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ADDIS ABABA UNIVERSITY

COLLEGE OF DEVELOPMENT STUDIES

TOURISM DEVELOPMENT AND MANAGEMENT PROGRAM

**ASSESSMENT OF VISITORS PERCEPTION ON ENTOTO PARK TOURIST
ATTRACTION SITE**

BY

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ADDIS ABABA, ETHIOPIA OCTOBER 2019

ADDIS ABABA, ETHIOPIA

OCTOBER 2022

DECLARATION

I, Hailu Tadele Gizaw, with registration number GSE/6687/13, thus attest that this thesis, headed "Assessing visitors perception on Entoto Park attraction site," is the outcome of my own independent research by signing below. To the best of my knowledge, I am aware of all the resources and information used in the study.

Hailu Tadele Gizaw is his name.

..... is a valid signature.

Submission date:.....

Addis Abeba University's Department of Tourism Development and Management

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ABRIVIATION AND ACRONYMS

AU	African Union
E.C.	Ethiopian Calendar
EDRI	Ethiopian Development Research Institute
ESTDDP	Entoto and Surrounding Tourist Destination Development Project
FDRE	Federal Democratic Republic of Ethiopia
G.C.	Gregorian 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
NPs	Neighborhood Parks
PCA	Principal Component Analysis
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

ABSTRACT

Visitors assess their satisfaction with tourist attraction locations by comparing the actual provision of tourist amenities and services with their expectations. This study's main objective was to objectively assess how satisfied visitors were with the tourist attractions offered at Entoto Park compared to their expectations. It looks into some of the key factors that may have an impact on how satisfied visitors are with various tourism amenities and services. When tourists have pleasant experiences with the tourist attractions, services, goods, and other resources offered there, they are more likely to stay, return, and promote the place to others. 114 visitors to the tourist attraction site were included in the sample in order to investigate the relationship between tourist facilities and visitor satisfaction. Between May 14, 2022, and June 13, 2022, visitors to the research region, both local and foreign, provided the primary data. In order to gauge how satisfied visitors were with the attraction site, six aspects of the tourist facilities were examined: visitor safety and security; accessibility of the facilities, the site's allure and beauty, the hospitality services, the tourist information services, and the general perception of the brand and comprehension of the tourist attraction site. To gauge tourists' satisfaction with the existing tourism facilities and services, the components were categorized as being above or below visitors' expectations. A total of 114 respondents were included in the sample, which consisted of 52 men (45.6%) and 62 women (54.4%). The attraction site was filled with visitors of all ages. 35 to 49 years old made up the majority of responses (36%), followed by 25 to 34 years old (32.5%). 17.5% of visitors between the ages of 50 and 64 are respondents. The percentage of respondents under 24 years old was 7.9%, and the percentage of senior visitors over 65 years old was 6.1% of the total respondents. Entoto Park is a popular tourist destination that draws people from all vocations and walks of life. Government employment and self-employment accounted for 40% and 31.5%, respectively, of the respondents' total occupations. Visitors who are unemployed make up 10.5% of the responses, while visitors who are retired make up 9.6%. There are 27.2% of others overall, including workers in private and non-governmental organizations, professionals, managers, and educators, as well as those employed by UN agencies. Regarding visitors' countries of origin, the attraction site received both domestic and foreign visitors. Domestic respondents from Addis Abe made up the majority of the sample (56.1%), followed by domestic respondents from other parts of Addis Abe (24.56%), and the remaining 19.3% were foreign respondents from 12 different nations, including the United

States, Germany, the United Kingdom, Canada, Italy, France, Australia, Belgium, Holland, Kenya, and Uganda. Different modes of transportation are used by visitors to get to the attraction site. Public transportation, particularly taxis and buses, was the preferred form of transportation for the majority of respondents (48.2%), followed by own vehicles (45.%) for getting to the attraction site. 5.3% of the respondents, who walked while taking in the city's panoramic view, traveled by foot, while 6.1% of the respondents used rental cars to go to the attraction site. In terms of how the tourists' visit was planned, 86.8% of respondents said that travel agents did not plan their trips, whereas only 13. Travel agencies organized 2% of the respondents. According to the study's findings, the Entoto Park attraction site's visitors were dissatisfied because three of these tourist facility components—accessibility of tourist facilities, hospitality services, and tourist information services—were not up to par with visitors' expectations.

Keywords: *Visitor, Tourism, Park, Satisfaction, Perception, Expectation*

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

It is essential to comprehend how travelers perceive a location as a top travel option. Since 2010, there has been a continuous increase in international travel. Despite recent global economic unrest, the tourist sector is still solid and has been expanding favorably in recent years (Vetitnev et al., 2013).

According to World Travel, the industry supported 1 in 11 employment. The industry grew by 10.4% in 2018. According to UNWTO (2010), the tourism industry has been gradually expanding and diversifying, and it is currently one of the largest and fastest-growing worldwide economic sectors. The international tourism tourist barometer reports a 5% rise in foreign visitor arrivals. 2016 (Tekabe).

While acknowledging the tourism industry's positive effects on the global economy, it is crucial to pay attention to its essential components in connection to visitor pleasure. The tourism business must fully comprehend visitor satisfaction levels since they influence the amount of money travelers spend. Kozak and Rimminigton (2000) assert that visitor satisfaction affects the use of amenities and services, the selection of tourist destinations, and the decision to return to those destinations.

A successful evaluation of visitor satisfaction boosts competition, fosters the diversity of tourist facilities, increases visitor retention, and encourages good word of mouth among other people. According to Sharpley (2006), travel and tourism start with the traveler. In other words, travel and tourism would not be a big phenomenon if people did not wish to seek out travel-related activities.

Many factors contribute to visitors' happiness with their attraction places. Tourism amenities and services are a crucial component of the overall package (MoCT, 2015). The general impressions of the quality of the tourism site are based on how the visitors view the amenities and service providers. Therefore, it is crucial to look into the availability of tourist amenities in relation to visitors' satisfaction because this information can be used to measure the health of the tourism industry for strategic planning, understand visitors' reactions to the site, encourage both new and repeat visits, and compare various industries to find out where there may be room for improvement.

People's perception of urban green space tends to be site specific and is affected by several factors which are related to the physical features of the green space, demographic and socio-economic factors of users, quality of green space and presence and quality of facilities in the green space.

Addis Ababa was established as a city in 1886, and the idea of urban green spaces was integrated in the first city master plan in 1936 (Mahiteme, 2007; Aragaw, 2011). During these times, planners strived to pay special regard to landscaping and the preservation of a green belt (e.g. the forested *Entoto* hills north to the city), the planting of

gardens and squares, and the greening of river banks (Mahiteme, 2007; Fetene and Worku, 2013). However, most of the planning did not materialize.

Little is known about the attitude and perception of users towards the benefits, challenges and quality of urban green space in rapidly urbanizing cities in Sub-Saharan Africa, making effective urban green space planning difficult. Neighborhood parks (NPs) are the most accessible public green space in Addis Ababa. Such parks are usually developed by the neighborhood community with technical support from the local administration.

The Addis Ababa city administration allocates land for developing NPs free of charge and neighborhood communities are expected to contribute money and labor for the design, development and maintenance of NPs. Although neighborhood parks in residential settlements in Addis Ababa are primarily developed for providing space for leisure and socialization, they also provide other environmental and economic benefits. Such parks, however, have not been used to gain optimum benefit due to challenges related largely to a lack of public participation in the planning, development and maintenance of NPs.

Therefore, understanding the perception of urban park users on the benefits and challenges and attitude towards the quality of urban parks in African cities and the factors that would affect the level of perception are important for their effective planning, design and management; responding to the needs and preferences of urban communities

1.2 Problem statement

Ethiopia is home to numerous, magnificent, and well-known global cultural, historical, and natural tourist sites. Ethiopia is notable for having more than 80 different ethnic groups, each with their own distinct languages, cultures, and traditions. Ethiopia differs from other African countries.

The distinctiveness of Ethiopian culture has been acknowledged by UNESCO, and the nation is home to many World Heritage Sites (MoCT, 2015). According to Tegegne (2014), Ethiopia is one of the ancient African states that may exhibit millions of years' worth of paleontological evidence of human history as well as more than three thousand years' worth of archaeological discoveries.

It is very well said that Ethiopia has a significant potential to benefit greatly from its tourist development efforts given the country's unique and incredible wealth of natural, cultural, and historical tourism resources (EDRI, 2010). Ethiopia is a nation battling natural and man-made issues, which has led to a negative perception among tourists despite its vi the country's unique tourism assets are underdeveloped due to numerous constraints to the quality of tourism infrastructure and services (MoCT, 2010).

This study's main objective is to "investigate the perspective of tourists that is the outcome of their pleasure or discontent on the level of tourist amenities and services at the Entoto Park attraction site" in light of such paradoxes. However, because of the significant role it plays, it is one of the subjects that students in the hospitality and tourist sector study the most. Long history, lovely culture, and gracious people.

However, due to the critical role it plays in the survival and development of all tourism-related goods and services, it is one of the most frequently studied topics in the hospitality and tourism industry. Reisinger and Turner investigate the pleasure of tourists with their purchasing (2002). Customer satisfaction is assessed in regard to a leisure activity by Toys et al. in 2002.

A number of scholars, like Joppe et al. (2001), look into travelers' contentment with locations. There aren't many studies on tourist satisfaction done in Ethiopia either. For instance, Binyam (2011) made a preliminary attempt to gauge the satisfaction of visitors from abroad at the destination level. Yeshewazerf (2011) examined how satisfied visitors were with their leisure time, particularly in Addis Abeba's public parks. Therefore, it is crucial to look into and gauge how satisfied tourists are with the tourist amenities and services offered at tourist destination places. This is due to the strong correlation between visitor pleasure and customer retention, tourist retention, repeat visits, 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).

People's perception of urban green space tends to be site specific and is affected by several factors which are related to the physical features of the green space, demographic and socio-economic factors of users, quality of green space and presence and quality of facilities in the green space. This calls for employing a place-based approach for assessing the public benefits of urban green space to better inform urban green space planners by connecting people to their places.

Planning and management of urban green space is effective when it considers the diversity of knowledge of the public and stakeholders and the understanding and consideration of the users' opinions and preferences.

1.3.3 Research Questions

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

1. How satisfied are guests with the tourism amenities offered at the attraction site?
2. How much do visitors expect the attraction site to provide in terms of tourist amenities?
3. To what extent are tourist amenities offered at the destination of the attraction?

1.3 Study objectives

1.3.1 General Objective

The main objective of this study was to investigate visitors' perception towards tourism facilities and services available at Entoto Park

1.3.2 Specific Objectives

The specific objectives of the study are to:

1. Determine whether Entoto Park's predicted and actual levels of satisfaction for various factors are equal.
2. To find out how satisfied tourists are with the tourism amenities and services that are present at the attraction location.
- 4 To provide recommendations for the efficient provision of tourism amenities and services for tourist attractions.

1.5 Importance of the Research

Theoretical and practical contributions from this study are made for successful tourism development. The study's theoretical contribution includes new information and understanding on how satisfied visitors are with the facilities and services that are offered at tourist attractions.

The study's conclusions have a practical significance in that they offer crucial inputs for developing plans and policies for the provision of high-quality tourism facilities and services at tourist attraction sites. Additionally, by gaining a better understanding of the site characteristics that contribute to visitors' good satisfaction, which in turn results in favorable visitor perception, it acts as a catalyst for enhancing tourism site development, design, and management. In addition to this, the study might serve as the starting point for additional research to enlarge the research findings in the field.

1.6 Scope of the study

The study investigates how well the Entoto Park tourist attraction site meets visitors' expectations for the provision of tourism amenities and services. The Entoto Park tourist attraction site in the Entoto forest, which is on the outskirts of Addis Ababa city to the North West, serves as the geographic delineation for the thesis.

Both domestic and foreign visitors to the attraction location served as the study's subjects. Foreign and local tourists, staff, and officials, as well as tour guides at the attraction site, served as the study's main sources of data.

The research's thematic focus is on evaluating how satisfied visitors are in regard to their expectations and how they see the tourism amenities available at the attraction location. As a result, the level of provision of tourist amenities at the site, the expectations of visitors regarding the available tourist amenities, and the levels of visitor

1.7 Operational Definitions of Important Terms

Contrasting meanings of concepts continue to be a source of worry. However, the definitions of the terms used in this study are those that are typically used by eminent academics and reliable institutions when discussing tourism were all examined at the tourist attraction site.

I. Visitors

Same-day visitors are also referred to as tourists and excursionists. It's important to fully comprehend how domestic and overseas tourists differ. As a result, MoCT (2010) identified the following distinctions between tourists from abroad and those from within the country: Domestic travelers are Ethiopian citizens who travel to other parts of the nation for leisure, entertainment, to see friends and family, participate in holidays, sporting events, conduct business, attend conventions, receive medical treatment, pursue education or training, or attend religious services. International visitors are those who reside in another country and visit Ethiopia for a period of time that does not exceed a year. The major goals of the visit should not involve engaging in any activity that would be reimbursed from within Ethiopia (MoCT, 2010).

II. Satisfaction

The term satisfaction is the most discussed issue over the 30 years in terms of definition (Truong & Foster, 2006). Kotler (2012) define satisfaction as a link between perception and expectation. If perception fully match with expectation (perception=expectation), the mental state of this situation is called satisfaction and vice versa situation is called dissatisfaction. Again when the perception will exceeds the expectation (perception>expectation) then delighted mental state is created

In general, customer loyalty is the outcome of customers' satisfaction through positive behavioral intentions towards the service provider. Although traditionally, attracting new customer is essential for a business organization, there are many advantages that have been associated with having loyal customers who patronize the products and services offered by the organization (Hultman, Skarmeas, Oghazi, & Beheshti, 2015;

In addition, delivering superior value and satisfaction is vital to firm sustainability and competitiveness (Agyeiwaah, Adongo, Dimache, & Wondirad, 2016; Hultman, Skarmeas, Oghazi and Beheshti, 2015).

Thus using a suitable tourist satisfaction index (such as ECSI) to understand the state of tourist satisfaction and their post-purchase behavioral intention (such as loyalty attitude) is a critical issue for destination marketer.

V. Service quality

A service is defined in the context of tourism and recreation as the interaction between and among man-made, cultural, and natural environments and its management structure with the patrons. A subjective evaluation of the service, which may differ between consumers and be impacted by how the service is provided, determines the quality of a tourist service (Bowen, 2002). A service encounter is the consequence of the production of recreational amenities that are offered in the attraction sites, site managers, and service users. A visitor can gain from their interaction with a site through this interaction (Tian-Cole and Crompton 2003).

1.8 Limitations of the Study

This study's conclusions were restricted in certain ways. First off, the study did not evaluate the tourist facility components, which can have an effect on how satisfied tourists are with the tourist attraction level. Second, the study only included 114 visitors as a sample, which may not be sufficient to generalize to other parks. The data collection only included visitors who could read and understand English and were willing to complete the

questionnaire at the attraction site. As a result, foreign visitors who do not speak English are not acknowledged. I've never before done research on an attraction location.

The investigation was restricted to a small area, and it should have been expanded to include other tourist destinations for more comparisons. However, it is hoped that these limits will point to and stimulate new avenues and regulations for further research.

1.9 The structure of the thesis

There are five chapters in the study. The study's overall introduction is covered in the first chapter. The background, problem statement, objectives, research questions, hypothesis, significance, scope, operational definitions, and study organization are all covered in this chapter. The study's literature review is covered in detail in the second chapter. It includes literature on the subject that is both theoretical and empirical, as well as a conceptual framework.

A review of related literature and a conceptual framework are used to thematically organize books and theories that are pertinent to this topic area. In order to supply pertinent ideas and linked writings, authors who were placed in relation to travelers' contentment and tourism amenities in the tourist attraction areas were picked. The third chapter discusses the thesis' methodology. The research design, data kinds and sources, sampling strategies, data collection methodologies, and data analysis methods are all covered in this chapter. The explanation of the study's findings and results is covered in chapter four. The study's major conclusions and final recommendations are saved for chapter five.

CHAPTER TWO

2. REVIEW OF LITRATURE

This study is intended to understand the tourists better. As such, it is structured with a discussion of the issue of satisfaction in terms of travel attributes and the effect of the differences in different demographic groups on the relationship between travel attributes and tourist satisfaction.

2.1. Tourist Satisfaction

When it comes to tourism, visitor experience quality and a psychological result resulting from interaction with various tourism facilities and services in a destination or tourist attraction site can be characterized (Baker & Crompton, 2000).

Tourist satisfaction and its impact on future behavioral intention of destination loyalty has attracted considerable attention in the tourism industry (Ukpabi & Karjaluoto, 2018; Ageiwaah, Adongo, Dimache, & Wondirad, 2016). Tourism destinations around the globe currently face the strongest competition in decades and it may become tougher in the upcoming years (Yap, Ahmad, & Zhu, 2018; Zhang, Fu, Cai, & Lu, 2014). Tourism destination and the operators are continuously seeking strategies and ways to stay competitive through ensuring sustainable business growth (Matias, Nijkamp, & Sarmento, 2014). Maintaining tourist satisfaction and loyalty is an important strategy to achieve this goal (Campón-Cerro, Alves, & Hernández-Mogollón, 2015).

Fakeye and Crompton (1991) defined a person's destination image as their internal representation of their knowledge, feelings, and overall perspective on a certain location. The authors also claimed that how well tourists interact with a place affects their opinions of it. The similar point of view has been reinforced by Assaker and Hallak (2013), Kozak and Rimmington (2000), and other authors. The perception of the location has a significant impact on visitor happiness, which will affect how they behave going forward (Chi & Qu, 2008).

In accordance with Tian-Cole and Crompton (2003), the degree to which expected results or advantages are attained determines how satisfied tourists are. In order to operationalize satisfaction, this study used the perceived performance approach. Kozak and Rimmington (2000) argued in favor of the performance approach due to its simplicity and benefits in determining visitor satisfaction.

2.2 Destination Attractiveness

Destination attractiveness is the perception of a location's ability to meet traveler expectations. A pleasant perception of a place may impact a favorable purchasing decision, giving it a competitive advantage over rival sites, according to the literature. Tourists make destination decisions based on a variety of considerations. Therefore, it is essential that the area provides amenities that draw potential tourists. The chosen Kimberley resorts, Riverton and Langleg, have an increased competitive edge due to the absence of neighboring competitors.

The appeal of a destination is determined by pull and push factors: Pull factors, which are destination-related, have an impact on how favorably or unfavorably people see a location. Infrastructure, cost, festivals and events, activities, and tourist amenities are all draw factors to a location. So are natural and cultural elements.

In light of expectations and readily available amenities and services at tourist destinations, this chapter evaluates pertinent literature on travelers' satisfaction. In order to give the study a conceptual framework, to clarify the theory guiding it, to further define the issue, to locate relevant policy frameworks, to identify prior research studies, and to better define the topic, the literature was reviewed.

2.3 Theoretical Foundations of Satisfaction

To comprehend how the world around humans functions, theories provide collections of abstractions (Kalof, Dan and Dietz, 2008). The goal of social theories, according to Brown (2004), is to make sense of social facts in order to shed light on how the social world functions. Social theories are connected collections of concepts.

Among the theoretical frameworks proposed to describe customer satisfaction, the expectancy-disconfirmation paradigm has unquestionably been the most significant model (Oliver, 1980). The expectancy disconfirmation model is described as a four stage process that begins with the consumer creating expectations about a product.

Following formulation, the person assigns specific blame for the product's performance. The third stage is where the customer assesses how the product performed in comparison to initial expectations. The consumers' assessment of how well the product lives up to original expectations is the last step in the expectancy disconfirmation process. When comparing opinions of product performance in this situation, expectations serve as a benchmark (Reisig and Chandek, 2001:88).

According to Oliver (1980), a product's performance may be judged by the consumer to be superior to, inferior to, or equivalent to what was expected. The type of disconfirmation the customer experiences and how it affects their degree of enjoyment depends on how closely perceptions of performance match expectations.

A customer may experience positive disconfirmation when expectations are surpassed, increasing the likelihood that they will be satisfied. When a product or service performs poorly, the likelihood that the consumer will be satisfied decreases, which is known as negative disconfirmation. There is zero disconfirmation when performance is in line with expectations or when there is no effect on satisfaction.

Additionally, it has been found that expectations have a direct bearing on contentment. For instance, people often show higher levels of satisfaction when their expectations are lower. Satisfaction with the outcomes has also been associated to performance, the second part of disconfirmation. More particular, when performance improves, so do customer satisfaction levels.

According to this theory, people feel psychological conflict when there are contradictions between their actions and their beliefs.

In an effort to lessen or completely eliminate that tension, customers then commonly adjust perception to fit expectations (Oliver, 1997). As a result, the assimilation effect could be characterized as a tendency to interpret new sensory data in terms of previously held beliefs. In these circumstances, expectations will direct fulfillment

(Cherry et al., 2003). According to this perspective, customer happiness is determined by how well they think about the post-purchase services they received and by comparing their expectations with the actual experience (Higgs et al., 2005). Over the past few years, there has been a considerable increase in the significance of emotions in theories of consumer behavior (Loken, 2006). It is important to emphasize the part that the emotional and cognitive systems play in producing satisfaction.

The higher-order mental functions of comprehension and evaluation would be handled by the cognitive system, while the person's feelings toward the service would be related to their emotions (Van Dolen et al, 2004). The major outcomes of satisfaction are also thought to be loyalty and dedication to a brand (Brady and Robertson, 2001).

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Authors like (Ekinici and Hosany, 2006) utilized the idea of destination or site image to accomplish the intended objectives. The development of a cohesive brand image and how tourists now visiting and planning to visit the destination or site are seen as the primary factors of the success of the site itself (Voase, 2012). In actuality, the term "site image" refers to "an attitudinal construct consisting of the total of beliefs, thoughts, and feelings that a tourist has about a location" (Hosany et al., 2006).

2.4 The Idea of Visitor Satisfaction

According to conventional literature on visitor behavior, customer satisfaction is the result or last phase of a psychological process that begins with need awareness and ends with the evaluation of experienced products (Peter and Olson, 1996). Although a motivational process is acknowledged, satisfaction researchers, especially those that study visitor satisfaction, prefer to only concentrate on how customers perceive the products and their components by focusing on their level of satisfaction.

The post-purchase assessment of whether the experience was noticeably better or worse than that of tourist amenities is used to gauge customer satisfaction.

A visitor's product experience must be at least as excellent as it was intended to be in order to be considered satisfactory. Visitors compare actual performance to those expectations after using the tourist goods. Visitors are more likely to be satisfied and return to the same attraction places if the actual performance meets or surpasses their expectations, and vice versa (Heung and Cheng, et al., 2000). It's also critical to emphasize that visitor satisfaction is an assessment made after consumption based on the total experience with tourist amenities, which may disappoint, meet, or surpass expectations.

2.5 How Visitors Perceive Tourist Attractions

Positive opinions of those who supply facilities and services are essential to the tourism and hospitality industries. How well-rounded tourists' thoughts are about a tourism site depends on how they perceive its amenities and service providers. Reisinger (2009) underlines that if the facility and/or service quality is subpar and guests feel unwelcomed, attractions, amenities, and activities won't be able to draw or gratify tourists.

Visitors' perceptions of the suppliers are influenced by their qualities. Visitors may express happiness or dissatisfaction with tourism facilities and services (Fornell, 1992). Visitors will be motivated to return to the attraction area or suggest it to friends if they are happy with the amenities and services.

One of the key features of tourism products is the so-called "bundle purchasing idea," which classifies tourist facilities and services into three categories: formal, core, and augmented tourist facilities and services. With this tactic, customers purchase the offering as a whole as opposed to individual components.

Visitors think they are buying the formal facilities, such a bed or a meal. Commonly referred to as client advantages, the key features are typically made up of ethereal, immaterial aspects like atmosphere, comfort, and convenience. The whole of a visitor's benefits, such as the manner in which they are handled, how swiftly they are handled, how they are treated individually, etc., make up their augmented amenities (Lewis and Chambers, 1995:11).

2.6 Tourism and the Importance of Customer Satisfaction

Because they affect how much money tourists spend either directly or indirectly, consumer satisfaction levels in the tourism industry must be properly understood. The choice of destination locations for attractions, the decision to return to the destination, and the consumption of tourism-related goods and services are all influenced by tourist satisfaction, according to Kozak and Rimminigton (2000).

It promotes improved word-of-mouth advertising, boosts visitor retention, and promotes variety in tourism amenities and services. It increases competition as well (Yuksel and Rimmington, 1998). Tourists are becoming more choosy and demanding as they look for high-quality products and services that offer good value for their money. As a result, service-oriented businesses now certainly have client satisfaction as one of their main goals. The basic justification for this concept is that it is necessary for obtaining economic success.

Goeldner and Richie (2006) list some advantages of assessing visitor pleasure. These advantages include assessing the health of the tourism sector for the purposes of strategic planning, comprehending how visitors respond to the location, promoting both new and return visits, and contrasting various industry sectors to identify potential improvement areas. Therefore, having a comprehensive understanding of the factors that contribute to both visitor pleasure and discontent can help to improve tourism businesses and promote travel destinations or attraction sites.

Some scholars contend that studying travelers is important because it "... benefits not just the inbound tourism-focused service providers, but also the government regulators and private investors. It is a crucial factor in destination managers' evaluations of the general efficacy of their sites. A particular tourism destination can improve its reputation through enhancing visitor satisfaction (Anderson et. al., 1994:21). More satisfied customers can increase income from repeat sales, lower price elasticity, lower transaction costs, and make it simpler to draw in new customers (Uncles et al., 2013). It helps to establish a positive reputation and directly affects retaining customers (Rust et al, 1995).

2.7 Measuring Visitors' Satisfaction

Johnson, Anderson, and colleagues identified two conceptualizations for assessing satisfaction in 1995. They are subject to both overall and transaction-specific satisfaction. Individual, transaction-specific measurements or evaluations of a single product or service experience are referred to as "transaction specific satisfaction." The abstract and cumulative concept of cumulative satisfaction describes a customer's entire experience when using a good or service.

According to Neal and Gursoy (2008), the majority of satisfaction surveys in the tourism industry and other leisure-related fields are carried out after the use of tourist amenities and concentrate on the overall views stated by tourists regarding the whole tourism experience. When considering a visitor's opinion of their overall experience at a location in relation to their assessment of the purchasing or consumption experience, cumulative satisfaction is the most significant concept (Johnson, Anderson et al., 1995).

The traveler engages with numerous elements of the tourism experience while moving through a tourist destination. The fundamental criterion for assessing overall happiness with the trip must be an understanding of the satisfaction with each component of the trip. The attributes of destination or attraction sites have been utilized as a basis for gauging visitor satisfaction by a number of researchers. Anderson (1994), for instance, employed historic structures such as art galleries, museums, theaters, festivals, events, and retail malls. Similar to this, Clerides and Pashourtidou (2007) used lodging, dining establishments, clean natural surroundings, taxi and bus services, and other services.

Similar to this, Clerides and Pashourtidou (2007) used lodging, dining establishments, clean natural surroundings, taxi and bus services, and other services. For visitor satisfaction analyses, it's crucial to consider a variety of factors, such as infrastructural elements, activity amenities, and service components. Examples include: lodging; dining; activity categories; quantity; general level of service; particular activity; nature/environment; traveler group; food; etc (Nina K. Prebensen,2013). All of these factors are taken into consideration as potential determinants of overall attraction site satisfaction after the trip, as well as of the intention to return and recommend the sites to others.

2.8 Amenities for Travelers in a Few Selected Countries

According to Gearing's (1974) analysis of Turkey as a travel destination, tourism amenities, including those related to roads, water, electricity, safety and health services, communications, and public transit, are important factors in determining the number of visitors. Tegegne (2014) contends that the competitiveness of travel destinations is tied to the services provided to travelers, and that the creation of high-quality tourist facilities is crucial to this.

The accessibility of tourist destinations, the quality of visitors' stays, communication, and movement at the attraction site all depend on the standard of the tourist amenities.

In her investigation of the Matra Mountains in Hungary, Tozser (2010) found that tourist amenities and safety were among the most crucial elements for attracting tourists. In order to maintain the competitiveness of tourist attraction places, technological assets of the arriving tourists are becoming more and more significant.

Technology can help spread information about travel experiences on tourist websites. This may be demonstrated by the accessibility to the internet and other communication tools necessary for the dissemination of information and the provision of high-quality services (Ritchie & Crouch, 2005).

To increase demand for travel to and within Australia, it is essential to invest in high-quality tourism infrastructure and services. Numerous Australians are employed as a result of this travel, which stimulates the economy and supports hundreds of thousands of jobs across Australia. By developing or updating distinctive experiences or by facilitating easier access to already-existing tourist destinations, publicly-funded, high-quality tourism infrastructure and services should increase the appeal of locations to visitors.

2.9 Conceptual Framework

The conceptual framework directs the general examination of the main issues and serves as a summary of the theoretical reviews. A conceptual model (see Figure 2.1), which summarizes and captures the entire process, is the result. The conceptual framework actually has three main parts. These three factors are: (i) visitor expectations; (ii) visitor satisfaction; and (iii) impacts of visitor satisfaction at tourism attractions.

Visitors have high expectations for the locations of attractions. One of these is their demand for the availability of high-quality tourist facilities and services, which leads to their general contentment with the attractions. Visitors' positive word-of-mouth, retention at the site, and return visits to attraction sites are eventually repercussions of their pleasure with the tourist amenities and services.

As a result, the processes begin with visitor expectations, move through the various visitor facilities, and finally result in the impacts of visitor satisfaction. As a result, the framework establishes a connection between the general theoretical presumptions and the particular variables that affect visitors' happiness and expectations.

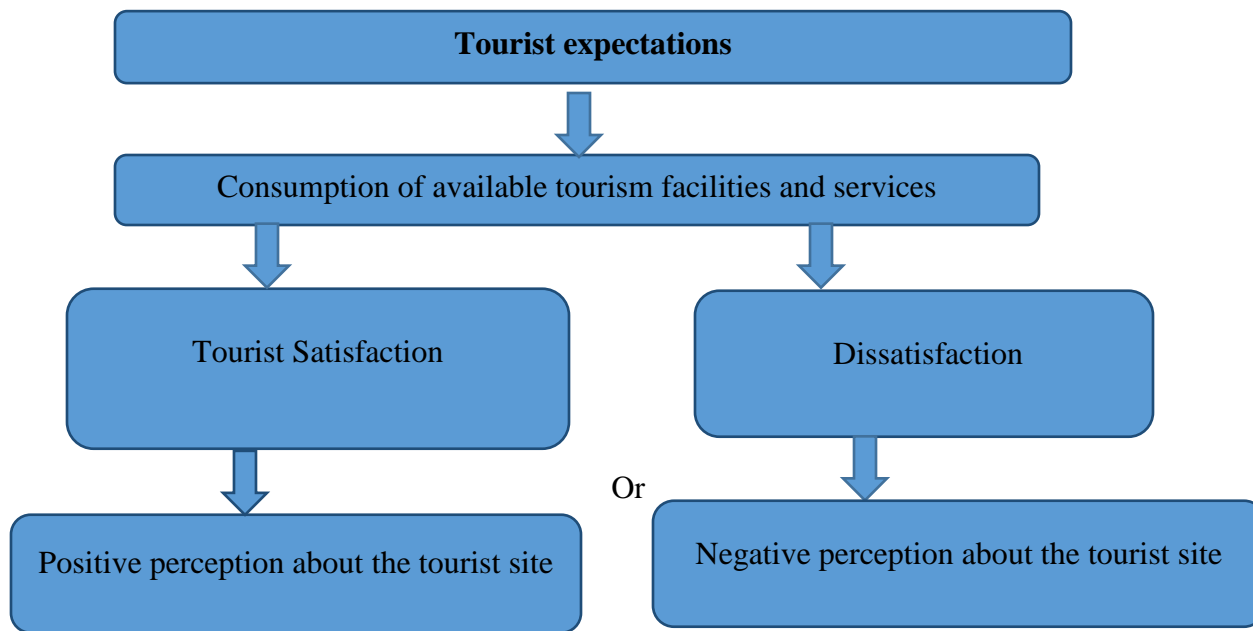


Figure 2.1: The relationship between visitor satisfaction at tourism destinations, visitor expectations, and the impacts of satisfaction (Researcher's own creation based on literature review, 2022).



Figure 2.1: Showing the magnitude of perception and expectation determines visitor's satisfaction level. (Source: Researcher's own creation modified from literature review, 2022).

Tourist satisfaction is emphasized as the centrality of the quality of the tourist facilities and services given in the attraction site, according to Della Corte (2007). In order to minimize discontent and bad word of mouth, it is crucial to maintain strong coherence with the expectations of visitors and the available tourist amenities (Hudson and Ritchie, 2009)

2.10 Empirical Review

Visitors to the different types of tourism destinations (Ritchie & Crouch, 2003) are motivated to visit for a variety of different reasons (Bansal & Eiselt, 2004). Groups behave, thereafter, in the visited environment in different ways (Horner & Swarbooke, 1996). A stay in the ambience of large protected areas is, most often, motivated by the possibility to stay in undisturbed nature and to experience the feeling of being in an undisturbed environment. Nature-based tourism is conditional on the existence of a natural environment – i.e. particularly protected areas of nature and above all national parks.

Perception of the environment is, however, also important during the visit itself, because it represents a form of opportunity for quality assessment. "Quality is conceptualized as a measure of a provider's output" (Baker & Crompton, 2000, p. 787) and "evaluations of the quality of performance are based on visitors' perceptions of the performance of the provider" (Baker & Crompton, 2000, p. 787). Perceived quality in tourism studies is, in almost all cases, linked with the assessment of perceived quality of services (e.g. Baker & Crompton, 2000; Chen & Tsai, 2007; He & Song, 2009; Petrick, 2004a).

The impact of visitation on a visitor's site or destination perception has been previously studied, especially within the branch of research of image formation (e.g. Hsu, Wolfe & Kang, 2004). A review of this topic has recently been made by Tasci and Gartner (2007, see table 2 on p. 419) with the conclusion that results of particular studies diverge, but researchers, altogether, "agree that visiting results in more realistic images due to a firsthand experience of the product" (Tasci & Gartner, 2007, p. 418). Therefore, we can, also, consider perception of the environment to be important for the visit rate in case of the nature-based destinations, because perception is, among others, influenced by the visitor's experience with the site. The goal of this paper is, therefore, the assessment of the impact of experience on the perception of the tourist attractions' environment.

CHAPTER THREE

3. METHODOLOGY

This chapter outlines the methodological approach taken to carry out the study. It facilitates conversations on study concepts, design, procedures, and analysis. In-depth accounts of field experiences at the particular tourist attraction site are also provided in this chapter.

3.1. A Brief Description of the Attraction Site

Entoto Natural Park is located on Mount Entoto, the northern border of Addis Ababa. It is about 5 km². It takes more than a day to tour and engage in all park activities. Entoto Park is part of the Beautifying Sheger Project and is designed, made, and funded by Ethiopians. Located nine kilometers outside of the city center and rising between 2,600 and 3,200 meters above sea level is a hill known by the name of Entoto. It averages 14 OC and 1200mm of precipitation each year. The area around the Entoto Chain is mostly covered in dense eucalyptus and some native tree woods, which have a chilly climate (Zelalem, 2015).

Numerous leisure-related enterprises, including restaurants, cafés, parks, sports venues, and spas, are set up in the park for both domestic and international guests. Businesses opened at Entoto Park include well-known Ethiopian coffee brands like Kaldis and Tomoca as well as Kuriftu, one of the first resorts in Ethiopia.

Entoto Park has different gates to enter in to the park. Maya Gate is an entrance for visitors coming from Shiro Meda side. Sululta Gate, an entrance for visitors coming from Sululta side, Addisu Gebeya Gate, for those visitors coming on the Addisu Gebeya direction

The park offers different views and entertainments. Maya viewpoint is the landmark of Entoto Park. It is a circular building. From the top is a limitless view of Mount Entoto forest. You can appreciate Addis Ababa city through installed telescopes.

The ground of the building is a cafeteria. There are beautiful flowers, and different metal works around. They represent the women who fetch wood from Mount Entoto and sell them to other areas. Zipline and rope limping are among the challenging and adventurous activities in the Park.

Entoto Park is an excellent escape to the woods. It is a natural forest provided with different services. It still has ongoing projects, including an artificial lake and fountain.



Figure 2.1: The map of Entoto park (Source: Taken from internet uploads)



Figure 2.2: The park entrance gates (Source: Photo taken during field survey by the researcher)

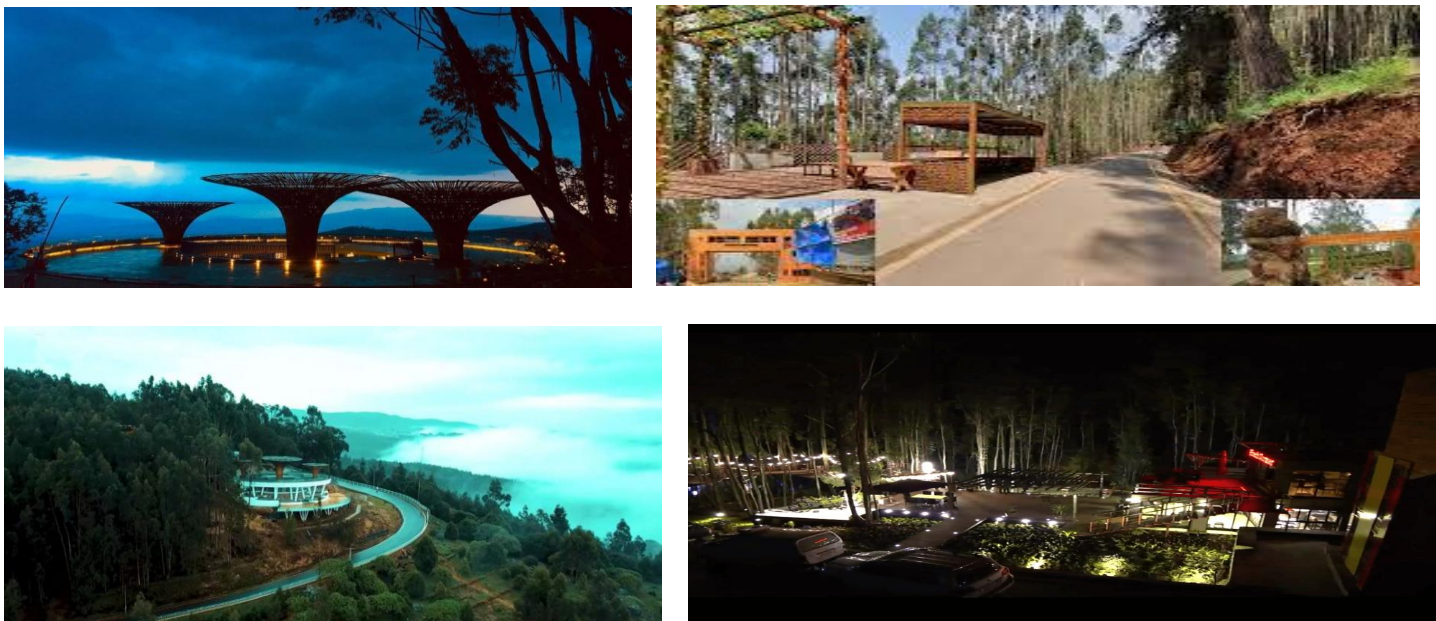


Figure 2.3: Partial view of Entoto park attraction site (Source: photo taken from internet uploads, 2022).

3.2 Research Design

In this study, a survey design, a subset of descriptive research methodology, was used. Depending on how long a researcher collects data for a survey, there are two categories. These are (i) cross-sectional surveys, in which data on a single sample is collected just once, and (ii) longitudinal surveys, in which data on the same sample are collected periodically throughout time. The study utilized a longitudinal survey approach, which collects data periodically over time on a single sample, in order to obtain a representative sample.

The objective is to obtain a precise representation of the relationship between variables while minimizing bias and maximizing dependability. Both quantitative and qualitative research methodologies are used in the study. However, the study mostly used quantitative methods, complemented by certain qualitative research techniques.

3.3 Data Sources and Types

In order to gather the information for this study, both primary and secondary sources were used. The majority of the information was gathered from primary sources, including site visitors, important site informants, site service providers, and the researcher's on-site field observations. Books, papers, policy documents, journals, online sites, and other relevant material on the topic are included as secondary data sources in the study.

3.4 Sample Size and Sampling Procedure

Visitors to the Entoto Park tourist attraction served as study participants. Visitors who visited the attraction site within a month of the research period made up the study's population. The survey used 114 visitor respondents who visited the park between June 14, 2022, and July 13, 2022. The time frame for data collection was chosen based on the researcher's comfort. Since the study's primary subjects were site visitors, convenience sampling was used because it was challenging to establish a sampling frame work in advance. So, using the non-probability sampling technique, the researcher employed purposive sampling.

3.5 Data Collection Instruments

In order to collect data for this study, three different data collection technologies were used. Primary information pertaining to the research's specific objectives was acquired by using the three main tools. An organized survey was given to both domestic and foreign site visitors. A thorough examination of the pertinent literature served as the foundation for the creation of the structured survey questionnaire that will be evaluated by the target audience. The questionnaire inquired about the respondent's history, including their occupation, place of origin, mode of transportation, source of knowledge regarding the location, and purpose of visit. The respondents evaluated the location's level of tourist amenities and services as well as visitor expectations for these amenities.

In addition to general brand perception and comprehension of the attraction site, this information includes the accessibility of tourist facilities, the attractiveness and beauty of the site, the caliber of hospitality services offered

there, the availability of tourism information services, and other relevant data. Additionally, it covers the accessibility of tourist amenities and tourists' expectations of them in terms of their security and safety.

Using a 5-point Likert scale ranging from (1) very low for availability of the tourist facilities and/or services and visitor expectations for these amenities to (5) for very high, the structured questionnaire was created to gather first-hand data on visitors' perceptions and expectations on the availability of tourist facilities and services.

The questionnaire also included a few open-ended questions to get feedback directly from the visitors. An interview guide was prepared and utilized to acquire information from the site's key informants and employees. The researcher additionally paid for extensive and ongoing field observation at the attraction site in order to fill in the gaps left by interviews, structured survey questionnaires, and other sources obtained from diverse literatures. This was done in an effort to make clear the actual context of the tourism facilities and services provided in relation to the happiness of visitors.

3.6 Data Analyses Techniques

114 questionnaires that had been entirely completed by both local and foreign visitors were selected for the data analysis after a few faulty questionnaires were sorted out. SPSS software was used to code, compute, and analyze the raw data. A statistical analysis was conducted to determine frequencies, mean differences, paired t-test values, and significant p-values in accordance with the numerous research objectives. Using analysis frequency, the distributions of the respondents' demographic data were displayed on the attraction site.

Interval scales were employed to gauge respondents' opinions regarding the quality of tourism amenities on offer as well as their expectations for the attraction site and how well those perceptions correlated 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.

Through open-ended questionnaires, in-depth interview guides, and the researcher's own field observations, data from visitors was gathered. This data was then qualitatively examined and interpreted.

In order to gauge visitors' happiness with the tourist amenities and services offered at the attraction site, site components were lastly evaluated as being above or below visitors' expectations.

CHAPTER FOUR

4. FINDINGS AND DISCUSSION

In order to ensure that visitors to the Entoto Park tourist attraction site are satisfied, this chapter examines and interprets survey results about visitors' opinions and expectations of the tourism facilities and services that are offered. The survey results were evaluated in light of the study's goals and specified research areas. This analysis and interpretation focused on the quantity of easily accessible tourism-related facilities, visitors' expectations of these facilities with regard to safety and security, accessibility of tourism-related facilities, tourism information services, hospitality services, and the overall brand image of the site. The outcomes of the in-depth interview and field observation were also subjectively reviewed and interpreted in order to triangulate the results of the quantitative data.

4.1 Demographic Characters of the Respondents

Table 4.1 below provides a summary of the respondents' general profiles. The results in the table show that the respondents' gender distribution is relatively similar. As noted in the table, a total of 114 respondents were included in the sample, which consisted of 52 men (45.6%) and 62 women (54.4%).

The attraction site was filled with visitors of all ages. 35 to 49 years old made up the majority of responses (36%), followed by 25 to 34 years old (32.5%). 17.5% of visitors between the ages of 50 and 64 are respondents. The percentage of respondents under 24 years old was 7.9%, and the percentage of senior visitors over 65 years old was 6.1% of the total respondents. This indicates that the majority of Entoto Park visitors are adults followed by young visitors where aged visitors are the least number.

Entoto Park is a popular tourist destination that draws people from all vocations and walks of life. Government employees and self-employment accounted for 40% and 31.5%, respectively, of the respondents' total occupations. Visitors who are unemployed make up 10.5% of the responses, while visitors who are retired make up 9.6%. There are 27.2% of others overall, including workers in private and non-governmental organizations, professionals, managers, and educators, as well as those employed by UN agencies. From this we can understand that the highest number of visitors are government employees while retired people are rare visitors.

Regarding the nations of origin of visitors, the attraction site has both domestic and international visitors. Domestic visitors from Addis Abe made up the majority of respondents in the sample (56.1%), followed by domestic visitors from other areas of Addis Abe (24.56%), and the remaining 19.3% were foreign visitors from 12 different nations, including the United States, Germany, the United Kingdom, Canada, Italy, France, Australia, Belgium, Holland, Kenya, Uganda, and South Africa. This leads us to the conclusion that Addis Ababa-based Ethiopians make up the majority of Entoto Park's visitors. There aren't that many foreigners.

Different modes of transportation are used by visitors to get to the attraction site. Public transportation, particularly taxis and buses, was the preferred form of transportation for the majority of respondents (48.2%), followed by own vehicles (45.%) for getting to the attraction site. 5.3% of the respondents, who walked while taking in the city's panoramic view, traveled by foot, while 6.1% of the respondents used rental cars to go to the attraction site. According to the percentage majority of the visitors used taxi or bus to reach the attraction site as most of the visitors are from Addis Ababa and the surrounding cities, those who use their own car are also high which is almost close to the number of visitors who use public transport whereas the least number of visitors go on foot to the attraction site.

Table 4.1 Profile of the respondents

Dimension	Category	Frequency	Percentage
Sex of respondent	Male	52	45.6
	Female	62	54.4
Age of respondent	18-24	9	7.9
	25-34	37	32.5
	35-49	41	36
	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
	Un-employed	12	10.5
	Others	31	27.2
Origin of respondents	Addis Ababa	64	56.1
	Out-side Addis Ababa	28	24.56
	Out-side Ethiopia	22	19.3
Transports used	Rental car	7	6.1
	Own car	45	39.5
	Taxi/bus	55	48.2
	Motor bike	2	1.75
	On foot	5	4.4

Source: Survey, August, 2022)

4.2. Sources of Information

Travelers to a certain tourist destination gets information about the attraction site from different sources, The site managers may also use different means to promote tourist attraction and available services and entertainments they offer. Now a days visitors can easily access information about a tourist site through different medias and internet including the social media. How the visitors of Entoto Park got information about the Park was assessed and analyzed in the table 4.2 below.

Table 4.2 Sources of Information about the Site

Items	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	0.9	0.9	100.0
Total	114	100.0	100.0	

Source: Computed by the researcher (Survey, August, 2022).

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.

This implies that most visitors are motivated to visit Entoto Park by the words of mouth of other people. The least number of visitors obtained information about the Park from social media.

4.3. Frequency of Visit

Frequency of visitation is the number of times a person visits a tourist site and that is determined by how the visitor is satisfied of the attraction. That is if a person is satisfied of his holiday, there is a tendency revisit the place and vice versa. Below is a table that shows frequency of visit by Entoto Park visitors.

Table 4.3 The First Visit to the Site

	Frequency	Percent	Valid percent	Cumulative percent
Yes	7	6.1	6.1	6.1
No	107	93.3	93.3	100
Total	114	100	100	

Source: Computed by the researcher (Survey, August, 2022).

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. Here as we can see the percentages, repeated visitation is insignificant. This is probably because the Park is established recently and thus the figure does not necessarily indicate dissatisfaction with the attraction site. Because as time goes by, the frequency of visitation would increase.

4.2. Visitors' Perceptions

To determine how travelers felt about the services provided by the tourism sector, a paired sample t-test was utilized. The created items were validated before the produced items were used in the paired sample t-test to evaluate the hypotheses. As a result, the scale validation is discussed here before the hypotheses are tested.

4.2.1 Tests for Validity and Reliability

To reduce the number of variables or scale items to a reasonable number of dimensions or components and to offer an empirical summary of the data set, principal component analysis (PCA) was utilized. Data evaluation, factor extraction, and factor rotation are steps in the factor analysis employed in this paper. To determine whether the data are appropriate for such an analysis, the first step is to do a factor analysis. There are two steps that must be taken: calculating the Kaiser-Meyer-Olkin Measure of Sampling and examining the correlation matrix for coefficients of 0.3 and higher.

Principal component analysis based on Eigenvalues larger than 1.0 (and the Varimax rotation approach to facilitate understanding and reporting) was used to extract the items. A two-stage scale validation was carried out using exploratory factor analyses with SPSS version 25 since the information on the amenities that are currently available and those that are predicted to be available on the basis of visitor satisfaction was first obtained from tourists at the Entoto Park attraction site.

First, a convergent validity test for all 25 items—which are divided into six components—was carried out. The result was a factor structure that was clear and had relatively higher loadings on the right factors. Most variables were individually structured, with most variables significantly loading one factor while not heavily loading the other.

The stronger loadings suggested a correlation between the variables and the factors on which they loaded. The validity test for 25 items of available tourist facilities and services and visitors' expectations for the same 25 items of tourist facilities and services were conducted to ascertain whether the items measure the same notion or different concepts.

The available tourist amenities include five items related to safety and security, three items related to the cost of entertainment and services, seven items related to accessibility of tourist facilities, five items related to attractiveness and beauty, two items related to hospitality services, and three items related to tourism information and services. Second, 24 reliable and authentic artifacts were chosen and kept for additional examination. Using factor analysis on the 24 items for accessible tourist amenities and visitor expectations, the scale's reliability was evaluated, as shown in table 4.2 below. To evaluate the trustworthiness of the measurement scale, Cronbach's alpha was used. The mean score was obtained for a later statistical investigation.

The variables' Cronbach's Alpha values and the number of items measured. The descriptive statistics, were used to compare visitors' expectations for the Entoto Park attraction site to the available tourist amenities. A paired-samples t-test was run to evaluate (measure) the same subjects relying on respondents' responses to the two distinct questions, i.e., satisfaction on the available level and expectation level.

A positive mean difference with a positive t-value significance at the (p-value less than or equal to 0.05) level is referred to be satisfaction above expectation. Contrarily, regardless of the level of significance, contentment that falls short of expectations is seen as a negative mean difference with a negative t-value.

Facilities and amenities	Mean score available	Mean score expected	Mean score difference	t- value	Sig. (2 tailed)
Price of services and entertainments	1.339	3.486	-2.0374	-21.399	0.000
Safety and security	4.2675	3.8582	0.40936	6.847	0.000
Accessibility of facilities	1.4386	3.486	-2.0474	-31.399	0.000
Attractiveness of the site	4.1374	3.875	0.26243	3.699	0.000
Hospitality services	3.8421	4.0351	-0.193	0.0253	0.000
Tourism information service	3.068	3.7851	-0.7171	-10.639	0.000

Table 4.4: A brief comparison of the tourism amenities offered and visitors' expectations (Source: Computed by the researcher, August, 2022).

4.2.1.1 The range of prices for services and entertainment that are offered and expected

In order to compare visitor satisfaction, a paired-samples t-test was carried out by comparing the actual price of services and entertainments and the visitors' expectation at the Entoto park tourist attraction site, as shown in table 4.5 above. The cost of accommodations, food and beverages, and entertainment venues are all included in the measurement of prices for services and entertainment. According to the outcome of a paired-samples t-test, the mean score of the price of services and entertainment options was 1.339. The mean score for projected pricing, on the other hand, was 3.486 [$t(113) = -21.399, p 0.001$]. The average difference is depressing. Statistically significant p values are ($M = -2.0374$). We can therefore draw the conclusion that there is a disparity between visitors' perceptions of the amount of safety and security provided and their expectations. It can be inferred from the negative t-value that the visitors found the current pricing to be below their expectations.

4.2.1.2 Available and Expected Levels of Security and Safety

A paired-samples t-test was carried out, as can be seen in table 4.5 above, to compare the level of safety and security resources offered at the Entoto Park tourist attraction site to the expectations of visitors to these tourist sites. Police services, parking lots and their convenience, opening hours, and the length of the line to enter the site are all included in the safety and security facility components that are measured. A paired-samples t-conclusion test's shows that the available safety and security had a mean score of 4.2675. The mean score for expected safety and security, on the other hand, was 3.8582 [$t(113) = 6.847, p 0.001$]. A statistically significant p value ($M = 0.40936$) indicates that the mean difference is positive. We can therefore draw the conclusion that there is a disparity between visitors' perceptions of the amount of safety and security provided and their expectations. The visitors have deemed the current safety and security to be above and beyond their expectations, as may be inferred from the positive t-value.

4.2.1.3 The level of accessibility to tourist facilities that is expected and available

The components of accessibility of tourist facilities and services that are measured include the ease of getting to the site, the convenience of visiting the attractions, telecommunication and internet, leisure activities inside the site, shopping for local goods, and the standard of the cafés and restaurants nearby.

The findings of a paired-samples t-test [$t(113) = -31.399, p 0.001$] show that the average score for accessibility of tourist facilities was 1.4386, whereas the average score for predicted accessibility of tourist facilities and services was 3.4860, as shown in table 4.5. The mean difference is negative and has a significant p value of significant ($M = -2.04737$). 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.

As a result, there is no difference between tourists' perceptions of the accessibility of tourist facilities and services and the degree of their expectations. The visitors' satisfaction with the accessibility of tourist facilities and services components was below their expectations, which can be inferred from the negative t-value, which indicates that the visitors found the accessibility of existing tourist facilities and services to be below their expectation. The park's tourist attractions are spread out in such a way that it is challenging to walk through and visit all of them, as several site users noted in their comments. As can be seen, it is difficult to reach and see all of the park's amenities because automobiles are not permitted inside the park.

4.2.1.4 The Attractiveness and Beauty Available and Expectation Level

Among the attractiveness and beauty facility components that are measured are the architectural value of the buildings, the cleanliness and pristine nature of the site, the convenience of the climate conditions, the cultural and historical values, the maintenance of the attractions, and the reputation as a scenic location. The mean score for attractiveness and beauty was 4.1374, as shown in table 4.5, according to a paired-samples t-test. On the other side, the mean score for anticipated attractiveness and beauty was 3.8750 [$t(113) = 3.699$, $p 0.001$]. The mean difference is significant and positive with a p value of 0.26243. We might infer from this that visitors' perceptions of the various attractiveness and aesthetic factors and their expectations of those factors vary. The visitors' satisfaction with the attractiveness and beauty components exceeded their expectations, which can be deduced from the positive t-value. The visitors found the current attractiveness and beauty to be above and beyond what they had anticipated.

4.2.1.5 The Hospitality's Availability and Expectations

One of the aspects of hospitality facilities that is measured is the friendliness and cooperation of the locals as well as the friendliness of the staff and tour guides. According to table 4.5, a paired-samples t-test showed that the predicted hospitality had a mean score of 4.035 and the mean score of hospitality was 3.8421 [$t(113) = -.02532$, $p 0.001$]. The mean difference is negative and has a significant p value of -.19298. It follows that there is no difference between how visitors view the hospitality options at their disposal and how high their expectations are. The visitors' satisfaction with the hospitality was lower than their expectations, which can be gathered from the negative t-value, which indicates that the tourists regarded the hospitality to be below their expectations.

4.2.1.6 The level of visitor information service availability and expectations

By contrasting the amount of tourism information service offered at Entoto Park's tourist attraction site with visitors' expectations of these tourists' amenities, a paired-samples t-test was used to gauge visitor satisfaction. The components of tourism information facilities that are measured include the way attractions are presented and displayed—through billboards, posters, brochures, advertising, and promotion—as well as how well information is presented at the information desk and how well requests are understood and answered accurately.

The results of a paired-samples t-test showed that the mean score of the tourism information service was 3.0680, as shown in table 4.5. The predicted tourism information service, on the other hand, received a mean score of 3.7851 [$t(113) = -10.639, p 0.001$]. The mean difference has a significant p-value of -0.71711 and is negative. We can therefore draw the conclusion that there is no discernible difference between how visitors perceive the components of the available tourism information services and the level of their expectations. From the negative t-value, it can be inferred that the visitors found the current tourism information service to be below their expectations, i.e., that the visitors' satisfaction with the tourism information service was lower than their expectations.

4.3 Discussion

In the research a total of 114 respondents were included in the sample, which consisted of 52 men (45.6%) and 62 women (54.4%) based on availability sampling method.

With regards to the age of respondents it is observed that, the attraction site was filled with visitors of all ages. 35 to 49 years old made up the majority of responses (36%), followed by 25 to 34 years old (32.5%). 17.5% of visitors between the ages of 50 and 64 are respondents. The percentage of respondents under 24 years old was 7.9%, and the percentage of senior visitors over 65 years old was 6.1% of the total respondents. This indicates that the majority of Entoto Park visitors are adults followed by young visitors where aged visitors are the least number.

Government employees and self-employment accounted for 40% and 31.5%, respectively, of the respondents' total occupations. Visitors who are unemployed make up 10.5% of the responses, while visitors who are retired make up 9.6%. There are 27.2% of others overall, including workers in private and non-governmental organizations, professionals, managers, and educators, as well as those employed by UN agencies. From this we can understand that the highest number of visitors are government employees while retired people are rare visitors.

Regarding visitors' countries of origin, the attraction site received both domestic and foreign visitors. The majority of respondents in the sample (56.1%) were domestic visitors from Addis Ababa, followed by domestic visitors from other parts of Addis Ababa (24.56%), and the remaining 19.3% were foreign visitors from twelve nations, including South Africa, the United States of America, Germany, the United Kingdom, Canada, Italy, France, Australia, Belgium, and Holland. This leads us to the conclusion that Addis Ababa-based Ethiopians make up the majority of Entoto Park's visitors. There aren't that many foreigners.

Different modes of transportation are used by visitors to get to the attraction site. Public transportation, particularly taxis and buses, was the preferred form of transportation for the majority of respondents (48.2%), followed by own vehicles (45.%) for getting to the attraction site. 5.3% of the respondents, who walked while taking in the city's panoramic view, traveled by foot, while 6.1% of the respondents used rental cars to go to the attraction site. According to the percentage majority of the visitors used taxi or bus to reach the attraction site as most of the visitors are from Addis Ababa and the surrounding cities, those who use their own car are also high which is

almost close to the number of visitors who use public transport whereas the least number of visitors go on foot to the attraction site.

Travelers to a certain tourist destination gets information about the attraction site from different sources, the site managers may also use different means to promote tourist attraction and available services and entertainments they offer. Now a days visitors can easily access information about a tourist site through different medias and internet including the social media. How the visitors of Entoto Park got information about the Park was assessed and analyzed in the table 4.2 below.

Different information sources were used by site visitors to learn about the tourist attraction. As shown in Table 4.2, friends and family were the respondents' primary sources of information (58.8%) about the attraction site. 19.3% of those polled had never visited the site previously. 12.3%, 5.3%, and 3.5% of respondents said they got their trip information from travel agencies, travel books, and social media, respectively. A small number of tourists also obtained information from other places including hotels and the media. So it is possible to say that most visitors are motivated to visit Entoto Park by the words of mouth of other people. The least number of visitors obtained information about the Park from social media.

Frequency of visitation is the number of times a person visits a tourist site and that is determined by how the visitor is satisfied of the attraction. That is if a person is satisfied of his holiday, there is a tendency revisit the place and vice versa. Below is a table that shows frequency of visit by Entoto Park visitors.

The age of the park may determine the number of times an individual may visit the park. As Entoto Park is established recently as a part of Sheger beautification project, For the majority of the respondents—93.9% of them—it was their first time visiting the attraction site. However, just 6.1% of the respondents had previously visited the site. Here as we can see the percentages, repeated visitation is insignificant. As I have just said this is probably because the Park is established recently and thus the figure does not necessarily indicate dissatisfaction with the attraction site. As satisfaction with respect to the attractiveness is concerned many of the visitors found beyond their expectation, hence the fact that many visitors have visited only once is not because they not happy with the attraction site. As time goes by, the frequency of visitation would increase.

To determine how travelers felt about the services provided by the tourism sector, a paired sample t-test was utilized. The created items were validated before the produced items were used in the paired sample t-test to evaluate the hypotheses. As a result, the scale validation is discussed here before the hypotheses are tested.

We can therefore draw the conclusion that there is a disparity between visitors' perceptions of the amount of safety and security provided and their expectations. It can be inferred from the negative t-value that the visitors found the current pricing to be below their expectations. From the analysis, it can be inferred that the visitors were pleasantly surprised by how safe and secure everything were.

According to field research and key informant interviews, visitors are not permitted to drive into the park; instead, they must leave their cars outside and walk through the park to reach each facility. Because the entertainment venues are spread out throughout the park, this is a tiresome process for the visitors.

The investigation also revealed that the visitors' satisfaction with the attractiveness and beauty elements went above and beyond what they had anticipated. According to observation and analysis of respondents' responses, there are enjoyable but lengthy working roads, entertainment options, and spectacular views.

In creating a favorable impression with tourists, hospitality is crucial. The analysis's findings indicated that visitors believed the hospitality to be below what they had anticipated, i.e., that visitors' contentment with the hospitality lagged below what they had anticipated. It is crucial to provide tourists with information and have information centers set up in parks so that people can obtain any information about the many services offered. According to the research, Entoto Park visitors judged the current tourism information service to be below their expectations, meaning that visitors' satisfaction with the tourism information service was lower than their expectations.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In order to determine whether there is a significant difference in visitors' perceptions of the available components and their level of expectation, this study compared the level of actual tourist amenities offered at the Entoto Park attraction site with visitors' expectations toward these facilities toward the six tourism facility components. After then, these six site components were categorized. The study's conclusions categorize three aspects of tourism facilities as meeting or exceeding visitors' expectations while categorizing the remaining three aspects as falling short of visitors' expectations.

The general conclusions and suggestions assist in filling up any gaps in the amenities and services provided to guests at the listed tourist attractions. The study's findings also take into account the empirical data gathered on the six interconnected key components of tourist facilities: (1) the cost of services and entertainments, (2) visitor safety and security, (3) accessibility of tourist facilities, (4) the attractiveness of the site, (5) hospitality services, and (6) tourist information services. The results of the paired sample t-test are supported by data from an open-ended questionnaire, an interview guide with key informants, and the researcher's site observation at the attraction site.

This information also rates the significance of each component of the website and assigns it to one of two categories: it either meets or exceeds users' expectations. During the interview and site visits, it was crucial to identify the precise causes of visitors' happiness or unhappiness in order to paint a fairly accurate image of the study's primary objective. All of the components of the tourism facility's site visit, interview, and paired sample t-test generally produced consistent results.

According to the paired sample t-test, the visitors' security and safety, the site's beauty and appeal, the brand's overall perception, and the site's readability all exhibit positive t-values and mean differences. The results of the site inspection and interview point to further advantages that these tourism facility components have enjoyed. The components with negative t-values and mean differences include the accessibility of facilities and services, hospitality services, and tourist information services.

a. The visitor safety and security amenities, including police services, parking lots and their accessibility, the site's hours of operation, the length of the line to enter the site, emergency services, and facilities for children, as well as comfortable resting areas and signals pointing in the direction of the attractions and ease of relaxation, were assessed. The majority of respondents concurred that there are no security concerns at the attraction site.

Police personnel were monitoring visitor movements both within the site and along the roadway in order to uphold the peace and security and to provide visitors a sense of security. The visitors were reassured about their safety by factors including the parking places' accessibility and convenience, the site's hours of operation, and the short entry line. The facility doesn't have any emergency services, family-friendly amenities, or comfortable areas to sit and unwind, even though the safety and security elements are above customers' expectations. Furthermore, signs directing guests to the locations of attractions are not put up in the proper locations.

b. The accessibility of tourist facilities assessment takes into account factors such as the ease of getting to the site, the convenience of visiting the attractions, telecommunication and internet services, leisure activities on the site, high-quality cafés and restaurants nearby, shopping for local goods, the availability of high-quality restrooms, and ease of access transportation to the attraction site. The site does not live up to visitors' expectations regarding the availability of amenities and services. Most of these services aren't actually available to visitors at the park. The revenue from iteration fees collected from site visitors is the only minimal financial benefit to the site administration.

Additionally, the attraction location lacks amenities and services for guests with disabilities. Most visitors, especially domestic ones, may get around with the help of public transit, primarily the cab and bus. More domestic tourists than international tourists use these transportation alternatives. Unfortunately, many visitors find it difficult to travel because of the inconvenient nature of public transit. Contrarily, for visitors who drive their own or rented cars, getting to the attraction site and accessing the road are very simple. However, because there are no vehicles available for use in the park, it can be challenging for tourists to travel between attractions because of how far apart they are located.

c. Architectural value of the buildings, cleanliness of the site, unspoiled nature of the site, convenience of the climate condition, upkeep of the attractions, and renown of the site as a beautiful area are among the components of the attractiveness and beauty of the site that are analyzed. Although the attraction site's attractiveness elements are rated above visitors' expectations, there are still some facilities that need to be upgraded.

d. The presentation and display of the site's attractions, promotion and advertising of the site, information presentation at the information desk, understanding of visitors' needs, and accuracy of interpretation and responses that matched visitors' requests were among the facilities and services for tourism information that were evaluated. The categories into which tourism information is grouped, however, fall short of what visitors anticipate. The image and comprehension facilities and services examined in the attraction site include the popularity of the site,

respect for the local environment, justification of the entrance fee, value of their stay, new knowledge and experiences they learned, and worthiness against the time and money visitors spend.

5.2 Recommendations

The tourism industry, which cares about providing top-notch amenities and services at tourist locations, should be interested in the study's findings. The results of the survey can result in a number of recommendations. In order to increase visitors' pleasure at Entoto Park and other tourist destinations generally, the following key recommendations can be made about the provision of tourist amenities and services.

a. In order to maintain and improve their availability and make the attraction site more satisfying and alluring to tourists, the tourist facilities and services that were deemed to be essential to visitors' satisfaction, such as those for safety and security, attractiveness and beauty of the site, and general brand image and comprehension of the site, should be given the attention they deserve. However, there were a number of tourist attractions and services that should have been provided to visitors but weren't.

b. The study discovered that the primary aspects of tourist facilities that were seen as falling short of visitors' expectations and creating dissatisfaction to tourists in the study area were accessibility of tourist facilities, hospitality services, and tourism information services. As a result, very few users were coming back to the website (93.9% of respondents reported that it was their first visit in Table 4.4).

The standard of tourist facilities and services must be raised, as well as their accessibility for resting, relaxing, and entertainment, in order to enhance visitor satisfaction and promote longer stays, repeat visits, and recommendations. Additionally, planners and managers should focus on the inadequate quality of the marketing strategy of the attraction site to effectively leverage the advantages of communication technology in order to give site visitors a more favorable and gratifying perception of the site.

c. Entoto Park is a well-liked tourist site around Addis Ababa, the capital of Ethiopia and the world, and is a beautiful region with a panoramic view of the city. By attracting both local and international visitors, it has the potential to have a big impact on the tourism industry. Improving the availability and caliber of tourist facilities and services to satisfy travelers' expectations is essential to maximizing the benefits of the tourism sector for the local community and the tourist destination.

d. Consumer demand is constantly changing and expanding for better tourist amenities and services. The tourism business must provide top-notch facilities and services in order to make tourist attractions profitable and competitive. To do this, collaboration between public and private players must be enhanced. In order for the tourism industry to collaborate, there must be effective and cordial agreements between the tourism institutions and other organizations.

Partnership between and among government institutions, tourism agencies, tourism council, private investors, tour operators, tour guides, MICE organizations, tourism sites, local/host community, and medias (digital marketing)

agencies is necessary to improve the quality and accessibility of tourism facilities and services, to develop and enhance the satisfaction of visitors' expectations in tourist attraction sites, and to benefit from tourism.

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Appendixes

Survey Questionnaire Conducted to the Visitors of Entoto Park 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’ perception on Tourist Facilities and services at Entoto Park Attraction Site**”. In order to achieve this, I created a questionnaire to collect data for my research. I cordially invite you to take part in the investigation that will assist to enhance the tourism amenities at the locations of the tourist attractions and improve the quality of our future. It is extremely important that you participate in the study by answering the questionnaire. The study won't be as thorough as it should be without it. To help the researcher, please complete all the questions completely and return the form. Please don't write your name, and know that any information you provide will be kept strictly confidential.

General Direction: please answer this questionnaire very carefully and honestly by marking a tick “√” sign in the boxes provided for section one and by rating on the space provided that satisfies your opinion for section Two.

Thank you very much for devoting your time

Sincerely yours,

Hailu Tadele, (Researcher)

Tele: 0961069378

Section I. Background Information of the Respondent

1. Sex:

Male Female

2. Age range:

Under 24 25-34 35-49 50-64 E. Over 65

3. Education back ground

No education Grade 1-8 Grade 12 Certificate/diploma Degree Masters
PhD

3. Occupation:

Government employed Self-employed Retired Unemployed Other, specify:

4. Where did you come from to visit Entoto Park?

Addis Ababa outside Addis Ababa outside Ethiopia

5. Which means of transport did you use to arrive to St. Mary tourist attraction site?

Rental car Own car Taxi /bus Motor Bick Others, specify: _____

6. What is your source of information about the Park? (More than one answer is possible)

- I already knew of it
 Social media
 Mass Media
 Friends and relatives
 Travel Books
 Travel agency
 other, specify: _____

7. Is this your first visit to this tourist site? Yes. No.

Section II. This section focuses on your opinion to the available and expectation level of Entoto park attraction site. In your opinion, how do you rate the items in the tables below? Please rate each of them by using a five point Likert scale.

Direction: Please answer this questionnaire very carefully and honestly by marking a tick “√” sign for rating on the space provided that satisfies your answer for the items.

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

Regarding safety and security Items	Scale									
	Your expectation					Actual (what you see)				
	1	2	3	4	5	1	2	3	4	5
1. Availability of safety and police services at Entoto Park										
2. Availability of facilities for children at the Park										
3. Availability of facilities of seats for resting at the Park										
4. Availability of signaling directions at the Park										
5. Availability of car parking spaces and their convenience at the Park										

Regarding price of services and entertainment	Scale									
	Your expectation					Actual (what you see)				
	1	2	3	4	5	1	2	3	4	5
1. Prices of foods and drinks items										
2. Prices of entertainment facilities										
3. Price of accommodation										

Regarding accessibility of facilities	Scale									
	Your expectation					Actual (what you see)				
	1	2	3	4	5	1	2	3	4	5
1. Level of the easiness to reach Entoto Park attraction site										
2. Level of the convenience to visit the Park										
3. Level of the availability of telecommunication and internet at this Park										
4. Level of the availability of recreational activities at this Park										
5. Level of the availability and quality Cafés, and restaurants within the Park										
6. Level of the availability for shopping local products in the Park										
7. Level of the availability of banking facilities in the park										

Regarding attractiveness of the site	Scale									
	Your expectation					Actual (what you see)				
	1	2	3	4	5	1	2	3	4	5
1. Attractiveness and beauty level of the architectural values of the buildings at Entoto Park										
2. Attractiveness and beauty level of the of the park										
3. Unspoiled nature at the Park										
5. Attractiveness and beauty level of the: reputation as a scenic spot of the park										

Regarding hospitality at the site	Scale									
	Your expectation					Actual (what you see)				
	1	2	3	4	5	1	2	3	4	5
1. Level of helpfulness to guests in the park										
2. Level of the friendliness of the staffs at the Park										

Regarding visitor information service	Scale									
	Your expectation					Actual (what you see)				
	1	2	3	4	5	1	2	3	4	5
1. Level of the presentation and display of attractions by billboards, posters, brochures in Entoto Park										
2. Level of the presentation of information in the information desk in this attraction site										
3. Level of the replies suiting your request in this tourist site										

Interview questions for key informants

- 1 What is your role in the park?
- 2 What is visitors' comments about the park?
- 3 Is there complaints from visitors? If yes what is the reason in most cases?
- 4 Do you thinks people who come to visit Entoto Park are happy about their visit?
- 5 What is means of transportation for most visitors who come here?
- 6 What is the age group of most visitors?
- 7 What do you thinks source of information for most visitors?
- 8 How do you evaluate visitors satisfaction compared to their expectation?