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ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF DEVELOPMENT STUDIES
TOURISM DEVELOPMENT AND MANAGEMENT UNIT

VISITORS' SATISFACTION ON TOURIST AMENITIES
IN ENTOTO SAINT MARY TOURIST ATTRACTION
SITE IN ADDIS ABABA:
AN EMPIRICAL STUDY

BY
TESHOME DEMISSIE HIRIGO

ADDIS ABABA, ETHIOPIA
OCTOBER 2019

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TESHOME DEMISSIE HIRIGO

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DECLARATION

I, Teshome Demissie Hirigo, Registration Number GSE/8798/09 do here by declare to the School of Graduate Studies of Addis Ababa University that, this thesis entitled “Visitors’ Satisfaction on Tourism Amenities in Entoto Saint Mary Tourist Attraction site in Addis Ababa” is a product of my original research work. To the best of my knowledge, I have fully acknowledged the materials and pieces of information in the study.

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DEDICATION

I dedicate this piece of work to my wife, EtagnnnhuMathewos and my sons, BiniamTeshome and DagnawiTeshome who devoted me everything of theirs to complete my course in general and the research work in particular.

ABSTRACT

Tourists compare the actual provision of tourist facilities and services with their expectations to evaluate their satisfaction in tourist attraction sites. If the actual performances of the attraction sites exceed their expectations, it increases the likelihood of satisfaction so that visitors will be more willing to revisit the attraction sites and vice versa. Visitors' satisfaction is a post perception evaluation that disappoints, meets or exceeds expectations and is based on the overall experience of tourist amenities in the site. Visitors' satisfaction is therefore an evaluation that the visitors experience at least as good as it was supposed to be.

The main objective of this study is to empirically investigate visitors' satisfaction in relation to their expectation and the available tourism amenities in Entoto St. Mary tourist attraction site. It investigates some of the main elements that could influence visitors' satisfaction concerning tourist facilities and services. Visitors' positive experiences of tourist facilities, service, products, and other resources provided in the tourism sites can bring about visitors' retention; revisiting the sites; and recommendations to others.

In order to study the link between tourist facilities and visitor' satisfactions, 114 visitors in the tourist attraction site were included in the sample. Primary data was collected from both foreign and domestic visitors in the study area starting from April 14/4/2019 to May 13/5/20/19. Six tourist facility components were accessed to measure visitors' satisfaction in the attraction site namely safety and security of visitors; accessibility of tourist facilities; attractiveness and beauty of the site; hospitality services; tourist information service; and general brand image and comprehension of the tourist attraction site. A paired sample t- test was employed to compare the expected level of tourist facilities and services with the available tourist facilities and services. The components were categorized as above the visitors' expectation level or below the visitors' expectation level to measure the satisfaction of visitors on the available tourist facilities and services. The findings of the study shows that three of these tourist facility components namely accessibility of tourist facilities, hospitality services and tourist information service are below the expectation level of visitors which were dissatisfactory to visitors in Entoto St. Mary tourist attraction site.

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To the only God, our Savior, through Jesus Christ our Lord be glory, majesty, dominion, and authority, before all time and now and forever. Amen.

Jude 1:25

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ACRONYMS

AU	African Union
EDRI	Ethiopian Development Research Institute
ESTDDP	Entoto and Surrounding Tourist Destination Development Project
FDRE	Federal Democratic Republic of Ethiopia
G.C.	Gregorian Calendar
E.C.	Ethiopian Calendar
GTP	Growth and Transformation Plan
i.e.	That is
MICE	Meeting, Incentive Travels, Conferences and Exhibitions
MOCT	Ministry of Culture and Tourism
MOFED	Ministry of Finance and Economic Development
PCA	Principal Component Analysis
SPSS	Statistical Package for Social Science
St.	Saint
STMP	Sustainable Tourism Master Plan
UN	United Nations
UNECA	United Nations Economic Commission for Africa
UNESCO	United Nations Educational, Scientific, and Cultural Organization
UNWTO	United Nations World Tourism Organization

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

According to UNWTO(2010),tourism has been experiencing continuous expansion and diversification to become one of the largest and fastest growing economic sectors of the world.As per world tourism barometer,international tourist arrivals are growing by 5%(Tekabe, 2016).For many developing countries, tourism is one of the main sources of earning foreign exchanges and one of the export categories, creating much employment and contributing a lot for economic and social development(Goeldner, 2009).

While recognizing worldwide positive impact of the tourism sector, it is very important to note the key elements of the industry in relation to tourist satisfaction. The availability of key elements of tourism industry such as tourism facilities and services have critical importance for the visitors' satisfaction not just in terms of availability of such facilities and services, but also in terms of their quality and standards(Gunn, 1988).Understanding the level of visitors' satisfaction is very crucial to the tourism industry since it affects the level of expenditure tourists make. According to Kozak and Rimminigton (2000), tourist satisfaction influences the consumption of facilities and services, the choice of attraction sites, and the decision to revisit the sites. A successful judgment of visitors' satisfaction enhances competitiveness, encourages tourist facilitiesdiversification, increases visitors' retention as well as positive word of mouth to others. Sharpley (2006),explains that travel and tourism starts with the tourist i.e. travel and tourism would not be a major phenomenon if people did not wish to seek out tourism experiences. Visitors' satisfaction with theirattraction sites is a result of many aspects, such as their perception of tourism facilities and services, experiences as well as their expectations before and during theirvisits. Tourism facilities and services form integral part of the tourism package (MoCT, 2015). The visitors' perceptions of the facilities and service providers determine the overall perceptions of the tourism site quality.Hence, it is important to investigate the provision of tourism amenities in relation to visitors' satisfaction which helps formeasuring the health of the tourism industry for strategic planning; understanding the tourists' reaction to the site; encouraging both new and repeat visitation and comparing different sectors within the industry to determine areas that may need improvement.

1.2 Statement of the Problem

Ethiopia possesses diverse and internationally renowned, wonderful cultural, historical and natural tourism attractions. With more than 80 ethnic communities each with their own distinct languages, cultures and traditions, Ethiopia stands out as a unique country in Africa. UNESCO has recognized the uniqueness of Ethiopian heritage and the country is home to many World Heritage Sites (MoCT, 2015). Tegegne (2014), describes Ethiopia as one of the ancient African states that can display millions of year's paleontological records of human history and more than 3000 years of archaeological findings. It is very well addressed that with its distinct and tremendous wealth of natural, cultural and historic tourism resources, Ethiopia has a huge potential of earning a great deal of benefits out of its tourism development activities (EDRI, 2010).

Despite its colorful culture, long history, hospitable weather and people, Ethiopia is a country facing natural and manmade challenges resulting in a tourist unfriendly image. There are widespread limitations to the tourism facilities and service quality in the tourism industry which makes the country's diverse tourism assets underdeveloped (MoCT, 2010). In the context of such paradoxes, the central goal of this research is "to investigate the level of visitors' satisfaction on tourist facilities" at Entoto St Mary tourist attraction site of Addis Ababa.

Neal & Gursoy (2008), view measuring consumer satisfaction is to be difficult and even more challenging in tourism sector because of the diversified type of tourism facilities and services and the different perceptions of individual visitor. However, it is one of the most frequently examined topics in the hospitality and tourism field because of the important role it plays in survival and future of any tourism products and services. Ross and Iso-Ahola (1991), for instance, study satisfaction with cultural tours, while Hsieh, et al (1994), study satisfaction in relation to differences among packaged and non-packaged tours. Other researchers focus on satisfaction with certain aspects of a tour, such as hotels (Saleh and Ryan 1992). Tourists' shopping satisfaction is studied by Reisinger and Turner (2002). Toys, et al (2002), evaluate customer satisfaction with relation to a leisure activity. Several researchers, such as Joppe, et al (2001) investigate tourists' satisfaction with destinations. There are also few studies conducted in Ethiopia on tourist satisfaction. Binyam (2011), for instance, roughly tried to assess international tourists' satisfaction at destination level. Yeshewazerf (2011), focused to assess visitors' satisfaction in relation to leisure activity especially in public parks in Addis Ababa.

As a result, investigating and measuring the level of visitors' satisfaction on the available tourist facilities and services at tourist attraction sites is very important. This is because visitors' satisfaction is significantly related to customer loyalty, retention of tourists, repeat visiting, and positive social communication to others. In our country, there are only few studies in the area of visitors' satisfaction in relation to their expectations and the available tourism facilities at tourist attraction site level. Though the situation on the ground is rapidly changing, the availability and quality of tourism facilities and services remain a major challenge facing tourism attractions sites in Addis Ababa in its endeavor to develop as a globally competitive tourism destination (MoCT, 2015).

1.3 Objectives of the Study

1.3.1 General Objective

The main objective of this study is to empirically investigate visitors' satisfaction in relation to their expectation and the available tourism amenities in Entoto St. Mary tourist attraction site.

1.3.2 Specific Objectives

The specific objectives of the study are:

1. To describe the level of available tourism facilities and services at the tourist attraction site.
2. To describe the level of visitors' expectations for the provision of tourism facilities and services at the attraction site.
3. To investigate the level of visitors' satisfaction on the available tourism facilities and services they perceive at the attraction site.
4. To forward suggestions for effective provision of tourism facilities and services for visitor's attraction sites.

1.3.3 Research Questions

The following basic research questions are the guides to this study:

1. What is the level of provision of tourism amenities at the attraction site?
2. How much is the level of visitor's expectation for the provision of tourism amenities at the attraction site?
3. How satisfied are visitors on the provision of available tourism amenities at the attraction site?

1.4 Hypotheses

Literature in tourism show that tourist facilities and services available in tourist sites may not be to the expectation level of the visitors. Reisinger (2009), emphasizes that attractions, amenities, and activities will not attract or satisfy tourists if the facility and/or service quality is poor and tourists feel unwelcome. Hence, the main tenet of this study is to examine the perception of tourists by comparing their perceptions of available tourist amenities vis-a-viz their expectation levels at Entoto St. Mary tourist attraction site. Accordingly, the main hypothesis of the study is stated as follows:

Hypothesis: There is a significant difference among visitors on the available tourist amenities and their expectation levels at Entoto St. Mary tourist attraction site.

The term tourist amenities or facilities entail many things. Tourist facilities comprise roads, water, electricity, safety services, health services, communications and public transportation as key determinants explaining tourist arrivals (Gearing, 1974). For instance, for some scholars, the core amenities usually consist of abstract and intangible attributes, such as atmosphere, relaxation and convenience often referred to as customer benefits (Lewis and Chambers, 1995). For the purpose of this study, six components of tourist facilities in Entoto St. Mary tourist attraction site are identified based on literature (see Section 2.7 under Chapter 2). Accordingly, six sub-hypotheses are formulated to test the main hypothesis formulated above.

S-H1: There is a significant difference among visitors on the existing safety and security at EntotoSt. Mary tourist attraction site and their expectation levels.

S-H2: There is a significant difference among visitors on accessibility of facilities at EntotoSt. Mary tourist attraction site and their expectation levels.

S-H3: There is a significant difference among visitors on the attractiveness of EntotoSt. Mary tourist attraction site and their expectation levels.

S-H4: There is a significant difference among visitors on the available hospitality at EntotoSt. Mary tourist attraction site and their expectation levels.

S-H3: There is a significant difference among visitors on the available tourist information system at EntotoSt. Mary tourist attraction site and their expectation levels.

S-H3: There is a significant difference among visitors on the brand image of EntotoSt. Mary tourist attraction site and their expectation levels.

1.5Significance of the Study

This study has both theoretical and practical contributions foreffective tourism development.In its theoretical contribution, the study adds new insights and knowledge concerningvisitor's satisfactionontheir perceptions to the available tourist facilitiesand services in tourist attraction sites. In its practical contribution, the findings of the study provide important inputs for tourism managers and policy makers to formulate strategies and policies in the provision ofquality tourismfacilities and services in tourist attraction sites. It also serves as a catalyst to improving tourism site planning, design, and management by better understanding what siteattributes contribute to visitors' satisfaction. In addition to these, the study can be used as the base for further investigation to enrich the research findings in the subject area.

1.6Scope of the Study

The research explores the levelof visitors' satisfaction in relation to the provision of tourism facilities and services in Entoto St. May tourist attraction site in Addis Ababa. Geographic delimitation of the thesis entails the Entoto St. Mary tourist attraction site of Addis Ababa. The

subjects of a research were both domestic and international visitors in the attraction site. Accordingly, the primary data sources of the study were both foreign and domestic visitors in the site; employees and officials in the site; and tour guides in the attraction site. People who went to the attraction site other than visiting the site such as for religious holiday, pilgrimage purposes and so on were not the target groups of this study. The thematic delimitation of the research focuses on assessing visitors' satisfaction in relation to visitor's expectation and the perception of tourism amenities in the attraction site. As a result, the expectations of visitors on the available tourism amenities; the level of provision of tourist amenities in the site; and the satisfaction levels of visitors were investigated in the tourist attraction site.

1.7 Operational Definitions of Key Terminologies

There exists contrasting definitions of concepts persist as a point of concern. Nevertheless, in the context of this study, the definitions of the concepts utilized are those conventionally applied by distinguished scholars and authoritative institutions on the subject of tourism.

I. Tourism

According to Ritchie (2009), any attempt to define tourism should consider the various groups that participate in and are affected by the industry. These participants include the tourists, the businesses providing the tourist amenities, the government of the host community or area, and the host community cited in (Veal, 2002). Tourism can be characterized as a special consumption activity, and is "unique in that people displace themselves from familiar environments and voluntarily invest their time and money in making a journey to somewhere less familiar, where they undertake a range of activities before returning home" (MoCT, 2015). The United Nations World Tourism Organization defines tourism as, "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

II. Tourist

Sharpley (2006), states that travel and tourism starts with the tourist travel and tourism would not be a major phenomenon if people did not wish to seek out tourism experiences. A tourist therefore, refers to a visitor staying at least 24 hours, and not exceeding one year, in the place

visited for the purpose of leisure (holiday, sport, study, recreation, business, family, visiting friends and relatives), or meeting and conferences (Reisinger, 2003).

III.Visitors

Visitors comprise same-day visitors, sometimes referred as excursionists and tourists. The separation of foreign and domestic visitors requires thorough understanding. Accordingly, MoCT(2010),provided the distinctions between international and domestic visitors as follows: Domestic visitors refer to the residents of Ethiopia making a trip in other parts of the country for the purposes of undertaking pleasure, recreation, visiting friends, relatives, taking part in a holiday, sporting events, running business, conventions, health treatments, education, training and religious attendances. International visitors are persons residing in another country and travel to Ethiopia for a period not exceeding 12 months where the main purposes of the visit should not involve an activity compensated from within the places visited in Ethiopia (MoCT, 2010).

IV.Satisfaction

According to Oliver(1987), satisfaction is a subjective comparison between expected and received experience of a product or service. Its outcome may take the form of all impressions of enjoyment, entertainment, excitement, or enlightenment. In the same way, Anton (1996) described customer satisfaction as a state of mind in which the customer's needs, wants, and expectations throughout the products or service life are met. Satisfaction is then defined as a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment (Oliver, 1997). When it comes to tourism, tourists' satisfaction can be defined as the quality of visitors experience and a psychological outcome derived from interaction with different tourism facilities and services facets in a destination or tourist attraction site (Baker & Crompton, 2000).

V.Quality of Services

In the context of tourism and recreation, a service is described as the interaction between and among natural, cultural, manmade areas and its management structure with the visitors. Quality of a tourist service is a result of a subjective assessment of the service, which may vary between customers and influenced by the manner by which the service is delivered (Bowen, 2002).

Production of recreational amenities which are provided in the attraction sites, site managers and the service visitors result in a service encounter. This interaction enables a visitor to derive benefits from their interaction with in a site (Tian-Cole and Crompton 2003).

1.8 Limitations of the Study

Implications drawn in this study were subject to some limitations. First, the tourist facility components were not assessed in this study could have an impact on visitors' satisfaction in tourist attraction level. Second, the data collection addressed only visitors speaking English and Amharic languages who were willing to respond the questionnaire in the attraction site. As a result, international tourists who are speaking other than English and Amharic are not addressed. Furthermore, many of the international tourists were not willing to respond the questionnaire because they had little time to stay in the site due to absence of tourist facilities that make them stay longer. The limitations also regard the fact that the empirical analysis was carried out just in a specific area and should be extended to other tourist attraction sites for further comparisons. Nevertheless, it is hoped that such limitations could suggest and encourage additional directions and guidelines for future study.

1.9 Organization of the Thesis

The study is organized in to five chapters. The first chapter is devoted to the general introduction of the study. This chapter comprises and discuss about the background, problem statement, objectives, research questions, hypothesis, significance, scope, operational definitions and organization of the study. The second chapter discuss about literature review of the study. It consists of theoretical and empiricalliteratures and conceptual framework related to the study. The review of related literature and conceptual framework explore the conceptual classification of literature and theories that are related with this studyarea. Accordingly, relevant concepts and related literature areselected from the authors who were positioned in relation totourists' satisfaction and tourism amenities in the tourist attraction sites. The third chapteris devoted to the methodology of the thesis. In this chapter, the research design, data types and sources, sampling techniques, data collection methods, and method of data analysis are discussed. Chapter four is about dissection of the results and findings of the study. Finally, chapter five is left for conclusion of major findings and recommendations of the study.

CHAPTER TWO: LITERATURE REVIEW

This chapter presents the review of related literature on the visitors' satisfaction in relation to their expectation and available tourist facilities and services at tourist attraction sites. The literature was reviewed in order to provide the study with conceptual framework, to explain theory underling this study, to further define the problem, to identify pervious research studies and identify policy frameworks on the topic.

2.1 Theoretical Foundations of Satisfaction

Theories provide sets of abstractions to figure out the world around humans (Kalof, Dan and Dietz, 2008). Brown (2004), explained social theories as an interrelated sets of concepts that seek to make sense of social facts so as to show how the social world operates. Among the theoretical frameworks that have been proposed to explain consumer satisfaction, the most influential model has undoubtedly been the expectancy-disconfirmation paradigm (Oliver, 1980). The expectancy disconfirmation model was described as:

“...a four stage process starts from the consumer formulating expectations about a product. After formulation, the individual makes certain attributions regarding the performance of that product. On the third stage the consumer compares his perception of the product's performance against initial expectations. The final stage in the expectancy disconfirmation process is the consumers' determination of how well the product increases up to initial expectations. Here, expectations provide a baseline from which to compare perceptions of product performance” (Reisig and Chandek, 2001:88).

According to Oliver (1980), the individual may judge product performance to be better than, worse than, or equal to what is expected. The extent to which perceptions of performance match expectations dictates the type of disconfirmation the consumer experiences, and has a direct effect on satisfaction. A consumer might experience positive disconfirmation, wherein expectations are surpassed i.e. increases likelihood of satisfaction. Negative disconfirmation is occurs when the consumer's expectations are not met by product or service performance i.e. decreases likelihood of satisfaction. Finally, zero disconfirmation occurs when performance matches expectations i.e. no effect on satisfaction.

However, Oliver (1981), argues that although disconfirmation is hypothesized to have the largest effect on consumer satisfaction, disconfirmation is not the only direct effect. Expectations have also been found to directly affect satisfaction. For example, individuals with lower expectations often report higher levels of satisfaction. Similarly, the second component of disconfirmation i.e.

performance has also been linked to outcome satisfaction. More specifically, as performance increases, so too do levels of consumer satisfaction. Expectations and performance, therefore, are believed to have both direct and indirect effects on consumer satisfaction (Oliver, 1981).

The direct effect of expectations can be explained by the Assimilation Theory (Sherif and Hovland 1961). According to this theory, individuals suffer a psychological conflict when they perceive inconsistencies between performance and prior beliefs. Subsequently, consumers tend to adjust perception to their expectations in order to minimize or remove that tension (Oliver, 1997). Thus, the assimilation effect can be described as a tendency to process new perception experiences in terms of existing beliefs. Under these circumstances, satisfaction will be led by expectations (Cherry et al., 2003). In this perspective, customer satisfaction is defined by customer's post-purchase assessment of service delivered and comparison of customer's expectations and the actual service experience (Higgs et al., 2005).

The importance of emotions in the consumer behavior models has increased significantly during the last few years (Loken, 2006). In particular, it should be emphasized that the cognitive system and emotional states play an important role in satisfaction formation. The higher mental processes of understanding and evaluation would be performed by the cognitive system, whereas emotions would be related to the individual's feelings towards the service (Van Dolen et al, 2004).

Faithfulness and commitment with respect to a brand is also conceived as the main consequence of satisfaction (Brady and Robertson, 2001). According to a destination and attraction site management approach, site attributes are of fundamental importance for the valuation of the experience (Alegre and Garau, 2010). The evaluation is also the result between the attributes and tourist's expectation (Tribe and Snaith, 1998). Within this theoretical context, authors like (Ekinici and Hosany, 2006) have adopted the concept of destination or site image in order to achieve the desired outcomes, the building of a coherent brand image and the way the destination or site is perceived by actual and potential tourists are considered as the principal factors upon which depends the success of the site itself (Voase, 2012). Indeed, "site image is described as an attitudinal concept consisting of the sum of beliefs, ideas and impressions that a tourist holds of a site" (Hosany et al., 2006). The attraction site image plays a key role for the choice of the site, for the consecutive evaluation and for the future intentions to revisit and recommend it for other visitors (Chen and Tsai, 2007).

2.2 Visitor's Satisfaction as a Concept

Traditional literature within visitor behavior reveals that customer satisfaction is the result or the final step of a psychological process from need recognition to evaluation of experienced products (Peter and Olson, 1996). Despite this recognition of a motivational based process, researchers within the area of satisfaction including visitor satisfaction tend to solely focus on perception of products and product elements, by focusing on the level of satisfaction received. The overall satisfaction is then the result or the sum of the relative importance and the level of satisfaction experienced of all the attributes (Ajzen and Fishbein 1980).

What leads to a feeling of satisfaction or dissatisfaction is the post purchase judgment that the experience was noticeably better or worse than that of tourist amenities. Satisfaction is therefore an evaluation that the visitor product experience at least as good as it was supposed to be. After using the tourist product, visitors compare actual performance with those expectations. If the actual performance is better than their expectations, it increases likelihood of satisfaction and visitors will be more willing to revisit the same attraction sites again and vice versa (Heung and Cheng, et al., 2000). Furthermore, it is important to underline that visitors' satisfaction is a post consumption evaluation that disappoints, meets or exceeds expectations and is based on the overall experience of tourist amenities (Wang and Yang, 2004).

2.3 The Need to Study Visitors' Behavior

Marketers who understand the nature of visitor behavior and the process of their decision making have great competitive advantage in the marketplace (Oliver, 1981). Tourist behavior reveals that:

“...what product attributes tourists do look for, what benefits they seek and for what reasons, how they search for information, what information they seek about the product, destination or attraction site? How they evaluate and select among alternatives, what choices they make, who influence tourists' choices, and how likely they are to stay longer and revisit the same attraction site and use the same tourism products and services. The answers to all these questions can provide tourism marketers and managers with important information to help design strategies that will better respond to the needs of travelers” (Reisinger, 2009:5).

Millan and Esteban (2003), consider expectations as important experiences of satisfaction. When a visitor becomes satisfied or dissatisfied with a trip or a single tourism product during the vacation, it is a result of how the tourist perceives the actually obtained satisfaction relative to

what was expected. Other researchers consider expectations as the needs or the desires of the consumer, identified by what the consumer feels should be delivered by the provider of the service before receiving it (Millan and Esteban, 2003). By focusing on tourist needs and their need-driven behavior, it is possible to reveal some of the qualifications that are causing the level of satisfaction.

The fact that people's choices of certain touristic places, to travel to, and perform certain activities during the vacation affect their felt satisfaction is not surprising. Many studies of tourist motivation presume that visitors will choose activities that they believe will best satisfy their desires and/or needs (Crandall, 1980). According to Atkinson (1964), these assumptions build on cognitive social psychology which holds that motivations are inseparable and related to expected outcomes of behavior. According to this line of research, behavior is basically a function of expectations about future consequences of behavior.

Tourist motivation has often been treated as identical with the purpose of travel despite the general acceptance that motivation is only one of many variables including perceptions, cultural conditioning and learning that contribute to visitor behavior (Fodness, 1994). Numerous tourist motivation studies utilize the push and pull dichotomy, first presented by (Dann, 1977). Push factors are regarded as outlooks within the traveller and pull factors are constituted by the correspondingly appealing features of tourism destinations or attraction sites. When researchers discuss motives in the context of reasons for travelling to certain attraction sites this might reflect the need for playing golf as much as the need to rest and relax (Crompton, 1979).

With reference to the tourism sector, a review of the literature on motivation reveals that people travel because they are pushed into making travel decisions by internal, psychological forces, and pulled by the external forces of the attraction sites' qualities (Crompton, 1979). Accordingly, satisfaction with travel experiences, based on these push and pull forces, contributes to site's loyalty. The degree of tourists' loyalty to a site is reflected in their intentions to revisit the site and in their recommendations to others (Oppermann, 2000). Thus, information about tourists' loyalty is important to site marketers and managers.

2.4 Relevance of Tourist Amenities to Visitors' Satisfaction

The tourism and hospitality industry relies heavily on the positive perceptions of people providing facilities and services. The tourist's perceptions of the facilities and service providers determine the overall perceptions of the tourism site quality. Reisinger (2009), emphasizes that attractions, amenities, and activities will not attract or satisfy tourists if the facility and/or service quality is poor and visitors feel unwelcome. The providers' characteristics influence visitors' perceptions. Tourists express satisfaction or dissatisfaction after they experience tourism facilities and services (Fornell, 1992). If tourists are satisfied with the quality of the facilities and services, then they will be motivated to revisit the attraction site again or they will recommend them to their friends.

One of the most important features of tourist products is the so-called "bundle purchase concept" where tourists do not buy individual elements of the offering, rather a bundle or a unified whole by categorizing tourist facilities and services in three parts namely:

"...formal, core and augmented tourist facilities and services. The formal amenities are described as what tourists think they are buying such as bed or a meal. The core amenities usually consist of abstract and intangible attributes, such as atmosphere, relaxation and convenience often referred to as customer benefits. An augmented amenity is the totality of all benefits received or experienced by the visitor (the entire system of service) including elements such as the manner in which things are done, timeliness, personal treatment etc." (Lewis and Chambers, 1995:11).

2.5 Significance of Visitors' Satisfaction for Tourism

Understanding the level of customer satisfaction is very crucial to the tourism industry since it affects directly or indirectly the level of expenditure tourists make. According to Kozak and Rimmington (2000), visitor satisfaction influences the consumption of tourism products and services, the choice of attraction sites, and the decision to revisit the site. It enhances competitiveness, encourages visitors' facilities and services diversity, increases visitor retention as well as positive word of mouth communication (Yuksel and Rimmington, 1998).

Tourists are increasingly becoming more demanding and desire value for money and the provision of quality products and services. Consequently, visitor satisfaction has undoubtedly become a fundamental goal of service-oriented businesses. The underlying reason for this premise can be found in its importance for economic success. Goeldner and Richie (2006), describe number of benefits that come from measuring visitor satisfaction. These benefits

include measuring the health of the tourism industry for strategic planning purposes; understanding the tourists' reaction to the site; encouraging both new and repeat visitation and comparing different sectors within the industry to determine areas that may need improvement. Therefore, having a clear understanding of the causes and nature of visitor satisfaction and dissatisfaction can assist in the promotion and development of tourism destinations or attraction sites and improvement of tourism enterprises. As part of studying tourists some authors argue that a good understanding of tourist satisfaction:

“...benefits not only the service industries that focus on inbound tourism, but also the government regulators and private investors that have a crucial role in the development of a high-quality tourism infrastructure. Destination managers use it as an important input to assess the destinations overall performance. The reputation of a certain tourist destinations can be positively altered by improving the level of tourist satisfaction” (Anderson et al., 1994:21).

A higher level of visitor satisfaction can increase visitor loyalty, reduce price elasticity, lowers transaction costs and improves the capacity of attracting new visitors (Uncles et al., 2013). It also advances to develop strong reputation and has a direct impact on the visitors' retention (Rust et al, 1995). Thus, visitors' satisfaction is considered as an essential indicator of the tourism industry's overall performance.

2.6 Measuring Visitors' Satisfaction

According to Johnson, Anderson et al. (1995), two conceptualization of measuring satisfaction are identified. These are transaction specific satisfaction and cumulative satisfaction. Transaction specific satisfaction is concerned with satisfaction as an individual, transaction-specific measure or evaluation of a particular product or service experience. Cumulative satisfaction, on the other hand, is a cumulative, abstract construct that describes customer's total consumption experience with a product or service.

Neal and Gursoy, (2008), demonstrate that most satisfaction studies in tourism and other aspects of leisure are conducted after the consumption of tourist amenities and focus on the overall opinions expressed by visitors regarding the general tourism experience. Regarding the tourist's overall evaluation of the purchase or consumption experience, cumulative satisfaction is the most relevant conceptualization when the focus is on the tourist's evaluation of their overall experience at a destination (Johnson, Anderson et al., 1995). While traveling in a tourist site, the tourist interacts with various aspects of the tourism experience. Understanding the satisfaction

with each aspect of the trip must be the basic parameter used to evaluate overall satisfaction with the trip.

Several researchers have used destination or attraction sites' qualities as a basis for measuring tourist satisfaction. For Example Anderson (1994), used historical buildings, galleries, museums, theaters, festivals and events, shopping places and so on. Similarly, Clerides and Pashourtidou, (2007), used accommodation, restaurants, cleanliness of natural environment, taxi and bus services and so on. According to Yuksel, (2001), attraction qualities such as efficiency of service and cleanliness, hospitability of residents and employees, efficiency of service at tourist facilities, natural environment of the area, price and value of services, ease of communication, safety, weather condition of the area etc. were used to assess the level of tourist satisfaction of the particular tourist attraction site.

The time between need recognition and actual travel is important when analyzing visitor satisfaction. The journey, from leaving home to return, consists of a series of elements, including infrastructural aspects, activity amenities, as well as service elements: transportation, hotel, restaurants, types of activity, number of activities, service level in general, specific activities, the nature/surroundings, travel party, food, etc. are important elements for visitor satisfaction analyses (Nina K. Prebensen, 2013). After the journey all these elements are viewed as possible influences on overall satisfaction with the attraction sites and subsequently on the intention to re-visit and communicate others through positive word of mouth.

2.7 Tourism Facilities in Some Selected Countries

Gearing (1974), study the case of Turkey as a tourist destination and find that tourist facilities such as comprising roads, water, electricity, safety services, health services, communications and public transportation are key determinants explaining tourist arrivals. Tegegne (2014), argues competitiveness of tourism destinations is related with services delivered to the tourist, of which the development of quality tourist facilities are very important. The quality of tourist facilities is important for the accessibility of tourist sites, for the quality of the stay of tourists, communication and mobility at the attraction site. Tozser (2010), finds in her study in the Matra mountains in Hungary that tourist facilities and safety are among the most important factors for attractiveness of tourists. Technological assets of the tourist arrivals have increasingly important to ensure competitiveness of tourist attraction sites. Technology is useful to increase awareness

and distribution of travel experience of tourism sites. This could be indicated by availability of internet and other media of communication useful for the distribution of information and quality service delivery (Ritchie & Crouch, 2005). Investing in quality tourism facilities and services is critical to driving demand for travel to and within Australia. This travel generates economic activity which supports the employment of hundreds of thousands of Australians in every region of the country. Publicly-funded quality tourism facilities and services should improve sites' appeal to visitors by creating or updating unique experiences or by improving access to existing tourism attractions.

2.8 Tourism Policy Context in Ethiopia

Tourism Development Policy of Ethiopia, MoCT(2009), has targeted at transforming and advancing Ethiopia's tourism resources many steps forward in its performance. It targets on expansion of tourist infrastructure and tourist facilities that are vital for the growth of the sector. As one of the policy issues it relates to immediate measures needed to solve the currently visible shortfalls in supply that are very critical to Ethiopia's tourism development, the placement of necessary infrastructure and facilities at major tourist destinations and routes by appropriate organs of the federal and regional governments is emphasized. The policy further envisages generating higher number of tourists and elongating their stays; ensuring the benefits from the sector by adapting competitive strategies that operate at international level (MoCT, 2009). To this end, the psychological and physical well-being of international and domestic tourists and the safety of their properties shall be guaranteed and social and legal provisions shall be created in order to enable tourists to conduct their visits without being hassled, pestered and disappointed.

In the long-term, the government sets out the vision to make Ethiopia among the top ten tourist destinations in Africa by the year 2020 (World Bank, 2006). This vision was part of the processes to realize poverty reduction strategies and alteration of images through tourism (MoFED, 2006). Federal Democratic Republic of Ethiopia GTP-2 further sets high targets for the tourism sector to be achieved by 2025. Of course, while these targets may seem ambitious, they fully reflect the aspirations of the country becoming 'One of the Five Top Destinations in Africa (MoCT, 2015). The policies and strategies discussed above have the aim to enhance the quality of tourist experiences, increase the number of tourists visiting the country, elongate tourist stays in the

attraction sites, and provide tourist facilities and services that attract tourists so as to increase their satisfaction and to spend much.

2.9 Conceptual Framework

The conceptual framework serves both as a digest of the theoretical reviews as well as gives guidance to the overall analysis of the core themes. The whole journey culminates in a conceptual model (see Figure 2.1) that captured and condenses all together. Indeed, the conceptual framework consists of three key components. These are: (i) tourist expectations, (ii) tourist satisfaction, and (iii) and effects of tourist satisfaction in the tourist attraction sites. Visitors have many expectations towards the attraction sites. One of these is their expectation for the availability of quality tourism facilities and services which bring about their overall satisfaction with the attraction sites. Eventually, the effects of visitors' satisfaction with the tourist facilities and services bring about visitors' positive word of mouth, retention at site and repeat visitation to attraction sites. Accordingly, the processes start with tourist expectations to the available tourist amenities and ends up in the effects of tourist satisfaction. Thus, the framework goes down connecting the abstract theoretical assumptions with the respective variables that come under visitors' expectations and effects of their satisfaction.

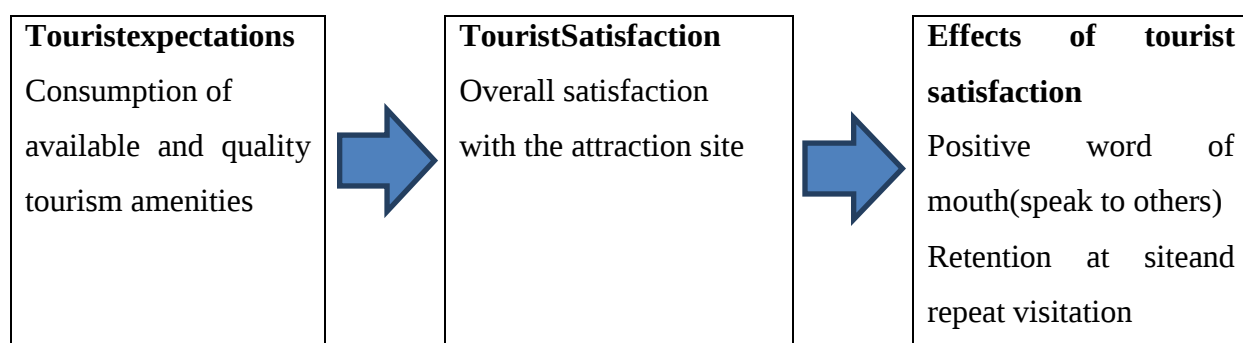


Figure 2.1: Relationship between tourist satisfaction within tourist attraction sites, tourist expectations and effects of satisfaction (Source: researcher's own construction adapted from the review of literature, 2019).

According to Della Corte, (2007) tourist satisfaction is underlined as the centrality of the quality of the tourist facilities and services provided in the attraction site. It is important to keep strong coherence with the visitors' expectation and available tourist facilities in order to minimize dissatisfaction and negative word of mouth (Hudson and Ritchie, 2009).

CHATER THREE: METHODOLOGY

This chapter represents the methodological procedure followed to realize the study. It makes discussions over research ideas, research design, methods, and analysis. Moreover, the chapter provides intense descriptions on field experiences in the specific tourist attraction site.

3.1 A Brief Description of the Attraction Site

Entoto is the name of a hill situated nine kilometers from the city center with the altitudinal location ranging from 2,600 to 3,200 meters above sea levels. Its annual rainfall and temperature are 1200mm and 14 °C respectively. The surrounding of Entoto chain is mainly covered with dense eucalyptus and some indigenous tree forest having cold climate (Zelalem, 2015).



Figure 3.1: Partial view of Entoto hill covered with dense eucalyptus and some indigenous tree forest (Source: photo taken during the field work, May 2019).

Entoto St. Mary tourist attraction site is considered to be the crown of Entoto Mountain and has a panoramic view to Addis Ababa. The attraction site comprises the first historical palace of the Emperor Minilik II; St. Mary Church; and Etege Taitu's Memorial Museum. The churchyards of Entoto St. Mary tourist attraction site, which was founded in 1878 E.C., has many mural paintings, precious antiquities, different historic houses, the palace and bedroom of Emperor Menelik II and Empress Etege Taitu.



Figure 3.2: Partial view of Entoto St. Mary Church (Source: photo taken during the field work, May 2019).



Figure 3.3: Partial view of Etege Taitu's Memorial Museum (Source: photo taken during the field work, May 2019).

This touristic site is a place where Emperor Minilik II was empowered as the ruler of Ethiopia when the Emperor was empowered for the first time. The historical and religious heritage values

of EntotoSt.Mary tourist attraction site at the eastern peak of Entoto hill, in addition to its steepest part of the road which covers at about each two kilometers and passes through ever green eucalyptus trees, gives an existing panoramic view of Addis Ababa and it has a power to impress visitors.



Picture (a)



Picture (b)

Figure 3.4: Partial view of the first historical palace (Picture a) of the Emperor Minilik II and bed room (Picture b) (Source: photo taken during the field work, May 2019).

3.2 Research Design

A part of descriptive research design called a survey design was employed in this study. Surveys are divided into two types, depending on the length of time during which the researcher gathers data. These are (i) cross-sectional survey: - the researcher gathers data only once on a single sample and (ii) a longitudinal survey: - the researcher gathers data on the sample repeatedly over a period of time. In order to get representative sample for the study, a longitudinal survey design in which data gathered repeatedly over a period of time on a single sample was used. The purpose is getting an accurate description of association between variables, minimizes bias and maximizes the reliability. The research involves both quantitative and qualitative research methods. However, mainly quantitative method which was supported by some qualitative research method was employed in the study.

3.3 Data Types and Sources

The data for this study was collected from both primary and secondary sources. Most of the data was collected from primary sources such as visitors of the site, key informants of the site, tour guides and service providers of the site as well as field observation of the researcher in the site. Secondary data sources included in the study are relevant literature in the subject area such as books, previous research studies, articles, policy documents, magazines, internet sources institutional reports and so on.

3.4 Sample Size and Sampling Technique

The subjects of the study were visitors of Entoto St. Mary tourist attraction site in Addis Ababa. The population under this study was visitors visiting the attraction site in one month's time in the research's period. The sample size of the study was 114 voluntary respondents who were visiting the site from April 14/4/2019 up to May 13/5/2019 except on Sundays. The data collection period was selected as to the convenience of the researcher. Convenience sampling technique was employed in the study since the main subjects of the study were visitors at the site which made it difficult to prepare a sampling frame work beforehand. Hence, the researcher applied purposive sampling under the non-probability sampling technique.

3.5 Data Collection Instruments

In this study, three data collection instruments were used for the data collection. Primary data related to the specific objectives of the research was collected through the three main instruments. Structured survey questionnaire was conducted to the domestic and international visitors in the site. The structured survey questionnaire to be rated by the target visitors was designed based on an extensive review of the related literature. The questionnaire involved questions regarding the background information of the respondent such as their occupation, origin of visitors, means of transport they used, source of information about the site, and the reasons for their visitation. Respondents were asked to evaluate the level of available tourist facilities and services in the site and visitor's expectation for these tourist amenities. This data includes the availability and expectations of visitors for tourist amenities in relation to the visitors' safety and security; accessibility of tourist facilities; attractiveness and beauty of the site; level of the hospitality services in the site; the tourism information services; and general brand image and comprehension of the attraction site. The structured questionnaire was designed to collect first hand data of visitors' perceptions and expectations on the availability of tourist facilities and services using a 5-point Likert scale ranging from (1) very low for availability of the tourist facilities and/or services and visitor's expectations for these amenities to (5) for very high. Some open ended questions were also included in the questionnaire to collect primary data from the visitors.

An interview guide was designed and conducted to collect data from key-informants and employees of the tourist attraction site. In addition, the researcher had paid for deep and continuous field observation at the attraction site to fill the gaps of interview, structured survey questionnaire and other sources gathered from various literatures in order to crystalize the real context of the available tourism facilities and services in relation to visitors' satisfaction.

3.6 Data Analyses Techniques

After sorting out the some invalid questionnaires, 114 questionnaires which were fully responded by both domestic and foreign visitors were used for the data analysis. The raw data was coded, computed, and analyzed by SPSS software. A statistical analysis was conducted to get values such as frequencies, mean differences, paired *t*- test values, and significant *p*-values according to

the respective objectives of the research. Frequencies of the analysis were used to display the distributions of respondents' back ground information in the attraction site. Interval scales were used to measure respondents' perception on the level of available tourism facilities and their expectations in the attraction site and correlate with the hypothesis. A paired sample *t*-test was employed to compare the mean scores of the expected level of tourist facilities and services with the available tourist facilities and services. The data collected from visitors through open ended questionnaires, in-depth interview guide and field observation of the researcher was qualitatively analyzed and interpreted to further support the result of the paired sample *t*-test. Finally, the site components were categorized as above visitors' expectation level or below the visitors' expectation level to measure the satisfaction of visitors on the available tourist facilities and services in the attraction site.

CHAPTER FOUR: FINDINGS AND DISCUSSION

This chapter is concerned with the analysis and interpretation of the research findings on the visitors' perceptions and expectations of available tourist facilities and services for the satisfaction of visitors in Entoto St. Mary tourist attraction site. The survey results were discussed in relation to the objectives of the study and the research questions set. Accordingly, the level of available tourism facilities and visitors' expectations to these facilities concerned with safety and security, accessibility of tourism facilities, tourism information services, hospitality services, and the general brand image of the site were analyzed and interpreted. Furthermore, the results of in-depth interview and field observation were qualitatively analyzed and interpreted to triangulate the results of quantitative findings were discussed here under.

4.1 Distractive Statistics

The general profile of the respondents is summarized in Table 4.1 below. From the output in the table we can see that gender distribution of the respondents is very comparable. As can be seen from the table, 52 males (45.6%) and 62 females (54.4%) were included in the sample, giving a total of 114 respondents.

Visitors of different age groups were visiting the attraction site. The dominant age group of the respondents was 35 - 49 years (36. %), followed by 25 - 34 years (32.5%). Visitors in the age group from 50 - 64 years comprise 17.5% of the respondents. To add up the percentage of respondents less than 24 years were 7.9 % and senior visitors older than 65 years were 6.1% of the total respondents.

Visitors from all walks of life and occupations travel to Entoto St. Mary tourist attraction site. The most significant occupations of the respondents were government employment and self-employment, each representing 40% and 31.5% respectively. Unemployed visitors comprise 10.5% and retired visitors were 9.6% of the respondents. Others such as professionals, managers and educators, workers of UN agencies, private and non-government organizations comprise 27.2% all together.

With regard to origins of visitors, both domestic and international visitors were visiting the attraction site. Domestic visitors from Addis Ababa were dominant comprising (56.1%) of the respondents in the sample followed by international visitors (36.8%) who came from different

nations such as United States of America, Germany, United Kingdom, Canada, Italy, France, Australia, Belgium, Holland, Kenya, Uganda, South Africa etc. The rest 7% of the respondents were domestic visitors who came from outside Addis Ababa city.

Visitors use different means of transportation to reach the attraction site. For most of the respondents public transport, mainly taxi/bus, was the main means of transportation mode to travel to the attraction site comprising 48.2% followed by rental cars 35.% of the respondents. Some (11.4 %) of the respondents traveled to the attraction site by their own cars and some others walked on foot by enjoying the panoramic view of the city while their walking comprise 5.3% of the respondents.

Concerning the organization of the visit for the visitors, the travel for most of the respondents, (86.8%) was not organized by travel agencies while travel for only 13. 2% of the respondents was organized by travel agencies.

Table 4.1 Profile of the Respondents

Dimension	Category	Frequency	Percentage
Gender of respondents	Male	52	45.6
	Female	62	54.4
Age of respondents	18-24	9	7.9
	25-34	37	32.5
	35-49	41	36.0
	50-64	20	17.5
	Over 65	7	6.1
Occupations of respondents	Gov. employed	39	34.2
	Self employed	21	18.4
	Retired	11	9.6
	Unemployed	12	10.5
	Others	31	27.2
Origin of respondents	Addis Ababa	64	56.1
	Outside Addis Ababa	8	7.0
	Outside Ethiopia	42	36.8
Transport respondents used	Rental car	40	35.1
	Own car	13	11.4
	Taxi/bus	55	48.2
	Motor bike	1	0.9
	Other	5	4.4
Visit organized by travel agency	No	99	86.8
	Yes	15	13.2

Source: Computed by the researcher (Survey, September 2019).

Table 4.2 Sources Information About the Site

	Frequency	Percent	Valid Percent	Cumulative Percent
Knew of it before	22	19.3	19.3	19.3
Social media	4	3.5	3.5	22.8
Friends	67	58.8	58.8	81.6
Travel books	6	5.3	5.3	86.8
Travel agency	14	12.3	12.3	99.1
others	1	.9	.9	100.0
Total	114	100.0	100.0	

Source: Computed by the researcher (Survey, September 2019).

Visitors to the site got information about the tourist attraction site from different information sources. As Table 4.2 reveals friends and relatives were the main sources of information (58.8%) about the attraction site of the respondents. 19.3% of the respondents new of the site before. Information from travel agencies, travel books and social media account for 12.3%, 5.3% and 3.5% of the respondents respectively. Few visitors also got information from other sources such as hotels and mass media.

Table 4.3 Reasons for Visiting the Site

	Frequency	Percent	Valid Percent	Cumulative Percent
rest & relaxation	14	12.3	12.3	12.3
interest on historic value	22	19.3	19.3	31.6
some form of education	2	1.8	1.8	33.3
interest on cultural value	4	3.5	3.5	36.8
interest on heritage value	9	7.9	7.9	44.7
more than one interest	63	55.3	55.3	100.0
Total	114	100.0	100.0	

Source: Computed by the researcher (Survey, September 2019).

Table 4.3 reveals different reasons of the visitors to visit the attraction site. Many of them (55.3%) had multiple interests to visit the site such as historic value of the site, cultural value of the site, heritage value of the site and relaxation in the site. Specific interest of visitation to the attraction

site for its historic value, resting and relaxation, heritage value and cultural value account for 19.3%, 12.3%, 7.9% and 3.5% of the respondents respectively.

Table 4.4 The First Visit to the Site

	Frequency	Percent	Valid Percent	Cumulative Percent
No	7	6.1	6.1	6.1
Yes	107	93.9	93.9	100.0
Total	114	100.0	100.0	

Source: Computed by the researcher (Survey, September 2019).

As can be seen from Table 4.4, for most of the respondents it was the first visit to the attraction site which account for 93.9% of them. On the other hand only 6.1% of the respondents had visited the site before. This reveals that repetition of visitation to the site is insignificant.

4.2. Perceptions of the Visitors

The perception of visitors concerning tourist amenities was measured using paired sample *t*- test. First, the developed items were validated before testing the hypotheses using the paired sample *t*- test. Hence, under this section, the scale validation is presented first and followed by hypotheses testing.

4.2.1 Validity and Reliability Tests

Principal component analysis (PCA) was used to condense the large set of variables or scale items down to smaller and more manageable number of dimensions or factors and to get an empirical summary of the data set. The Factor Analysis in this study involves a number of steps: assessment of the data, factor extraction and factor rotation. The first step involves performing a factor analysis to assess the suitability of the data for factor analysis. This involves inspecting the correlation matrix for coefficients of 0.3 and above, and calculating the Kaiser-Meyer-Olkin Measure of Sampling. The Kaiser-Meyer-Olkin (KMO) results which are above the recommended 0.6 value (Hair *et al* 2010) and the Bartlett's Test of Sphericity $p < 0.001$ proves the factorability of the items. The items were extracted using principal component analysis based on

Eigenvalues greater than 1.0 (and Varimaxrotation method to make the interpretation and reporting easier.

A two stages scale validation were conducted by using Exploratory Factor Analyses with SPSS version 25 since the data on available and expected tourist facilities on the visitors' satisfaction was collected for the first time from visitors in Entoto St. Mary tourist attraction site of Addis Ababa city.

First, convergent validity test for the total of 86 items that fall into six components was conducted. A clean factor structure with relatively higher loadings on the appropriate factors was produced. Most variables loaded heavily on one factor and did not load heavily the other factor were independently structured. The higher loadings signaled the correlation of the variables with the factors on which they loaded. The validity test for 43 items of available tourist facilities and services, and visitors' expectations for the same 43 items of tourist facilities and services were conducted to test whether the items measure the same concept or different concepts. For each available tourist amenities and tourist expectation levels, i.e. 7 items of safety and security, 8 items of accessibility of tourist facilities, 8 items of attractiveness and beauty, 2 items of hospitalityservices, 6 items of tourism information and services, and 8 items of general image and comprehension of the St. Mary Tourist Attraction Site were claimed to measure.

Second, the 51 items, which were valid and reliable, were selected and retained for further analysis. As summarized in table 4.2 below, the 51 items for available tourist amenities and tourist expectations were subjected to factor analysis, i.e. 23 components for available tourist amenities and 28 components for visitors' expectations were analyzed.

The scale was subjected to a reliability analysis to assess the quality of the measure. Cronbach'salpha was used to assess the reliability of the measurement scale. The mean score was calculated for subsequent statistical analysis. As Appendix 3of the descriptive statistics reveals, the number of items measured and Cronbach's Alpha values of the variables were used for measuring visitors' satisfaction in relation to available tourist amenities viz-a-viz visitors' expectation in EntotoSt.Marytourist attraction site.

A paired-samples t-test was conducted to evaluate (measure) the same subjects in terms of respondents' response to the two different questions i.e. satisfaction on the available level and expectation level. Satisfaction beyond expectation is considered to be positive mean difference

with positive t - value significance at the (p value less or equal to 0.05) level. On the other hand, satisfaction below expectation is considered to be negative mean difference with negative t -value regardless of significance level.

Table 4.5: A summarized comparison of the available tourist facilities and visors' expectation levels

Facilities and amenities	Mean score available	Mean score expected	Mean score difference	t-value	Sig. (2-tailed)
Safety and security	4.2675	3.8582	0.40936	6.847	0.000
Accessibility of facilities	1.4386	3.4860	-2.04737	-31.399	0.000
Attractiveness of the site	4.1374	3.8750	0.26243	3.699	0.000
Hospitality services	3.8421	4.0351	-.19298	-.02532	0.000
Tourism information service	3.0680	3.7851	-.71711	-10.639	0.000
Brand image of the site	3.6418	3.4715	0.17032	3.642	0.000

Source: Computed by the researcher (Survey, September 2019).

4.2.1.1 Available and Expectation Level on Safety and Security

As shown in table 4.5 above, a paired-samples t -test was conducted to compare visitor's' satisfaction by comparing the level of available safety and security facilities in Entoto St. Mary tourist attraction site and the expectation of visitors to these tourists amenities. The safety and security facility components measured include police services, car parking space and their convenience, opening days and length of waiting time for entrance to the site. The result of a paired-samples t -test indicates that the mean score of available safety and security was 4.2675. On the other hand, the mean score for expected safety and security was 3.8582, [$t(113) = 6.847$, $p < 0.001$]. The mean difference is positive ($M = 0.40936$) with a statistically significant p values. Therefore, we can conclude that there is a difference in the perception of visitors on the available safety and security and their expectation level. From the positive t -value, it can be deduced that the visitors have found the existing safety and security beyond their expectation.

Although the safety and security components are categorized into above visitors' expectation level, as can be clearly observed, the site lacks emergency services, facilities for children, comfortable seats for resting and relaxation. Furthermore, signals directing the locations of attractions to be visited are not in their proper places.

4.2.1.2 Available and Expectation Level on Accessibility of Tourist Facilities

The accessibility of tourist facilities and services components measured include the easiness to reach the site, convenience to visit the attractions, telecommunication and internet, recreational activities in the site, shopping local products and quality Cafés and restaurants around. As summarized in table 4.5, the result of a paired-samples *t*-test indicates that the mean score of accessibility of tourist facilities was 1.4386 and the mean score for expected accessibility of tourist facilities and services was 3.4860, [$t(113) = -31.399, p < 0.001$]. The mean difference is negative ($M = -2.04737$) with a significant *p* values. Thus, there is no a difference in the perception of visitors on the available accessibility of tourist facilities and services and their expectation level. From the negative *t*-value, it can be deduced that the visitors have found the existing accessibility of tourist facilities and services under their expectation, i.e. visitors' satisfaction was below their expectation with the accessibility of tourist facilities and services components.

Many visitors of the site commented that the quality and provision of tourist facilities and services in the attraction site to be improved. The public transportation, for example, which many visitors use, is not convenient for traveling. On the contrary, for visitors who use the rental cars or own cars, it is very easy to reach the attraction site and the road is also accessible.

4.2.1.3 Available and Expectation Level on the Attractiveness and Beauty

The attractiveness and beauty facilities components measured include architectural values of the buildings, cleanliness and unspoiled nature of the site, convenience of the climate conditions, cultural and historical values, maintenance of the attractions and reputation as a scenic spot. As summarized in table 4.5, the result of a paired-samples *t*-test indicated that the mean score of attractiveness and beauty was 4.1374. On the other hand, the mean score of expected

attractiveness and beauty was 3.8750, [$t(113) = 3.699$, $p < 0.001$]. The mean difference is positive ($M=0.26243$) with a significant p values. Therefore, we can conclude that there is a difference in the perception of visitors on the available attractiveness and beauty components and their expectation level. From the positive t-value, it can be deduced that the visitors have found the existing attractiveness and beauty is beyond their expectation, i.e. visitors' satisfaction was beyond their expectation with the attractiveness and beauty components.

As the key informants of the site tolled the culture and tourism bureau of the city is not giving attention for the attraction site, especially for the maintenance of the cultural and historical heritages in the site. The site administration is not also working in coordination with the culture and tourism bureau of the city. As can be observed, the touched roofs of the cultural and historical heritages of the site, namely the palace, the bed room and the reception hall of the Emperor Minilik II needs urgent maintenance.

4.2.1.4 Available and Expectation Level on the Hospitality

The hospitality facilities components measured include friendliness and cooperativeness of the local people and friendliness of the staffs and tour guides. As summarized in table 4.5, the result of a paired-samples t-test indicated that the mean score of hospitality was 3.8421 and the mean score of expected hospitality was 4.0351, [$t(113) = -.02532$, $p < 0.001$]. The mean difference is negative ($M=-.19298$) with a significant p values. Therefore, we can conclude that there is no a difference in the perception of visitors on the available hospitality components and their expectation level. From the negative t-value, it can be deduced that the visitors have found the existing hospitality under their expectation, i.e. visitors' satisfaction was below their expectation with the hospitality.

As can be observed in the site, the tour guides were not wearing uniforms and badges to easily identify them from illegal tour guides while serving the visitors. Some illegal people were guiding visitors sometimes. The tour guides of the site also expect for some money after they serve the visitors, which is unethical to tourism hospitality industry. Some bagging practices are also visible in the site. As key informants revealed, there is a shortage of trained and experienced

human power in the attraction site concerning hospitality in both tour guiding and tourism site management.

4.2.1.5 Available and Expectation Level on the Tourism Information Service

A paired-samples t-test was conducted to measure visitor's satisfaction by comparing the level of available tourism information service in Entoto St. Mary tourist attraction site and the expectation of visitors to these tourists amenities. The tourism information facilities components measured include presentation and display of attractions by billboards, posters, brochures, promotion and advertising, presentation of information in the information desk, understanding requests, and accuracy of interpretation replies suiting your to request. As summarized in table 4.5, the result of a paired-samples t-test indicated that the mean score of tourism information service was 3.0680. On the other hand, the mean score of expected tourism information service was 3.7851, $[t(113) = -10.639, p < 0.001]$. The mean difference is negative ($M = -.71711$) with a significant p - values. Therefore, we can conclude that there is no a significant difference in the perception of visitors on the available tourism information service components and their expectation level. From the negative t-value, it can be deduced that the visitors have found the existing tourism information service under their expectation, i.e. visitors' satisfaction was below their expectation with the tourism information service.

The key informants also revealed that the tourist attraction site had no any means of digital promotions and it had no web-site of its own. Furthermore, the site was not providing information through brochures, magazines, flyers and standard billboard to display and advertise the attraction site. As can be seen from background information in table 4.2, most visitors get information about the site from travel agencies and their friends.

4.2.1.6 Available and Expectation Level on General Image and Comprehension

The general image and measured include the popularity of site, respect to natural environment, the reasonable price ticket fee, overall stay valuable, learned a lot of new knowledge and experiences, satisfaction at St. Mary tourist attraction site worth the time and money you

spend. As summarized in table 4.5, the result of a paired-samples t-test indicated that the mean score of General image and comprehension was 3.6418. On the other hand, the mean score of expected General image and comprehension was 3.4715, [$t(113) = 3.642$, $p < 0.001$]. The mean difference is positive ($M = 0.17032$) with a significant p values. Therefore, we can conclude that there is a difference in the perception of visitors on the available General image and comprehension components and their expectation level. From the positive t-value, it can be deduced that the visitors have found the existing General image and comprehension components beyond their expectation, i.e. visitors' satisfaction was beyond their expectation with the General image and comprehension.

Many visitors found the museum in the attraction site to be as valuable as the main national museum and suggest that the heritages of the site to be kept secured. The ticket fee which is 20 Birr for local visitors and 200 Birr for foreigners seems to be fair and encouraging local visitors.

CHATER FIVE: CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study compared the level of actual tourist amenities available in Entoto St. Mary tourist attraction site with the visitors' expectations to these facilities towards the six tourism facility components and categorized these six site components to conclude either there is a significant difference in the perception of visitors on the available components and their expectation level or not. Results of this study show that the three tourism facility components are categorized into above visitors' expectation level and the remaining three components are categorized into below visitors' expectation level. The collective outcomes of the conclusions contribute to narrow down the gaps noted in the provision of tourist facilities and services in the respective tourist attraction sites.

Conclusions entail the empirical knowledge generated on the six inter-related key tourist facility components of the study: (1) safety and security of visitors, (2) accessibility of tourist facilities, (3) attractiveness and beauty of the site, (4) hospitality services, (5) tourist information service, and (6) general brand image and comprehension of the tourist attraction site.

Information from open ended questionnaire, interview guide with key informants and the researcher's site observation in the attraction site supports the result of paired sample t-test and assesses the significance of each site component to categorize the level of the site components into above or below visitors' expectation level. The interview and the site observation were important in explaining the specific causes of tourist satisfaction or dissatisfaction to show a relatively full picture of the main purpose of the study. In general, the result obtained from the interview and site observation agrees with the result from the paired sample t-test of all tourism facility components.

Based on the paired sample t-test, tourism facility components with positive t-values and mean difference include the safety and security of the visitors; attractiveness and beauty of the site; and general brand image and comprehension of the site. The result of the interview and site observation also indicates the positive value accrued to these tourism facility components.

Components with negative values and mean difference include the accessibility of facilities and services; hospitality services; and tourist information services.

- a. The safety and security facilities of visitors such as police services, car parking space and their convenience, opening days of the site, length of waiting time for entrance to the site, emergency services, and facilities for children, comfortable seats for resting, signals directing the locations of attractions and convenience for relaxation were assessed. As most of the respondents confirmed that there is no security problem in the attraction site. Police officers were watching over the movements of visitors in the attraction site and throughout the road sides to keep the peace and security make visitors feel secured. The safety issues such as car parking spaces and their convenience, opening days of the site and waiting time to enter the site were promising to the visitors. Although the safety and security components are categorized into above visitors' expectation level the site lacks emergency services, facilities for children, comfortable seats for resting and relaxation. Furthermore, signals directing the locations of attractions to be visited are not in their proper places.
- b. The accessibility of tourist facilities assessed include the easiness to reach the site, convenience to visit the attractions, telecommunication and internet services, recreational activities in the site, quality Cafés and restaurants around, shopping local products, available quality toilets, and convenience of access transport to the attraction site. Accessibility of facilities and services components fall below visitors' expectation level in the site. In reality, most of these facilities are not available for visitors in the attraction site. For example, there is no internet access, recreational activities, quality Cafés and restaurants and place for shopping local products in and around the attraction site. As a result, visitors were being forced to leave the site within few minutes without understanding the historic cultural and heritage value of the site and sharing their experiences with each other and local communities. Thus, the visitors, the tourist site and the community around the attraction site are not benefiting enough from the tourism activities. The insignificant economic benefit to the site administration is that the income from entrance fees from the site visitors. The attraction site also lacks facilities and services for disabled visitors. Public transportation namely taxi and bus commonly meet the

demands of most visitors, particularly domestic ones. The number of domestic visitors that use such transportation options exceeds that of foreign visitors. Unfortunately, the public transportation which many visitors use is not convenient for traveling. On the contrary, for visitors who use the rental cars or own cars, it is very easy to reach the attraction site and the road is also accessible.

- c. The attractiveness and beauty of the site components assessed include architectural values of the buildings, heritage values of the site, cleanliness of the site, unspoiled nature of the site, convenience of the climate condition, cultural and historical values, maintenance of the attractions, and the reputation of site as a scenic spot. Although the attractiveness components in the attraction site are categorized above visitors' expectation level, there are facilities to be improved. The beauty and cleanliness of the attraction site is challenged by the shanty looking settlements of church servants inside the attraction site. As the key informants of the site told the culture and tourism bureau of the city is not giving attention for the attraction site, especially for the maintenance of the cultural and historical heritages in the site. The site administration is not also working in coordination with the culture and tourism bureau of the city. As can be observed, the touched roofs of the cultural and historical heritages of the site, namely the palace, the bed room and the reception hall of the Emperor Minilik II need urgent maintenance.
- d. Hospitality components are categorized below visitors' expectation level. The hospitality facility components including the friendliness and cooperativeness of the local people as well as the friendliness of the staffs and tour guides in the attraction site. In this regard, local people have to take care of and respect visitors, especially the foreign ones. The tour guides were not wearing uniforms and badges to easily identify them from illegal tour guides while serving the visitors. As a result, some illegal people were guiding visitors sometimes. The tour guides of the site also expect for some money after they serve the visitors, which is unethical to tourism hospitality industry. Some bagging practices are also visible in the site. As key informants revealed, there is a shortage of trained and experienced human power in the attraction site concerning hospitality in both tour guiding and tourism site management.
- e. The tourism information facilities and services assessed include presentation and display of attractions of the site, promotion and advertising the site, presentation of information in

the information desk, understanding visitors' requests, and accuracy of interpretation and replies suiting visitors' requests. However, tourist information components are categorized below visitors' expectation level. As key informants and some visitors in the site revealed their concerns that the tour guides and site managers lack quality of communicative skill in the field area. The tour guides of the site provide information of the attraction site for only English speakers somehow and Amharic speaking visitors. Foreign visitors speaking in other languages and who do not come to the attraction site with tour guides of their own from tour operating sector face problems to understand interpretation and get replies suiting their requests. The key informants also revealed that the tourist attraction site had no any means of promotion and had no web-site of its own. Furthermore, the site was not providing information through brochures, magazines, flyers and standard billboard to display and advertise the attraction site. As can be seen from background information in table 4.2, most visitors get information about the site from travel agencies and their friends.

- f. General brand image and comprehension components in the attraction site are categorized above visitors' expectation level. The image and comprehension facilities and services investigated in the attraction site include the popularity of the site, respect to natural environment in the site, the reasonability of entrance ticket fee, value of their stay in the site, new knowledge and experiences they learned and worthiness against time and money visitors' spend. For most of the visitors, Entoto St. Mary tourist attraction site is considered as crown of Entoto Mountain and has a panoramic view of Addis Ababa. In addition, many visitors witnessed that the attraction site is popular and valuable in its religious, cultural and historical aspects so that it should be frequently visited (see the reasons for visiting the site in table 4.3). Many visitors found the museum in the attraction site to be as valuable as the main national museum and suggest the heritages of the site to be kept secured. The ticket fee which is 20 Birr for local visitors and 200 Birr for foreigners seems to be fair and encouraging local visitors.

5.2 Recommendations

The findings in this study should be of interest for the tourism industry considering the provision of quality tourism facilities and services in tourist attraction sites. Several recommendations can be made from the survey. Based upon the findings of this study, the following main recommendations can be made concerning the provision of tourist facilities and services so as to increase visitors' satisfaction in Entoto St. Mary tourist attraction site in particular and other tourist attraction sites in general.

- a. The tourist facility components which were categorized beyond the visitors' expectation levels namely tourism facilities and services for safety and security; attractiveness and beauty of the site; and general brand image and comprehension of the site which were viewed as vital to visitors' satisfaction should be given due attention to sustain and improve their availability in order to make the attraction site more satisfying and attractive to visitors. However, some tourist facilities and services included in the components were none-existent in the tourist attraction site need to be provided for visitors.
- b. The study revealed that the major tourist facility components categorized below visitors' expectation levels and creating dissatisfaction to visitors in the study area were accessibility of tourist facilities; hospitality services; and tourism information services. Consequently, only few visitors were repeating visitation to the site (it was the first for 93.9% of the respondents as shown in Table 4.4). Hence, it demands to improve the quality and provision of enough tourist facilities and services for resting, relaxation and entertainment services to increase visitors' satisfaction so that visitors could stay longer in the site, repeat visitation to the site and advise others to visit the site. Moreover, the poor quality of marketing strategy of the attraction site to effectively utilize the merits of communication technology and the incompetent hospitality services are the critical concern areas where planners and managers should focus on to provide a more satisfying and fulfilling perceptions of visitors in the site.
- c. Entoto St. Mary tourist attraction site, situated at close proximity to the center of the national and diplomatic capital city of Addis Ababa, is the crown of Entoto Mountain and scenic spot with panoramic view to the city. It has great potentials to attract many

domestic and international visitors to play its role in the tourism industry. Taking this site advantage in to consideration, improving the provision and quality of tourist facilities and services to satisfy visitors' expectation would be very important to maximize the benefits of tourism industry for the local community, the tourist site and the city of Addis Ababa.

- d. Demand for improved tourist facilities and services is frequently changing and increasing. As a result, tourism industry had to provide quality tourism facilities and services in order to make the tourist attraction sites competitive and benefit from the tourism activities. To this end, collaboration between public and private stakeholders needs to be strengthened. Collaboration in tourism entails the presence of working and harmonious arrangements among the tourism institutions with concerned bodies. Thus, partnership between and among the government institutions, tourism agencies, tourism council, private investors, tour operators, tour guides, MICE organizations, tourism sites, local/host community, and the medias (digital marketing) agencies must work together to improve the qualities and the availabilities of tourism facilities and services to uplift the satisfaction of visitors' expectations in tourist attraction sites so as to benefit from the tourism industry.

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APPENDIXES

Appendix 1

Survey Questionnaire Conducted to the Visitors of Entoto St. Mary Tourist Attraction Site

Dear Respondent,

This survey questionnaire is prepared by a Post Graduate Student in Tourism Development and Management in Addis Ababa University to conduct a study on **“Visitors’ Satisfaction on Tourist Facilities and services at Entoto St. Mary Tourist Attraction Site”**. To this end, I have designed a questionnaire to gather information for my study.

I kindly ask you to participate in the investigation which will help for the improvement of tourism facilities at tourist attraction sites and make our future even more pleasant. Your participation in the study by responding the questionnaire is very crucial. Without it, the study will not be as complete as it should be. Please fill up all the questions honestly and return it to the researcher. Do not write your name and I assure you that your privacy and information you are giving will be treated with strict confidentiality.

General Direction: please answer this questionnaire very carefully and honestly by encircling the letters of your choice, writing your opinion or just marking a tick “√” sign for rating on the space provided that satisfies your opinion.

I thank you very much for taking your time.

Sincerely yours,

TeshomeDemissie, (the Researcher)

Tele: 0923777987

Email: tshmdemissie@gmail.com

1. Gender: A. Male B. Female
2. Age: A. Under 24 B. 25-34 C. 35-49 D. 50-64 E. Over 65
3. Occupation: A. Government employed B. Self-employed C. Retired
 D. Unemployed E. Other, specify: _____
4. Where did you come from to visit St. Mary tourist attraction site?
 A. Addis Ababa B. Outside Addis Ababa C. Outside Ethiopia (Specify) _____
 D. Other, specify: _____
5. Which means of transport did you use to arrive to St. Mary tourist attraction site?
 A. Rental car B. Own car C. Taxi /bus D. Motor Bick
 E. Others, specify: _____
6. Is your trip to this tourist site organized by a travel agency or another organizer?
 A. Yes. B. No.
7. What is your source of information about St. Mary attraction site? (More than one answer is possible)
 A. I already knew of it B. Social media C. Friends and relatives D. Mass Media
 E. Travel Books F. Travel agency G. Fairs and/or exhibitions
 H. Other, specify: _____
8. What are the main reasons for your visit to this tourist site? (More than one answer is possible)
 A. Rest and relaxation B. Interest on historic value C. Some forms of education
 D. Interest on Cultural value E. Interest on Heritage value
 F. Other, specify: _____
9. Is this your first visit to this tourist site?
 A. Yes. B. No.

Scale: 1= Very low 2=Low 3=Medium 4= High 5=Very high

Items for available level	Scale				
	1	2	3	4	5
1. In your opinion, how do you rate the availability of safety and police services at St. Mary attraction site?					
2. In your opinion, how do you rate the availability of facilities for children at St. Mary attraction site?					
3. In your opinion, how do you rate the availability of facilities of seats for resting at St. Mary attraction site?					
4. In your opinion, how do you rate the availability of signaling directions at St. Mary attraction site?					
5. In your opinion, how do you rate the availability of car parking spaces and their convenience at St. Mary attraction site?					
6. In your opinion, how do you rate the availability of opening days at St. Mary attraction site?					
7. In your opinion, how do you rate the availability of waiting time to entrance at St. Mary attraction site?					

2.

Items for expectation level	Scale				
	1	2	3	4	5
1. How do you rate the safety and police services at St. Mary attraction site as per to your expectation level?					
2. How do you rate the facilities for children at St. Mary attraction site as per to your expectation level?					
3. How do you rate the facilities of seats for resting at St. Mary attraction site as per to your expectation level?					
4. How do you rate the signaling directions at St. Mary attraction site as per to your expectation level?					
5. How do you rate the car parking space and their convenience at St. Mary attraction site as per to your expectation level?					
6. How do you rate the opening days at St. Mary attraction site as per to your expectation level?					
7. How do you rate the waiting time to entrance at St. Mary attraction site as per to your expectation level?					

Section III. This section focuses on your opinion to the **available** and **expectation** level on accessibility of tourist facilities at St. Mary attraction site. In your opinion, how do you rate the items in the table below? Please rate each of them by using a five point Likert scale.

Scale: 1= Very low 2=Low 3=Medium 4= High 5=Very high

Items for available level	Scale				
	1	2	3	4	5
1. In your opinion, how do you rate the level of the easiness to reach this tourist site?					
2. In your opinion, how do you rate the level of the convenience to visit the attractions at this site?					
3. In your opinion, how do you rate the level of the availability of telecommunication and internet at this site?					
4. In your opinion, how do you rate the level of the availability of recreational activities at this site?					
5. Your opinion to the level of the availability and quality Cafés, and restaurants around this site?					
6. In your opinion, how do you rate the level of the availability for shopping local products around this site?					
7. In your opinion, how do you rate the level of the convenience of access transport and road to this site?					

2.

Items for expectation level	Scale				
	1	2	3	4	5
1. How do you rate the easiness to reach at St. Mary attraction site as per to your expectation level?					
2. How do you rate the level of convenience to visit the attractions as per to your expectation level?					
3. How do you rate the availability of telecommunication and internet as per to your expectation level?					
4. How do you rate the availability of recreational activities as per to your expectation level?					
5. How do you rate the availability and quality Cafés, and restaurants around as per to your expectation level?					
6. How do you rate the availability and quality of toilets as per to your expectation level?					
7. How do you rate the availability for shopping local products around as per to your expectation level?					
8. How do you rate the convenience of access transport and road to the site as per to your expectation level?					

Section IV. This section focuses on your opinion to the available and expectation level on the attractiveness and beauty of St. Mary attraction site. In your opinion, how do you rate the items in the table below? Please rate the items in the table below by using a five point Likert scale.

Scale: 1= Very low 2=Low 3=Medium 4= High 5=Very high

Items for level Items for available level	Scale				
	1	2	3	4	5
1. In your opinion, how do you rate the attractiveness and beauty level of the: architectural values of the buildings at St. Mary attraction site?					
2. In your opinion, how do you rate the attractiveness and beauty level of the: heritage value at St. Mary attraction site?					
3. In your opinion, how do you rate the attractiveness and beauty level of the: cleanliness at St. Mary attraction site?					
4. In your opinion, how do you rate the attractiveness and beauty level of the: unspoiled nature at St. Mary attraction site?					
5. In your opinion, how do you rate the attractiveness and beauty level of the: convenience of climate conditions at St. Mary attraction site?					
6. In your opinion, how do you rate the attractiveness and beauty level of the: cultural and historical value of attractions at St. Mary attraction site?					
7. In your opinion, how do you rate the attractiveness and beauty level of the: maintenance of the attractions at St. Mary attraction site?					
8. In your opinion, how do you rate the attractiveness and beauty level of the: reputation as a scenic spot of St. Mary attraction site?					

2.

Items for expectation level	Scale				
	1	2	3	4	5
1. As per to your expectation level, how do you rate the attractiveness and beauty of the: architectural values of the buildings at St. Mary attraction site?					
2. As per to your expectation level, how do you rate the attractiveness and beauty of the: heritage value at St. Mary tourist attraction site?					
3. As per to your expectation level, how do you rate the attractiveness and beauty of the: cleanliness at St. Mary tourist attraction site?					
4. As per to your expectation level, how do you rate the attractiveness and beauty of the: unspoiled nature St. Mary tourist attraction site?					
5. As per to your expectation level, how do you rate the attractiveness and beauty of the: convenience climate conditions at St. Mary attraction site?					
6. As per to your expectation level, how do you rate the attractiveness and beauty of the: cultural and historical value of attractions at St. Mary attraction site?					
7. As per to your expectation level, how do you rate the attractiveness and beauty of the: maintenance of the attractions at St. Mary attraction site?					
8. As per to your expectation level, how do you rate the attractiveness and beauty of the: reputation as a scenic spot of St. Mary attraction site?					

Section V. This section focuses on your opinion to the **available** and **expectation** level on the Hospitality at St. Mary attraction site. In your opinion, how do you rate the items in the table below? Please rate the items in the table below by using a five point Likert scale

Scale: 1= Very low 2=Low 3=Medium 4= High 5=Very high

1.

Items for available level	Scale				
	1	2	3	4	5
1. In your opinion, how do you rate the level of the friendliness and cooperativeness of the local people at St. Mary attraction site?					
2. In your opinion, how do you rate the level of the friendliness of the staffs and tour guides at St. Mary attraction site?					

2.

Items for expectation level	Scale				
	1	2	3	4	5
1. How do you rate the friendliness and cooperativeness of the local people at St. Mary attraction site as per to your expectation level?					
2. How do you rate the friendliness of the staffs and tour guides at St. Mary attraction site as per to your expectation level?					

Section VI. This section focuses on your opinion to the available and expectation level on the tourism information service at St. Marry attraction site. In your opinion, how do you rate the items in the table below? Please rate the items in the table below by using a five point Likert scale

Scale: 1= Very low 2=Low 3=Medium 4= High 5=Very high

Items for available level	Scale				
	1	2	3	4	5
1. In your opinion, how do you rate the level of the presentation and display of attractions by billboards, posters, brochures in this tourist site?					
2. In your opinion, how do you rate the level of the promotion and advertising about this tourist site?					
3. In your opinion, how do you rate the level of the presentation of information in the information desk in this tourist site?					
4. In your opinion, how do you rate the level of the understanding requests in this tourist site?					
5. In your opinion, how do you rate the level of the accuracy of interpretation in this tourist site?					
6. In your opinion, how do you rate the level of the replies suiting your to request in this tourist site?					

2.

Items for expectation level	Scale				
	1	2	3	4	5
1. How do you rate the presentation and display of attractions by billboards, posters, brochures in this tourist site as per to your expectation level?					
2. How do you rate the promotion and advertising about this tourist site as per to your expectation level?					
3. How do you rate the presentation of information desk in this tourist site as per to your expectation level?					
4. How do you rate the understanding of your requests in this tourist site as per to your expectation level?					
5. How do you rate the accuracy of interpretation in this tourist site as per to your expectation level?					
6. How do you rate the replies suiting your requests in this tourist site as per to your expectation level?					

3. Your comments and/or suggestions on overall expectations against the level of facilities and provided in this tourist site services in St. Mart tourist attraction site

Section VII. This section focuses on the general image and comprehension of at St. Marry attraction site. Please rate the items in the table below by using a five point Likert scale

Scale: 1= Very low 2=Low 3=Medium 4= High 5=Very high

1.

Items for actual level	Scale				
	1	2	3	4	5
1. You will speak of St. Mary tourist attraction site to your friends and colleagues.					
2. You feel the image of St. Mary tourist attraction site exceeded your expectations.					
3. You feel that St. Mary tourist attraction is popular.					
4. You feel that St. Mary tourist attraction site respects the natural environment.					
5. You feel that the price (ticket fee) in St. Mary tourist attraction site is reasonable.					
6. You feel that Your overall stay in St. Mary tourist attraction site is very valuable to you.					
7. You feel that you have learned a lot of new knowledge and experiences in St. Mary tourist attraction site.					
8. You feel that your satisfaction at St. Mary tourist attraction site worth the time and money you spend.					

2.

Items for expectation level	Scale				
	1	2	3	4	5
1. How do you rate your expectation to speak of the site to your friends and colleagues?					
2. How do you rate your expectation to the image of site to exceed your expectations?					
3. How do you rate your expectation to the popularity of the site?					
4. How do you rate your expectation to respect the natural environment in site?					
5. How do you rate your expectation to the reasonability of the price (ticket fee) in site?					
6. How do you rate your expectation to the validity of your overall stay in site?					
7. How do you rate your expectation to learn new knowledge and experiences in site?					
8. How do you rate your expectation to your expenditure to worth the time and money you spend in site?					

3. Your comments and/or suggestions on your overall satisfaction with the available tourist facilities services at Entoto St. Mary Tourist Attraction Site

4. What do you suggest to improve the provision of tourist facilities and services in this tourist site?

5. Your comments and/or suggestions on the overall relationship between your satisfaction and tourist facilities and services provided in this tourist site

I thank you very much once again!!!

Appendix 2

An Interview Guide Conducted to Key Informants of the Entoto St. Mary Tourist Attraction Site

1. How do you evaluate visitors' satisfaction as per their expectations compared to your provision of tourist facilities and services? Do you think that you are satisfying visitors' expectations?
2. Which methods of advertisement are you applying to provide information about the site to attract more visitors?
3. How trained are your tour guides and managers to serve and satisfy visitors of your attraction site?
4. Do you think that your organization and the surrounding community are benefiting enough from the tourist activities in this attraction site?
5. What are the major challenges to provide enough tourist facilities and services in this tourist attraction site?
6. How do you explain the level of your coordination with tourism related sectors in the improvement of tourism facilities and services in the site?

Appendix 3

Descriptive Statistics of the Tourist Facilities and Services at Entoto St. Mary Tourist Attraction Site (n=114+)

Components	No of items	Mean	Std. Deviation	Cronbach's Alpha
Safety & security available	2	4.2675	.48963	0.694
Safety & security expected	4	3.8582	.51976	0.792
Accessibility available	3	1.4386	.41438	0.648
Accessibility expected	4	3.4860	.52070	0.786
Attractiveness available	6	4.1374	.56105	0.863
Attractiveness expected	8	3.8750	.61102	0.926
Hospitality available	2	3.8421	.73568	0.829
Hospitality expected	2	4.0351	.60864	0.886
Tourism information service available	4	3.0680	.58586	0.767
Tourism information service expected	6	3.7851	.53754	0.893
Brand Image available	6	3.6418	.60449	0.863
Brand Image expected	4	3.4715	.67490	0.768

Source: Computed by the researcher (Survey, September 2019).

Appendix 4

Paired Samples Statistics

Pairs	Components	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Safety & security available	4.2675	114	.48963	.04586
	Safety & security expected	3.8582	114	.51976	.04868
Pair 2	Accessibility available	1.4386	114	.41438	.03881
	Accessibility expected	3.4860	114	.52070	.04877
Pair 3	Attractiveness available	4.1374	114	.56105	.05255
	Attractiveness expected	3.8750	114	.61102	.05723
Pair 4	Hospitality available	3.8421	114	.73568	.06890
	Hospitality expected	4.0351	114	.60864	.05700
Pair 5	Tourism information service available	3.0680	114	.58586	.05487
	Tourism information service expected	3.7851	114	.53754	.05035
Pair 6	Brand Image available	3.6418	114	.34715	.05662
	Brand Image expected	3.4715	114	.67490	.06321

Source: Computed by the researcher (Survey, September 2019).

Appendix 5

Paired Samples Test

Pairs	Components	Paired Differences					t	df	Sig. (2-tailed)
		Mean score	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Safety & security available & Safety & security expected	.40936	.63837	.05979	.29090	.52781	6.847	113	.000
Pair 2	Accessibility available & Accessibility expected	-2.04737	.69620	.06521	-2.17655	-1.91818	-31.399	113	.000
Pair 3	Attractiveness available & Attractiveness expected	.26243	.75750	.07095	.12187	.40298	3.699	113	.000
Pair 4	Hospitality available & Hospitality expected	-.19298	.90355	.08463	-.36064	-.02532	-2.280	113	.000
Pair 5	Tourism info. service available & Tourism info. expectation	-.71711	.71965	.06740	-.85064	-.58357	-10.639	113	.000
Pair 6	Image opinion & Image expectation	.17032	.49931	.04676	.07767	.26297	3.642	113	.000

Source: Computed by the researcher (Survey, September 2019).