore, it is highly recommended that the staff should better interact and co-operate each other.

### **5.2.2 Recommendation for Lewi Resort Hotel**

- Lewi resort hotel have less quality of water in swimming pool area. So it is better to solve quality water problem of the resort hotel.
- Less active delivery system from employee's side .So by giving orientation to the employees or through training, it is better to make it active for the tourist's.
- Regarding with transportation system like bajaj service, the drivers take much payment from the tourist's. It is better to solve such kind of problem discussing with them.

### **5.2.3 Recommendation for Gezhagen and Elfesh Resort Hotel**

- This resort hotel has no much number of tourists and full service for the tourist's. So, better to promote the resort hotel and prepare full product and service for the tourist's.
- Lack of effective transportation system. So the responsible bodies have to arrange that transportation system for the tourist's.

### **5.2.4 Recommendation Hawassa City Resort Hotels**

- There is a need to facilitate training for the employees of resort hotels regarding the issues of customer handling, delivery of quality service to the tourist's, and others in order to upgrade the level of tourist's satisfaction.
- There is also a need to harmonize relationship between employees of resort hotels and management bodies with that co-operation so that, they can deliver quality service to create more delighted tourists. Owing to the fact that Hawassa city resort hotel has a lot of potential and un-exploited natural resources.

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**APPENDEX-1 Questionnaire for Employees of Resort Hotel**

Dear respondent

This questionnaire is prepared by Ayinalem Kebede who is a Masters student at department Tourism development, Addis Ababa University. The aim of this survey is to assess level of tourist's satisfactions in resort hotels in the city of Hawassa .Thus, I request your kind cooperation to complete this questionnaire properly, and your genuine response is expected to improve the service quality and level of tourist's satisfaction of resort hotels industry in the city.

Thank you for your kind cooperation!

Part I: Please tick (\*) the appropriate box below

- You are working:

Haile resort hotel     Lewi resort hotel     Gezahegn and Elfresh resort hotel

- You are:

Male                       Female

- Your age is:

Below 16               16–25               26 –35               36–45

46 –55               56–65               above 66

- Your education Level is:

Elementary school     High school               University (College)

Masters                       Phd

- Your occupations are:

Unemployment               Student                       Government

Manufacturing               Service Industry               Commerce Industry

Profession work               other (please write \_\_\_\_\_)

- Your Nationality is:

Domestic tourists (Ethiopian)     African                       American

European                       Asian                       Australian

Other (please write \_\_\_\_\_)

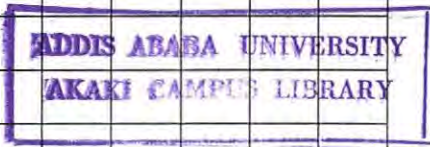
### **Measurement Scale**

Level of tourist's satisfaction measure by rating scale of 1-5 level

- **Excellent-5**
- **Good-4**
- **Fair-3**
- **poor-2**
- **not use-1**

Part-2:- Questionnaire for Employees of Resort Hotels Regarding Service Quality Measurements.

Scale item		1	2	3	4	5
<b>No</b>	<b>Tangibility</b>					
1.	Resort Hotel facilities					
2.	Staff appearance & tidiness					
3.	Attractiveness (external) and Internal decorations					
4.	Room delivered to customers					
<b>No</b>	<b>Reliability</b>					
1.	Respond for requests					
2.	Welcoming of customers					
3.	Orders done by staff					
<b>No</b>	<b>Responsiveness</b>					
1.	Speed of service					
2.	Staff experience and professionalism					
3.	Staff politeness					
4.	Giving information offering for service					
<b>No</b>	<b>Assurance</b>					
1.	Resort Hotel atmosphere (calm)					
2.	Effort done by staff for security					
3.	Price of service					
4.	Accessibility					
<b>No</b>	<b>Empathy</b>					
1.	Attention paid by staff					
2.	Resort Hotel prevision for customer necessities					
3.	Staff flexibility					



## **Appendix-2:- Questionnaire For tourist's (domestic and international) of Resort Hotel**

Dear respondent

This questionnaire is prepared by Ayinalem Kebede who is a Masters student at department of Tourism development, Addis Ababa University. The aim of this survey is to assess level of tourist's satisfactions in resort hotels in the city of Hawassa. Thus, I request your kind cooperation to complete this questionnaire properly, and your genuine response is expected to improve the service quality and level of tourists satisfaction of resort hotels industry in the city.

Thank you for your kind cooperation!

### **Instructions**

- **In section one:** tourists are going to measure service quality expectation and perceived service about resort hotel
- **In section three** deals with factors which can affect the level of tourist's satisfaction in resort hotel. Please indicate the factors which is highly affected to you.

**Part I:** -Please tick (\*) the appropriate box below

- You are using:

Haile resort hotel     Lewi resort hotel     Gezahegn and Elfresh resort hotel

- You are:

Male                       Female

- Your age is:

Below 16               16-25               26-35               36-45

46-55               56-65               above 66

- Your Education level is:

Elementary school     High school               University (College)

Masters               Phd

- Your occupations are:

Unemployment     Student                       Government employee

Manufacturing     Service Industry               Commerce Industry

Profession work     other (please write \_\_\_\_\_)

- Your Nationality is:

Domestic tourists (Ethiopian)     African                       American

European               Asian                       Australian

Other (please write \_\_\_\_\_)

### **Measurement Scale**

Level of tourist's expectation about service quality and perception about service quality measure by rating scale of 1-5 level

- **Excellent-5**
- **Good-4**
- **Fair-3**
- **poor-2**
- **not use-1**

Section-one: Questionnaire For Tourists Regarding Service Quality in Resort Hotels

Scale Items		Measurement scale					
		1	2	3	4	5	
1. Tangibility	2. The Front Desk is Visually Appealing	Expectation					
		Perceived					
	3. The Employees has Clean, Neat Uniforms	Expectation					
		Perceived					
	4. The Room quality is Inviting	Expectation					
		Perceived					
	5. The Shops Were Pleasant And Attractive	Expectation					
		Perceived					
	6. The Outdoor Surroundings Were Visually Attractive	Expectation					
		Perceived					
	7. The resort hotel is Bright And Well Lighted	Expectation					
		Perceived					
	2. Reliability	8. New & Modern Facilities	Expectation				
			Perceived				
9. Service Completion		Expectation					
		Perceived					
10. Billing Issues		Expectation					
		Perceived					

3. Responsiveness	11. Employees Responded Promptly To My Requests	Expectation						
		Perceived						
	12. Informative Literature About The Hotel is Provided	Expectation						
		Perceived						
	13. Check-In And Check-Out Procedures Were Fast And Efficient	Expectation						
		Perceived						
4. Assurance	14. Instills Confidence In tourists	Expectation						
		Perceived						
	15. Tourists Feel Safe In The Delivery Of Services and security	Expectation						
		Perceived						
	16. Tourists Feel Safe And Secure In Their Stay Polite And Courteous Employees	Expectation						
		Perceived						
17. Have The Knowledge To Answer Questions	Expectation							
	Perceived							
5. Empathy	18. Gives Individual Attention	Expectation						
		Perceived						
	19. Deals With tourists In a Caring Fashion	Expectation						
		Perceived						

**Appendix-3:** Questionnaire for Tourists Regarding Factors That Affecting Tourists Satisfactions in Resort Hotel

Scale item		1	2	3	4	5
<b>Do Resort hotels standard factors affect level of tourists satisfactions?</b>						
20	Accommodation premises					
21	price level					
22	Word of mouth and resort hotel location					
23	Cleanliness of the hotel and Reputation of hotel					
<b>Does Resort hotels facility factor affect level of tourists satisfactions?</b>						
24	Electronic key card and safety boxes					
25	Convenience to meeting site and Laundry services & Ironing					
26	Front desk staff on duty 24 hours a day and Fast online reservations					
27	Parking area lighting and Free parking					
28	Spa ,swimming pool and additional facility					
<b>Does Resort hotel internet access factor affect level of tourists satisfactions?</b>						
29	Best price from hotel website					
30	Informative hotel website					
31	High-speed Internet access in the room and public area					

32. Are you satisfied with Resort Hotel product and service Quality?

\_\_\_\_\_

\_\_\_\_\_.

33. How can it be improved quality of product and service in the Resort Hotel?

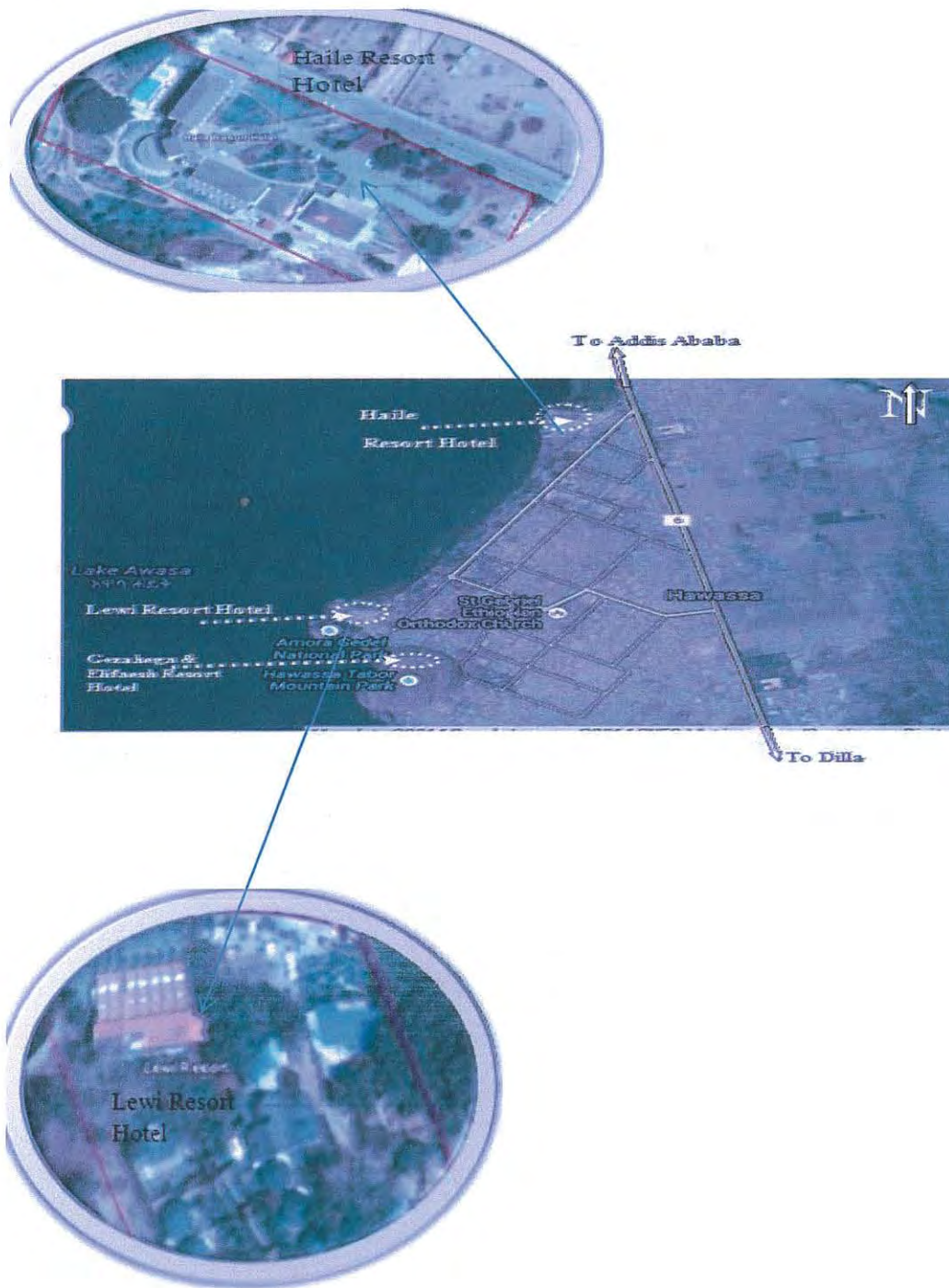
\_\_\_\_\_

\_\_\_\_\_.

#### **Appendix-4:- Interview Questionnaire for Resort Hotel Managers**

- Do you regularly organize meeting with tourists group to learn about their needs factor, ideas satisfaction? If not what is the reason, how do you develop?
- Does management personally reward and suggests those employees who deliver the service contribution level of tourists satisfactions? How?
- Do you make recommendations to tourists about the product and service of the resort hotel and also how to measure the tourist's satisfaction and service quality in the resort hotels?
- Do you have an introduction program for new employees concerning about the importance of satisfied tourist's? How can hotelier improve level of tourist's satisfactions to gain more profit?


**Appendix4: Map of study area**



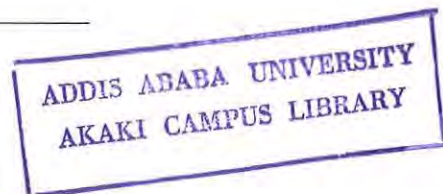
### Declaration

I declare that the thesis entitled "**Assessment of Tourist Satisfaction: The Case of Hawassa City Resort Hotels, Hawassa, Ethiopia**", submitted to Department of Center for Environment and Development Studies (CEDS), College of Development Studies, Addis Ababa University, this work done by me for partial fulfillment of the award of the Master of Art Degree in Tourism and Development. It is records of the original report work done by me and has not been presented for a PhD/Degree /Diploma/ or any other fellowship in any university or Institution or for publication. All the sources of materials used for the thesis has not been explicitly acknowledged (including citation of published and unpublished sources) in original.

Name: AyinalemKebede

Signature:  \_\_\_\_\_

Date: 3-6-2014



### Advisor

Name: Dr. J. Thirubhuvan (PhD)

Signature:  \_\_\_\_\_

Date: 3/6/2014