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**Implication of Host-Guest Interaction for Quality of Tourist
Experiences: The Case of Dorze, Southern Ethiopia**

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This thesis prepared by Etalem Tegegn, entitled: “Implication of Host-Guest Interaction for Quality of Tourists’ Experiences: The Case of Dorze, Southern Ethiopia” submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Tourism Development and Management complies with the regulation of the University and meets the accepted standards with respect to originality and quality.

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Table of Contents

	Page No
Declaration.....	v
List of Table.....	vi
Acronyms and Abbreviations	viii
Glossary of Local Words	ix
Chapter One	1
Introduction.....	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	2
1.3 Objectives of the Study.....	4
1.3.1 General Objective of the Study	4
1.3.2 Specific Objective of the Study	4
1.4 Research questions.....	4
1.5 Significances of the Study	5
1.6 Delimitation of the Study.....	5
1.7 Limitation of the Study	7
1.8 Organization of the Study	8
Chapter Two.....	9
Literature Review.....	9
2.1 Introduction.....	9
2.2 Concept and Theoretical Foundation of Tourist –Host Interaction	9
2.3 Level of Tourist–Host Interaction.....	10
2.3.1 Strong Social Bond.....	12
2.3.2 Mutual Understanding	13
2.3.3 Business Interaction.....	13
2.4 Empirical Review of Tourist–Host Interaction.....	13
2.5 Concepts and Definitions of Tourist Experience	13
2.6 Development of the Tourist Experience Literature	15
2.7 Dimensions of Tourist Experience.....	17
2.7.1 Hedonism.....	17

2.7.2 Novelty	18
2.7.3 Refreshment.....	18
2.7.4 Meaningfulness.....	19
2.7.5 Involvement.....	19
2.7.6 Knowledge.....	20
2.8 Tourist-Host Interaction and Quality of Trip Experience.....	20
2.9 Conceptual Framework.....	20
Chapter Three.....	23
Research Methodology	23
3.1 Introduction.....	23
3.2 A Brief Description of the Study Area	23
3.3 Research Design.....	24
3.4 Target Population.....	24
3.5 Sampling Techniques.....	25
3.6 Sample Size.....	27
3.7 Research Instruments	29
3.8 Method of Data Analysis	31
3.9 Validity and Reliability.....	32
3.10 Ethical Considerations	32
Chapter Four	34
Results and Discussions.....	34
4.1 Introduction.....	34
4.2.1 Demographic Characteristics of Tourists	34
4.2.2 Trip Characteristics of Tourists	36
4.2.3 Demographic Characteristics of the Informants.....	38
4.3 Tourist Attractions and Potential Tourism Resource of Dorze Village.....	39
4.3.1 Handcrafts Industry in Dorze Village	39
4.3.2 Festival and Cultural Performances of Dorze people	47
4.3.2.1 Masiqqala Festival.....	47
4.3.2.3 The Process of Making Food from Enset Plant.....	52
4.3.2.4 Traditional Squares (Dubusha).....	54

4.3.3 Natural Tourist Attractions of Dorze Village	56
4.3.3.1 Spectacular Landscapes Views of Dorze Village.....	56
4.3.3.2 Doshike Forest.....	57
4.3.3.3 Dorso Waterfall	58
4.3.4 Infrastructure and Accommodation Facility Dorze village	59
4.4 Level of Host – Guest Interaction and Its Effect on Quality of Tourist Experience.....	61
4.4.1 Reliability Test.....	61
4.4.2 The Level of Tourist and Host Interaction at Dorze Village	62
4.4.3 Tourist Perceived Quality of Experience at Dorze Village	65
4.4.4 The Implication of Tourist-Host Interaction for Quality of Trip Experience.....	71
Chapter Five.....	76
Summary, Conclusion and Recommendations	76
5.1 Introduction.....	76
5.2 Summary of Key Findings.....	76
5.3 Conclusion	76
5.4 Recommendations.....	78
ANNEXES.....	xii
Annex 1 Questionnaire	xii
Annex 2 In-Depth Interview	xvi
Annex 3 Key Informant Interview	xvii
Annex 4 Observation Checklists.....	xviii
Annex 5 Correlations Result.....	xviii
Annex 6 Regression Result.....	xix

DECLARATION

I, Etalem Tegegn declare that this thesis entitled “Implication of Host-Guest Interaction for Quality of Tourists’ Experiences: The Case of Dorze, Southern Ethiopia” is my original research work. I assert that this thesis is not submitted to the award of any degree, diploma, or certificate in any university.

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Date of Submission: _____, 2019

List of Table

	Page No
Table 1 Sex and Age of Respondents	35
Table 2 Marital Status and Education Level of Respondents	35
Table 3 Origin of Country of Respondents	36
Table 4 Accompanies in the Travel and Number of Times They Visited	37
Table 5 Demographic Characteristics of Qualitative Respondents	38
Table 6 Result of Reliability Analysis for the Questionnaire	61
Table 7 Analysis of Host and Tourist Interaction	63
Table 8 Result of Tourist Perceived Quality of Experience at Dorze Village	67
Table 9 Correlation Result Host- Guest Interactions and Quality of Tourist's Experience	72
Table 10 Model Summary	73
Table 11 Regression between Tourist- Host Interaction and Quality of Tourist Experience	74

List of Figure

	Page No
Figure 1 Conceptual Framework of the Study	22
Figure 2 Map of the Study Area	24
Figure 3 Memorial Place of Dungguza Iin Dorze.....	40
Figure 4 Traditional Cloth Dungguza	41
Figure 5 Weaving Products Displayed for Selling	42
Figure 6 Tourist Visiting Weaving Practice at Dorze.....	43
Figure 7 Tourist Practicing Pottering at Dorze Village	44
Figure 8 Dorze Houses in Early Stage of Building.....	45
Figure 9 Tourists Visiting Finalized Dorze House	47
Figure 10 Slaughtering of the Bulls at Bodo Market Place	50
Figure 11 Tourist Visiting the Process of Making Kocho	53
Figure 12 Tourists Eating Kocho with Spices, Honey and Hareke	54
Figure 13 Mourning Practices at Dubusha Place	56
Figure 14 Spectacular Landscapes Views of Dorze Village.....	57
Figure 15 In side of Doshike Forest at Dorze village	58
Figure 16 Dorso Water Fall	59

ACRONYMS AND ABBREVIATIONS

ANOVA	Analysis of variance
E.C	Ethiopian Calendar
ECTT	European Council on Tourism and Trade
et al.	and others (from Latin et alii)
Km	Kilometers
LTGs	Local Tour Guides
No.	Mean Number
S.Dev	Standard Deviation
SNNPE	Southern Nations, Nationalities, and Peoples Region in Ethiopia
SPSS	Statistical Package for the Social Science
TALC	Tourist Area Life Cycle
UNESCO	United Nations Educational, Social and Cultural Organization
UNICEF	United Nations International Children's Emergency Fund
Vol.	Volume

GLOSSARY OF LOCAL WORDS

Deshuncha	The kind of food which gets from the root part of Enset plant
Dhuffe Qamma	The small or second mesikel event
Dubusha	Traditional square place
Eddo	Traditional music instrument the sound created by human tune
Hero Hereso	Last or chasing day of Masiqqala festival
Kallo	The place which uses to collect cattle in the course of mesikel festival
Kotta	Building a cave which uses to collect bulls only for slaughter in the festival
Laka Qamma	Assembling day for all Dorze community members
Masiqqala	Local name of mesikel festival
Mataetho Qamma	The day of family's get-togethers in the culture of Dorzé people
Shuhua Qamma	The day of slaughtering
Soofe Qamma	The event for new weds women's get the lead out to the marketplace to appear for their friends or relatives
Xomppe	Local name of Damera or massive bonfire

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ABSTRACT

Providing only quality of products and service is not enough to satisfy tourists, because, tourists expect unique, enjoyable and diverse experiences rather than humbly service and product on their trips nowadays. In concise terms, tourists yearn for having the quality of experience with diverse scenery, cultures, and local life styles at visited destinations community through interacting with the host community. However, this articulated the effect of host – guest interaction on quality of tourist experience is rarely measured in Ethiopia. Considering this shortcoming, the overarching aim of this study is to investigate the level of host-guest interaction and its implication on the quality of tourists' trip experiences with taking Dorze village as a case. Besides, tourist attraction of Dorze village have assessed as one part of the study. In order to achieve the objective of the study, both qualitative and quantitative research method were being used. And, the most important data were sourced by primary and secondary data. Primary data were collected from 230 individuals it comprises, 200 usable sample foreign tourists who were selected randomly, 8 local tour guide, 2 tourism experts from Chenchu Wereda Tourism Bureau, 2 potter, and 8 weaver association members nominated by convenience sampling and 10 individuals which were chosen purposely from local community. To analyze the quantitative data SPSS-24 software was adopted and techniques such as descriptive statistics, correlation, and simple regression analysis were used. Likewise, thematic analysis techniques used for data obtained through interview and field observation. The findings of the study revealed that Dorze village is endowed with both natural and cultural tourist attractions, but, infrastructure and accommodation establishment is not reasonable. Moreover, one of the core findings of the study revealed that tourists had good interaction with the host community as well; most tourists appreciated their Dorze village trip experience quality. A final and most important finding of the study emphasized that for tourist's having positive and optimistic interaction with the host community of visited destination have significant implication for their quality of trip experience.

Keywords: *Host-Guest Interaction, Quality of Tourists' Experiences, Tourism Potentials, Dorze Village, South Ethiopia*

CHAPTER ONE

INTRODUCTION

I.1 Background of the Study

The interaction between various groups or actors is examined extensively in the disciplines of sociology, social psychology, anthropology and economics (Goodwin, 1981 and Goffman, 1961). The literature review about tourist- host interaction in tourism reveals that this field of research was first developed in Smith's seminal work (1977) *Hosts and Guests: The Anthropology of Tourism*. For the time being of introduced the thought a large number of researchers have examined such interaction and they recognized it's significant for the sustainable tourism development. Accordingly, Smith's, (2001) articulated the host- guest interaction as the heart of tourism. Congruently, Zhang, et.al, (2006) said that the eventual success of tourism at the destination, particularly as a vehicle of economic growth and development is dependent upon the balanced and meaningful host and guest relationships. Gursoy, Chi, & Dyer, (2010) by building up the above ideas, they suggested that understanding the level of tourist's interaction with the host community as very essential for the planning and promotion activities. However, this important thing has received low attention by tourism scholars in Ethiopia.

The other most important point is tourism industry over the world is transforming from a product-focused, physical-asset intensive business to a customer-focused, and now experience-focused (Knutson, 2006). As Pine and Gilmore (1999) have convincingly argued, it will continue to change as our societies (tourist) evolve toward an emphasis on the consumption of experiences rather than products. So, delivering unique, extraordinary and memorable tourism experiences to visitors in particular tourism destination is very crucial to keep up a sustainable competitive advantage over competitors. On the other hand, most of the tourism destinations have still focused on the delivery of quality services and products that are riveted on the amenities and facilities, ignoring the increasing demand for unique and quality experiences (Kim, Ritchie, & McCormick, 2012; King, 2002; Lagiewski & Zekan, 2006; Williams, 2006).

In the context of much-admired assumptions, tourist experience is not only the functional attributes like products and services but also to emotions and sensory stimuli evoked by interactions with products, environments, and humans (Berry, Carbone, and Haeckel, 2002). In other word, tourists yearn for having the quality of experience with diverse scenery, cultures, and local life styles at visited destinations community through interacting with the host community. Regardless of this Murphy (2001) reported that level of host- guest interaction has great influences on quality of tourists' trip experiences. In spite of its applauded assumptions, it thought us a fundamental element of the quality of tourist experience (Reisinger & Turner, 2002, and Smith's, 2001). As one comes down to Ethiopian, regarding the effect of host-tourist interactions on quality of tourist experience, a literature review conducted in this research revealed a lack of studies that examine this kind of relationship.

1.2 Statement of the Problem

Ethiopia is a land of wonder and fascination, a country with one of the richest histories in the African continent as well in the world with more than three thousands of year's history, and home to friendly people who are descended from some of the world's oldest civilizations. Most part of the country is diversified with both natural and cultural potential tourism resource: natural attractions include some of the highest and lowest places in Africa along with immense wild life including some endemic ones. Moreover, cultural attraction which includes very old and well preserved historical traditions with fascinating style, churches, and castles. What's more, the country has more than 80 ethnic groups with their own language and life-style, religious attractions with colorful and unique holiday celebrations. By considering the aforesaid facts Ethiopia is recognized by the European Council on Tourism and Trade/ECTT/ as "The World Best Tourist Destination and Favorite Cultural Destination in 2015" (Ethiopian Herald, Sunday July 19, 2015).

There are also a lot of tourist attractions in different parts of the country, which are not yet well documented and promoted as tourism products. Dorze village is one of tourism destination of the country which is not well known. This village is endowed with both cultural and natural tourist attractions.

Specially, their amazing handcraft skill, other cultural performance and its green of natural sublime scenery and diversified spectaculars landscapes views play their own part in uniqueness and attractiveness of the village. Nevertheless, this village the superficial attention has given by tourism scholars due to, the area tourist attractions and the overall tourism potentials, thus far, not well documented.

Besides, in Ethiopia the level of host–guest interaction and it’s implication for tourist’s quality of experience has not adequately been addressed by researchers yet. Due to this, I have not found comprehensive studies on this issue which have been conducted in the country so far. However, the researcher does not deny few studies had been done in a related issue of host- guest interaction in the country. For instance, Abbink (2000) carried out study in this subject area in title “*Tourism and its discontents Suri-tourist encounters in southern Ethiopia*”. Incidentally, he only employed qualitative research method to hint at the interactional circumstances. The finding of his study revealed that the interaction of Suri and tourists is more of a confrontation than a normal social interaction. However, the finding did not map out the effect of such interaction on tourists trip experience.

Tamirat (2014) also conducted a study on “*Tourism in Hamar, Southwestern Ethiopia: Stakeholders, Interactions, and Implications*”. His focus was on the instigation the roles and motives of tourism stakeholders, their mutual expectations and changing perceptions and the socio-cultural and economic implications of tourism upon Hamar and local tour guides. Similarly, research carried out by Tesfaye, (2015) on “*Interaction, Institutions and Impacts of Tourism on the Bishoftu-Modjo-Hawassa Route, Central Ethiopia*”. And, he gave more emphasis on the interactional circumstances, exchange practices, institutional operations and impacts of tourism on the route. Yet, these findings were not able to illustrate the implication of tourist – host interaction for quality of tourist trip experience.

Moreover, the gap in the knowledge of quality of tourist experience is very wide in the country. As it is already explained in the background part of the study, tourists expect unique, and enjoyable experiences rather than humbly service and product on their trips (Azevedo, 2010).

However, most of the tourist destinations of the country even, tourism scholars have still focused on the quality services and products with ignoring the increasing demand of tourist for quality experiences. Among the few , the researches carried out by Aschalew and Alemu, (2017), Yemane and Kapil (2017), Binyam, (2011), Zafu and Alemu, (2016), Feven, (2016) and others, have measured tourist's satisfaction in terms of quality of product and service with lacking in measuring interims of they perceived quality of experience on their trip. Hence, my own research is not only the first in studying the tourism potentials of the Dorze village. It is also promises to be an original work in the country in studying the village from the perspective of the quality of tourist experience.

I.3 Objectives of the Study

I.3.1 General Objective of the Study

The general objective of this study is to investigate the effect of host-guest interaction for the quality of tourists' experiences and tourism resource of Dorzé village as a hotspot tourist destination of Gamo Gofa Zone, Southern Ethiopia.

I.3.2 Specific Objective of the Study

1. To explore the tourism potentials of Dorze Village as a hotspot tourist destination of Southern Ethiopia.
2. To investigate the level of interaction of tourist had with the host community at Dorze village.
3. To assess tourist's perceived quality of experience during their Dorze Village trip.
4. To investigate the effect of host-guest interaction for the quality of tourists experience.

I.4 Research questions

To narrow those aforementioned gaps this study intensely, looked-for gives an exhaustive answer for the following research questions:

1. What are the tourism potentials of Dorze village?
2. In what level tourist interact with the host community of the village?
3. How do tourists evaluate quality of their trip experience in the village?
4. How the level of interactions does influences quality of tourist's experience?

I.5 Significances of the study

This thesis aimed to investigate the effect of host-guest interaction on tourist's quality of trip experience. Besides, it addresses the tourist attraction and tourism potentials of study area of Dorze Village. Thus, the researcher believes that, the finding of this study affords some theoretical, methodological and practical significance in the field of tourism.

This will be discussed as follows:

I. Theoretical Contribution

Theoretically, this thesis will contribute to the body of knowledge in the field of tourism with reference to the effect of level of tourist and host community interaction on the quality of tourist experience in Ethiopia in general and in Dorze village particularly. Besides, these issues are unnoticed in the field of tourism in the country. Consequently, the finding this study can afford some knowledge for policy makers, planners, managers and scholars on the subject of how the host-guest interactive circumstances relief to offered quality of trip experience for visitors.

II. Methodological Contribution

As it is already mentioned, investigating the level of tourist- host interaction is one of the main concerns of this study. Hence, to measure this issue, the researcher identified three indicator variables i.e. strong social bond, mutual understanding and business interaction. The first two variables specifically, strong social bond and mutual understanding are developed by separating which were composed in close interaction by Maria (2018) as one indicator. As a matter of fact, the level of interaction occurrence in those two situations is completely different; hence, the researcher used those variables independently. In this regard, this research has some methodological contribution in the field of tourist-host interaction in particular, for the people who have conducted the study on a related topic as well studied area.

III. Practical Contribution

The findings of the study give a practical contribution by giving strategic suggestions on destination planning, management and tourism policy of the country. From a destination management perspective, the study provides understanding of cultural and natural attractions of Dorze village. Moreover, it presented a highlight on the problem of infrastructural and accommodations provision of the village. In Addition, the finding directly or indirectly revealed the implication of provided and neglected tourism products for level of host-guest interaction and quality of tourist experience. Thus, destination manager or planer can use this finding as input for future new tourism product development and destination management plan of the village.

Besides, it has a great contribution to Ethiopian tourism policy makers. As stated in the introductory chapter, now day tourists desire to have the quality of experience with diverse scenery, cultures, and local life styles at visited destinations community through interacting with them. Based on that assumption, this study provides empirical evidence on the implication of host-guest interaction for the quality of the tourist's experience. Hence, the findings of the study can us as starring role map for policy maker on this thematic issue.

I.6 Delimitation of the study

Gamo Gofa Zone is endowed with potential tourism resources including the famous natural tourist sites of Arbamich, a source of forty springs and others. However, this study is geographically delimited only to Dorze village. This implies other Gamo Gofa Zone tourism destinations are not part of this study. Indeed in host- guest interaction both groups receive costs or benefits, however; this study only addressed the issue from the tourist perspective. Because, the main concern of this study is screening the influence of such interaction on the quality of tourist trip experience. In conclusion, the unit of observation of this study delimited on the targeted groups of foreign tourist, local community who has participated in tourism product offering in the village, Chenchawereda tourism bureau experts, local tour guides, pottering and weaving association.

I.7 Limitation of the study

The researcher believe that this study is successful in meeting the objectives set, and more notably measured the effect of host- guest interaction for the quality of the tourist experience. Thus, a conceptual and theoretical conclusion of the study gives certain information or knowledge for policy makers, tourism destination manager, researcher, and others. Even if, the study has attained the objectives, limitations were found on it. To be precise:

- In fact, the tourist experience has been approached from the chronological perspective it usually classified with planning phase, travel to phase, on-site activities phase, return travel phase, and recollection phase. This study measured the tourist's quality of experience based on site or immediate tourist experience phase; consequently, the finding of the study might or might not represent tourist quality of experience in other phases. Accordingly, to recognize the significant difference or similarity between the phases needs further researcher work.
- The other limitation is during host and guest interaction both groups are perceived cost or benefit from it. However, this study has measured the issues from tourist's perspective without looking its implication for the host community.
- Besides, data administration took place in the village only from March to September 2018. Thus, the findings might have some limitation regarding the degree of generalization tourists who arrive at the village during other periods. So, it needs alternatively conducting a new investigation using a longitudinal data collection method.
- The effect of demographic and travel characteristics of tourist on their perceived extent of interaction and quality of experience not addressed. Therefore, future researches need to explore these elements the degree of effects.
- Finally, data only collected from foreign tourists consequently; the finding of the study might not generalize domestic tourists.

1.8 Organization of the study

This thesis is divided into five chapters, beginning with chapter one which introduces the background, statement of the problem, research objectives, research questions, significant, delimitation and limitation of the study. Chapter two reviews the existing studies and previous literature on the concept of tourist –host interaction; theoretical foundation of tourist and host interaction with a specific focus on tourists; level of tourist–host interaction; concepts and definitions of tourist experience; development of the tourist experience literature; dimensions of tourist experience; and tourist and host interaction and quality of tourist’s experience. Based on the reviewed literature developed a conceptual model of the study was offered in this chapter. Methodological considerations such as study area description, the research design, target population, sampling technique, sample size, research instruments, and methods of data analysis, validity and reliability and ethical considerations of the study are explained in chapter three. Chapter four presented the results of data analyses and the major findings of the present study. It provided answers to all of the research questions including the tourist attractions of Dorze, the level tourist interact with the host community, tourist’s perceived quality of experience in Dorze village trip and the implication of interactions on tourist’s quality of experience. The final chapter offers a summary of the main research findings, conclusions and makes recommendations for future research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The previous chapter outlined the objectives that need to be addressed in this study. The purpose of this chapter is to review the literature surrounding the topics of interest for this study. Besides, based on the review of literature and objectives of the study, it constructs a conceptual framework of the study in the last part of this chapter. Specific points to be addressed in the review: (i) concept and theoretical foundation of tourist –host interaction, (ii) dimensions of tourist–host interaction (iii), empirical review of tourist–host interaction (iv) concepts and definitions of tourist experience (v) development of the tourist experience literature, (vi) dimensions of tourist experience and (vii) tourist and host interaction and quality of tourist’s experience.

2.2 Conceptual and Theoretical Foundation of Tourist –Host Interaction

The concept of tourist –host interaction has persisted in tourism literature since Smith’s seminal collection in the late 1970s. Ap (1992) conceptualized that host-tourist interaction refers to sharing or exchange of material or symbolic resources between those two actors (visitant and host community). According to Pearce (1982), it is the contact between tourists and hosts from different cultural backgrounds that can lead to enhancement of their attitudes toward each other. It gives them an opportunity to learn about each other’s’ culture and to develop friendships (Bochner, 1982). Regarding this study, it theorized as a personal encounter that takes place between tourist and the local community in certain tourism destination (Reisinger & Turner, 2003).

Indeed, to analyze and understand this phenomenon, a theoretical framework of host-guest relations is required, but it is rarely considered (Sharpley, 2014). Literature review on tourist–host interaction reveals that there is a lack of theoretical foundation in modeling this behavior (Zhang et al, 2006). One of the major difficulties in this field of research, as suggested by Reisinger and Turner (2003), is that there is not enough information on how to precisely and successfully measure host-guest interaction from the tourist side. In fact, from the outset, the investigation has mainly focused on the

residents' side and models have been developed to theorize the relationship between tourism, residents' perceptions of impacts and residents' responses.

The most famous are the Tourist Area Life Cycle (TALC) (Butler 1980; 2006), the Irridex model (Doxey, 1975) and Social exchange theory. As stated above, these models are basically developed with the aim of measuring host-guest interaction from the side of host community rather than tourists. For instance, Index of Tourist Irritation (Irridex) developed by Doxey (1975), it illustrates how the host- guest interaction and the residents attitudes toward tourism pass through a series of stages from "euphoria," "apathy", "irritation" and "antagonism," as perceived costs exceed the expected benefits" (Wang, 2006). Similarly, the model of Tourist Area Life Cycle (TALC) by Butler's (1980) Tourism Destination Lifecycle Model identified tourism development in a destination in six stages, namely Exploration, Involvement, Development, Consolidation, Stagnation and then either Decline or Rejuvenation. It also deals on host- tourist interaction and provides theoretical frameworks in explaining the changes in host attitudes caused by tourism development.

Perhaps the best-known interaction-based theory in tourism is the social exchange theory. It emphasized on the premise that social interaction is an exchange of activity, tangible and intangible, particularly of rewards and costs (Homans, 1961). Sutton (1967) argues that the encounter between the host and the guests "may provide either an opportunity for rewarding and satisfying exchanges, or it may stimulate and reinforce impulses to exploitation on the part of the host". Social exchange theory was first introduced in tourism by Long, Perdue, and Allen (1990) as having the potential to explain residents' differing perceptions towards impacts. Later, Ap (1992) acquainted it as an appropriate framework to use in developing an understanding of the host-guest relationship and residents' attitudes towards the impacts of tourism.

The ideal situation as described by Ap (1992) is for a balanced exchange of costs and benefits to existing between residents and tourism actors between individuals and groups in an interactive setting. He reasoned out that the key players in the social exchange, residents contribute to the tourism industry by being hospitable in exchange for the benefits obtained from tourism. If residents feel that the social exchange is unbalanced, tourism costs outweigh the benefits, then attitudes towards tourism will be negative. And

he stresses that if the resident's' negative attitudes towards tourism persist, hostile behavior can emerge.

Generally, social exchange theory analyzes how the structure of rewards and costs in a relationship affects patterns of host -guest interaction and community attitude toward tourism. Commonly, all aforementioned models were valuable as they highlighted the importance of host-guest interaction for local community attitudes towards tourism development. And the investigations have given more emphasis to the interaction host community point of view mainly, since models did not show how to measure the interaction from tourist's perspective. However, few studies were undertaken in this field (De Kadt, 1979; Ming et al., 2016, and Maria, 2018) suggest that there are several dimensions (e.g., frequency, intensity and type of contact) that can be used to measure host-guest interaction from tourist side.

2.3 Level of Tourist–Host Interaction

To analyze and measure the intensity of tourist and host interaction that occurs at certain tourism destinations few scholars developed their own indicator variables or dimensions in different periods. For instance, De Kadt (1979) identified three main circumstances to measure an extent of host –guest interaction. He put as first indicator frequencies of interaction occurs when tourist purchasing a good or service from the resident, the second interaction indicator was tourist and residents acting in parallel or present at the same place. The third and the final indicator was interaction occurs when the exchanging information and it may encourage cross-cultural understanding so- called high intensity of interaction.

Ming et al. (2016) also measured the intensity of tourist and host interaction in their studies through categorizing such interaction in to five types. The first type is the presence of tourists and resident members at a destination without active interaction. The second type is seeking help or information, which is mostly initiated by tourists to resident members. The third type refers to business relationships when residents sell products to tourists. The fourth type occurs when both actors are actively seeking mutual understanding. The fifth type occurs when both actors consider these interactions as a way to fulfill deeper or long-term social needs, such as making friends with people from another place or another culture.

They recognized that the intensity of such interactions grows stronger and stronger from the first to the fifth. In this model, Ming et al. (2016) differentiated exchanging information and mutual understanding while they used these two variables as detached the extent of tourist and host interaction indicators. In addition to that, they added interaction for building social bond or making friends as a new extent of interaction variable in their study. Correspondingly, Maria (2018) analyzed the intensity of resident and tourist interaction with three dimensions by encompassing the fourth and the fifth type of interaction (seeking mutual understanding and fulfill deeper or long-term social needs), Ming et al. (2016) with in close interaction. And also the second (seeking help or information) and the third (business relationships) type of interaction which was itemized (Ibid), incorporated in interaction at work. Interaction in attractions & facilities (tourist and resident presence or share destination resource without active interaction) measured in the same way with (Ming et al., 2016).

Based on the above emphasis the present study identified three extents of tourist and host interaction indicator variables or dimensions i.e. strong social bond, mutual understanding and business interaction. The first two variables were developed by separating strong social bond and mutual understanding which were composed by Maria (2018) as one indicator in close interaction. In fact, the level of interaction occurrence on those two situations i.e. strong social bond and mutual understanding is completely different; hence, the researcher used those variables independently. Based on the reviewed literature, for each and every dimension have identified their own measurable points and pointed out as the following:

2.3.1 Strong Social Bond

Strong Social Bond (making friends) is measured in this study with the following points: By assessing whether tourists have meals with the host community; by examining whether tourists have visited the resident's home; whether tourist and resident have exchanged gift and whether the presence of their personal contact address or future communication or not at the study area.

2.3.2 Mutual Understanding

There is mutual Understanding of the occurrence between two groups or host and guest with reference to the exchange of knowledge or idea each other about their tradition, culture, and lifestyle. So, it is implemented in this study through measuring the occasion of tourist's participation and practice the host community cultural performance like, traditional music and dance, meals testing, potting, weaving and others activity of the area.

2.3.3 Business Interaction

The second level of host-guest interaction of seeking help or information and the third business relationships which were itemized by Ming et al. (2016) incorporated with in interaction at work in the study of Maria (2018). By the same token, it has been utilized in the study as the third level of interaction indicator with name of Business Interaction. It was measured with the following measurable points: with assessing the way interaction occur between those two groups and with assessing how they look at the interaction, focusing on tourist side.

2.4 Empirical Review of Tourist–Host Interaction

Regarding the implication of tourist-host interactions on quality of tourist's trip experience literature review conducted in this research revealed a lack of studies that examine this kind of attachment in Ethiopia. However, the researcher does not deny few studies had been done in a related issue of tourist and host interaction in the country before. Among those; Abbink (2000) conducted study entitled "Tourism and its discontents Suri-tourist encounters in southern Ethiopia" looking at the interactional circumstances. He thoroughly identified that a conflict of interest may overshadow the interaction between tourists and host communities. Since, Suri were not in a position to develop an understanding and appreciation of tourists, they threatened tourists by demanding huge sums of money. The overall finding of this study revealed that the interaction of Suri and tourists is more of a confrontation than a normal social interaction. Yet, the finding did not map out the influence of such interaction on the tourists quality of trip experience.

Tamirat (2014) also conducted a study on “Tourism in Hamar, Southwestern Ethiopia: Stakeholders, Interactions, and Implications”. His focus was on the positive and negative effects of tourism on different stakeholders, mainly on tourists, LTGs and the Hamar community. He largely discussed on the roles and motives of tourism stakeholders, their mutual expectations and changing perceptions and the socio-cultural and economic implications of tourism upon Hamar and local tour guides.

Similarly, research carried out by Tesfaye, (2015) on “Interaction, Institutions and Impacts of Tourism on the Bishoftu-Modjo-Hawassa Route, Central Ethiopia”. And, he gave more emphasis on the interactional circumstances, exchange practices, institutional operations and impacts of tourism on the route. However, these findings were not able to illustrate the implication of tourist – host interaction for quality of tourist trip experience. Aiming to address these research gaps and deficiencies, the present study measured the level of tourist and host interaction and its effect on quality of tourist’s experience.

2.5 Concepts and Definitions of Tourist Experience

As it is introduced, a large number of researchers have examined the visitor or tourists’ experience (Li, 2000). However, despite the complexity of the tourist experience, a consensus has failed to be achieved on a single definition of the tourist experience up to now, (Murray, Lynch, & Foley, 2010). Despite some scholars attempted to define and conceptualize tourist experience in different ways from different perspectives. For instance, Holbrook and Hirschman (1982) stated that tourist experiences reflect an emotional state, consisting of “a steady flow of fantasies, feelings, and fun.” It has been described as "a subjective mental state felt by participants" (Otto, & Ritchie, 1996). O'Dell (2007) has emphasized that the tourist experience could be something more than a continuation of a simple daily life which physically affects people and leaves the perception of having participated in an extraordinary thing. Stamboulis and Skayannis (2003) have expressed the tourist experience to be the experiences emanating from the interaction between destinations deemed to be “theater” where the experience takes place and the tourists were the actresses/ actors playing their roles according to the degree of having given rein to.

Thus, tourist experience is an embodied experience that is achieved through active engagement with and participation in the given context of tourism settings, as well as through the emotional senses of touch and affect (Smith and Robinson, 2006). Tourist experiences are also defined as knowledge that is created through a process of visiting, learning and enjoying activities in an environment away from home (Stramboulis & Skayannis, 2003). Selstad (2007) stated that the tourist experience may be defined to be a combination of novelty and familiarity closely linked to the individual search for identity and quest of self-realization which would lead to the symbolic representation of aesthetics and actions with a permanent flow of perception. It can be defined as the combination of multiple dimensions falling of tourists like relaxation; doing meaningful or self-discovery; getting new knowledge; finding something unique or extraordinary on their trip. With the understanding the set of circumstances of tourist experience Pine and Gilmore (1998) suggested that should be investigated from multiple perspectives using a holistic approach or multiple dimensions.

2.6 Development of the Tourist Experience Literature

As Pine and Gilmore (1999) have convincingly argued, the world's economy has changed drastically in recent years, morphing from product-based to service-based and then to experience-based. It will continue to change as our needs and our societies evolve toward an emphasis on the consumption of experiences rather than products. They suggested that businesses that are able to provide experiences rather than quality products or services will have a sustainable competitive advantage. Accordingly, by accepting the emphasis of Pine and Gilmore (1999), a number of researchers have been involved in the work of evaluating tourists' trip experience quality and satisfaction.

A snapshot sampling of tourism related literature shows that tourist experiences and tourism experiences have been written since the 1960s when Clawson (1963) wrote about related recreation experiences. Then, in the 1990's, researchers began using experience-based research approaches in an effort to develop a better understanding of the tourist experience (Andereck as cited in Jennings & Nickerson 2006). Furthermore, at the beginning of the 21st century, experience has received a newly aroused interest, which is confirmed by Ritchie and Hudson (2009) who testify an on-going evolution in the field of experience.

For all intents and purposes, the whispered of “What tourist’s really desire are not only products but satisfying with experiences” (Abbott, 1955) is well-thought-out as a fundamental argument for progression of measuring the quality of tourist experience in the field of tourism. Along with this argument after a time being, Pizam et al. (2000) argued that providing only quality of products and service is not enough to satisfy tourists, because, tourists look for having unique, enjoyable and good interact with local people on their trips experience nowadays. And then, Azevedo (2010) revealed that, tourist expect unique, enjoyable and diverse experiences rather than humbly service and product on their trips. In other words, the above highlights confirm that, nowadays tourists really desire is not consuming humbly product and service, further they yearn to have unique, enjoyable, extraordinary experiences on their trips. By accrediting this, Hudson & Ritchie (2009) suggested that delivering unique, extraordinary and memorable tourism experiences to visitors in particular tourism destination is very crucial to keep up a sustainable competitive advantage over competitors.

However, the most of tourism destinations have still concentrated by the delivery of quality services that are focused on the amenities and facilities at the destination, ignoring the increasing demand for unique quality of experiences (Kim, Ritchie, & McCormick, 2012; King, 2002; Williams, 2006), this situation is the same true in Ethiopia. Thus, assessing tourist satisfaction in terms of quality of experience is an unnoticed subject area in Ethiopia. A sample of reviewed literatures shows that earlier researches gave more emphasis to quality of product and service offered in the particular destination (Aschalew & Alemu, 2017; Yemane & Kapil, 2017; Binyam, 2011 and Zafu & Alemu, 2016) rather than tourist perceived quality of experiences on their trip. Hence, there is existing important research gaps. To mitigate this research gap, the present study measured tourist perceived quality of experience in southern Ethiopia, in the case of Dorze village.

Indeed, tourist experience has been approached from the chronological perspective due to this; some authors provided different and interacting phases. Craig-Smith and French (1994) introduce a more simplified model that consists of three different experiences: “anticipatory phase,” “experiential phase,” and “reflective phase.” Killion (1992) portrays the tourist experience as a circular model that consists of five different phases: “planning phase,” “travel to phase,” “on-site activities phase,” “return travel phase,” and

“recollection phase.” Accordingly, different researchers used these phases to measure tourist experience collectively and individually. Reviewed literature revealed that multi-phase models are well-thought-out as applicable to measure multi-destination travel experience of visitors and single phases for certain tourism destination experience. Having this in mind, on-site activities phase has chosen in the present study as an appropriate phase to measured tourist’s Dorze village trip experience quality.

2.7 Dimensions of Tourist Experience

A review of the tourism literature indicates a number of researchers developed different models or dimensions to understand tourist experiences in the different time interval. Pine and Gilmore (1998) indicated that experience is a complicated phenomenon that should be investigated from multiple perspectives using a holistic approach. They suggested that combinations of the dimensions of entertainment, aesthetics, education, and education yield an optimal experience. Elands & Lengkeek (2000) suggested, in this context that the experience may assume distinct formats or modes, namely "amusement" (something fun and temporary; entertainment in a familiar context), "change" (relax and escape from daily life, monotony or stress), "interest" (search for knowledge, novelty and variety), "rapture" (enchantment/ecstasy, self-discovery, challenge, the unexpected) and "dedication" (search for the authentic, devotion, merge/ being absorbed in a “back-stage” world, timelessness). Poulsson and Kale (2004) advocated that the five dimensions for a successful experience; personal relevance, novelty, surprise, learning, and engagement dimensions to be the constituents of successful experience. Oh et al. (2007) applied on Pine and Gilmore's (1998) framework and validated that the four realms of experience i.e. aesthetic, education, entertainment, and escapism.

Kim et al. (2012) developed a tourist experience scale, comprising seven dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. This study applies this model to measure on site phase tourist perceived quality of experience during their Dorze Village trip. Fundamentally, this model is chosen for application in the current research for the following essential points: comparing this model with the others it is updated, along with that, the embraced variables are suitable for the circumstances of this study area. To give some clue about the variables discussed below as the following:

2.7.1 Hedonism

Hedonism stems from the Greek word ‘Hedone’, which means pleasure, enjoyment or delight (Swarbrooke & Horner, 2007). Hedonism is stated as a crucial factor in determining tourists’ quality of experiences as well as their future behavior (Dunman & Mattila, 2005). According to Kim, Ritchie, and Tung (2010), it defined in tourist experience as “pleasurable feelings that stimulate one”. Tung and Ritchie (2011) found out that positive emotions and feelings associated with these experiences, such as happiness and excitement, explained the essence of quality of tourist experience. According to Holbrook & Hirschman (1982) the hedonic experiences paradigm suggests that in many situations visitors seek fun, amusement, fantasy, arousal, sensory stimulation, and enjoyment. Hedonism, in the context of this study refers to thrill, enjoyment, excitement, and participation in activities (Kim et al., 2012). With this point of view, the present study has measured the tourist feeling of hedonic on their Dorze village trip by assessing their sense of enjoyment, excite, thrill and indulge by provided activities.

2.7.2 Novelty

In the context of tourism, novelty is defined as a trip for unfamiliar experience and it is an important factor related to the quality of tourist experience (Bello and Etzel, 1985). Chandralal and Valenzuela (2013) supported the notion saying that perceived novelty, which is derived from experiencing something new (e.g., culture, food, and accommodation) is a component quality of tourist experience. Sometimes it is defined as the difference in the degree and mode of tourist experience sought by the visitor to a destination as compared to his previous experience. Visitors tend to choose a destination

where there are different cultures and lifestyles in order to satisfy their needs and desires to experience something new, or “some other things” that cannot be found in their destinations (Pearce, 1987). With referring to measure tourist perceived quality of experience during their Dorze village trip in terms of the uniqueness of the trip the variable of novelty adopted in the present study.

2.7.3 Refreshment

Refreshment is a major component of tourism and leisure (Wang, 1999). People satisfy their psychological need to escape from boredom and seek solitude, or relaxation, by engaging themselves in travel experiences (Cohen, 1979). Kim (2009) states that refreshment, the feeling of being refreshed. In the context of this study refreshment is a sense of visitors liberating, freedom, refreshing and revitalizing experiences on their trip. In this study, refreshment implement to measure tourist’s quality of experience through looking tourists relieve from stress, they filing sense of freedom, whether they had refreshed and felt better after the trip of the village.

2.7.4 Meaningfulness

Meaningfulness is one of the ways in which individuals find meaning through tourism experiences (Bruner, 1991). Accordingly, tourists nowadays increasingly search for meaningful experiences within their travel and tourism activities, such as seeking a sense of physical, emotional, or spiritual fulfillment (Hall, 1996). For that reason, tourists engaging in tourism activities and consuming local products may find a way to learn different perspectives on matters in life. Such activities may improve tourists’ psychological mood and well-being, allowing them to assert their self-identity and learning about other places and cultures (Kim et al., 2012). The same study noted that when people learn more about the world and expand their perspectives on life because of eye-opening travel experiences, these experiences can be some of the most memorable of a lifetime. In the context of this study, meaningfulness refers to a sense of great value or significance (Kim et al., 2012). With this concern, the dimension of meaningfulness is implemented in this study to understand the tourist’s’ quality of experience in the village.

2.7.5 Involvement

In the tourism context, involvement can be defined as the extent to which tourists are interested in an activity and their affective responses aroused from the activity. It indicates the degree to which an individual is devoted to an activity, product or experience. It has been considered a significant attribute of travel and leisure experiences related to the level of engagement. Involvement in stimulating activities, either in physical or mental terms, leads to unforgettable experiences (Wikström, 2008).

Kim (2010) found that tourists' level of involvement with travel experiences increased the quality of tourist experience. With this point of view involvement used in the study to measure tourist perceived quality of experience throughout the village.

2.7.6 Knowledge

Knowledge is a cognitive aspect of the tourist experience which involves learning and education. Tourism researchers have also reported that people wish to learn new things and develop new insights and skills (Poria, Reichel, and Brian, 2006; Richards, 2002; Sharpley and Sundaram, 2005). Referring to Aho's model (2001) the knowledge construct relates to informative experiences, defined as getting informed, i.e. some new intellectual impression offered to the subject by the experiences that result in enrichment of knowledge of tourist. Especially, learning about local culture including the residents' way of life and the language of the destination significantly enhances quality tourist experience (Tung & Ritchie, 2011). Thus, learning or education is an important dimension of travel experiences (Hung & Petrick, 2011). As others tourist perceived quality of experience indicators tourist perceived knowledge throughout Dorze village trip used in this study with hope to rich sound result in the topic.

2.8 Tourist-Host Interaction and Quality of Trip Experience

Tourist-host interaction is thought of as a fundamental element of the quality of tourist experience (Reisinger & Turner, 2002). It is well thought-out as the heart of tourism (Smith's, 2001) as well as core for the quality of tourist's experience (Murray et al, 2010). According to Selstad (2007) explanation, tourist's experience is constantly mediated through social interactions or host-guest interaction. In such interaction tourists learn about the residents' way of life and they more understand about the local people, this situation significantly increases quality of visitor's trip experience (Tung & Ritchie,

2011). Similarly, Chandralal and Valenzuela (2013) noted that experiencing actual local life, cultures, and foods of destinations makes an experience memorable and unique. Pizam, Jafari, and Milman (2000) suggest that higher intensity of social relationships between hosts and tourists results in higher favorable feelings toward higher satisfaction with the destination experience.

As Murphy (2001), findings' explained that the extent of host- guest interaction has great influences on quality of tourists' trip experiences even, it has influences their intention to return to the destination and recommend it to others. And, Kim et al. (2010) found that respondents who interacted with the host community during their travel experiences were found to have high levels of recollection of their past experiences and adds to the existing knowledge. For these reviewed theories to provide empirical evidence on the implication of host-guest interaction for quality of tourist's trip experience in the context of Ethiopia, the present study have is done with taking Dorze village as a main case. As already said, three dimensions are identified to measure extent of host- guest interaction and six dimensions adopt for quality of tourist experience. The relationship of those dimensions presented in the subsequent section of conceptual framework of the study.

2.9 Conceptual Framework

As stated in the introductory chapter, the main objective of this study is to investigate a level of host-guest interaction and its implication for the quality of tourist experience in southern Ethiopia, the case of Dorze village. Regarding the objectives below cataloged frame signposts the nexus exists between the independent variable (tourist and host interaction) and the dependent variable (quality of tourist experience).

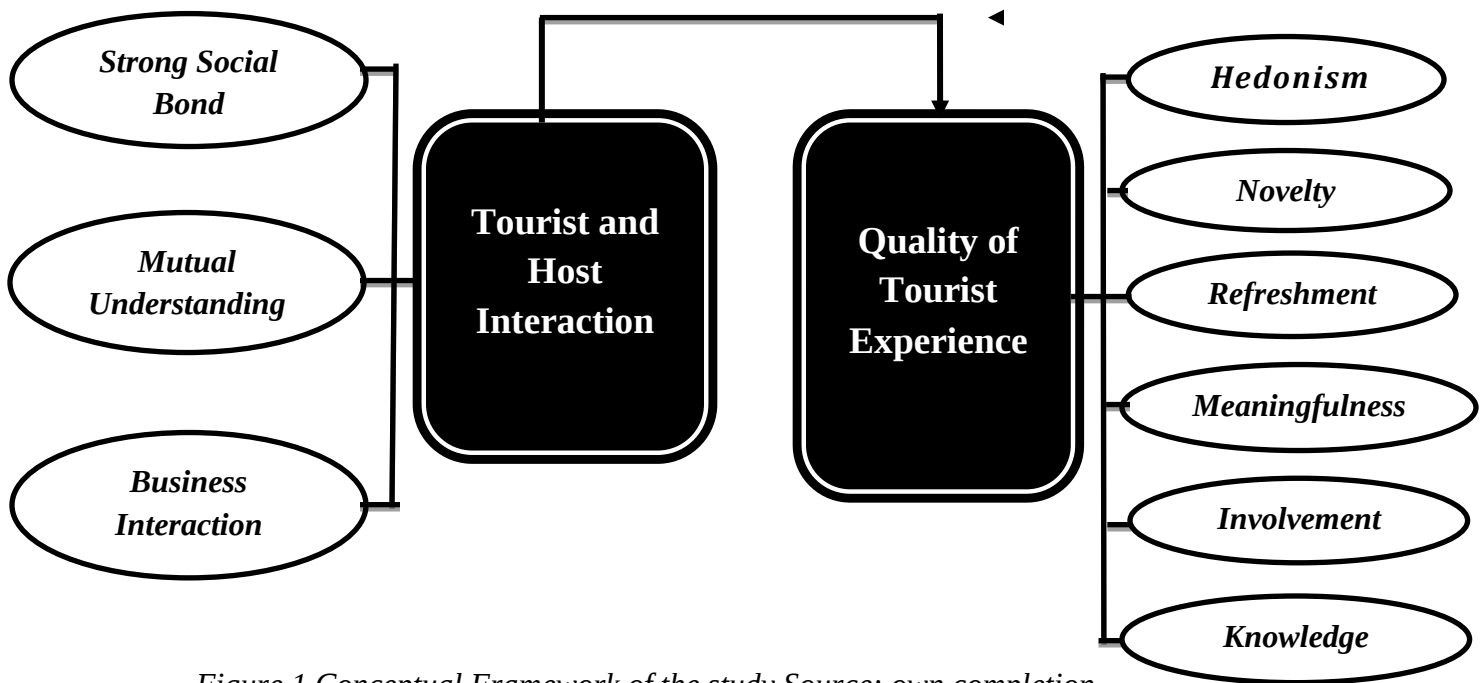


Figure 1 Conceptual Framework of the study Source: own completion

Based on the dominant definitional elements found in the literature, the first part of the framework comprises with three host-guest interaction indicator variables (Interaction to fulfill social needs, Interaction for Mutual understanding and Business interaction). The second aspect the framework demonstrate the quality of tourist experience at the destination, as prosecuted above it is measured with six dimensions including; Hedonism, Novelty, Refreshment, Meaningfulness, Involvement, and Knowledge. Comprehensively the framework demonstrates the level of interaction tourist had with the host community has direct implication for quality of tourist perceived experience.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology adopted in the present study. It starts with a brief description of the study area, then, it passes into shed light on carefully chosen research design. Besides, it offers detailed elucidation on the nominated target population, sampling technique and size. Source of data, data collection instrument and methods of data analysis are also presented in this chapter in detail. The chapter concludes with the explanation of reliability and ethical considerations of the study.

3.2 A Brief Description of the Study Area

Dorze village is located in Gamo Gofa Zone of the Southern Nations, Nationalities, and Peoples Region in Ethiopia. The Dorze occupy the Eastern edge of the highland above Lake Abaya, about 2600m above sea level. It has a longitude and latitude of 60 11' 57''N and 37 04' 17'' E. The village is situated at a distance of 493 km south of Addis Ababa, 7 km from Chench, 30 km Arba Minch, the principal town of Gamo Gofa Zone. Dorze is a community part of a larger ethnic group known as Gamo and they belong to the larger Afro-Asiatic language family and they are Omotic-speaking. Dorze bordered with the people who inhabit the Gamo highland in the east with Otchollo people who live on the top of the hill of the Gamo highland

(http://www.pbse.com/sergio_pes/dorze_people).

According to Chench Wereda Culture and Tourism Office, (2016), total populations have an estimated about 30,000 people living mainly in the villages near the cities of Chench. Weaving is a primary profession for many Dorze. In addition, they engage in small-scale farming or subsistence agriculture and keeps livestock such as goat, cows and chicken for domestic consumption. As farmers, they have an expertise in preventing soil erosion, by ingenious terracing off the mountainside. In their farmlands, the Dorze people grow highland cereals. Around their huts they have their own little garden with vegetables, spices, fruits and tobacco.

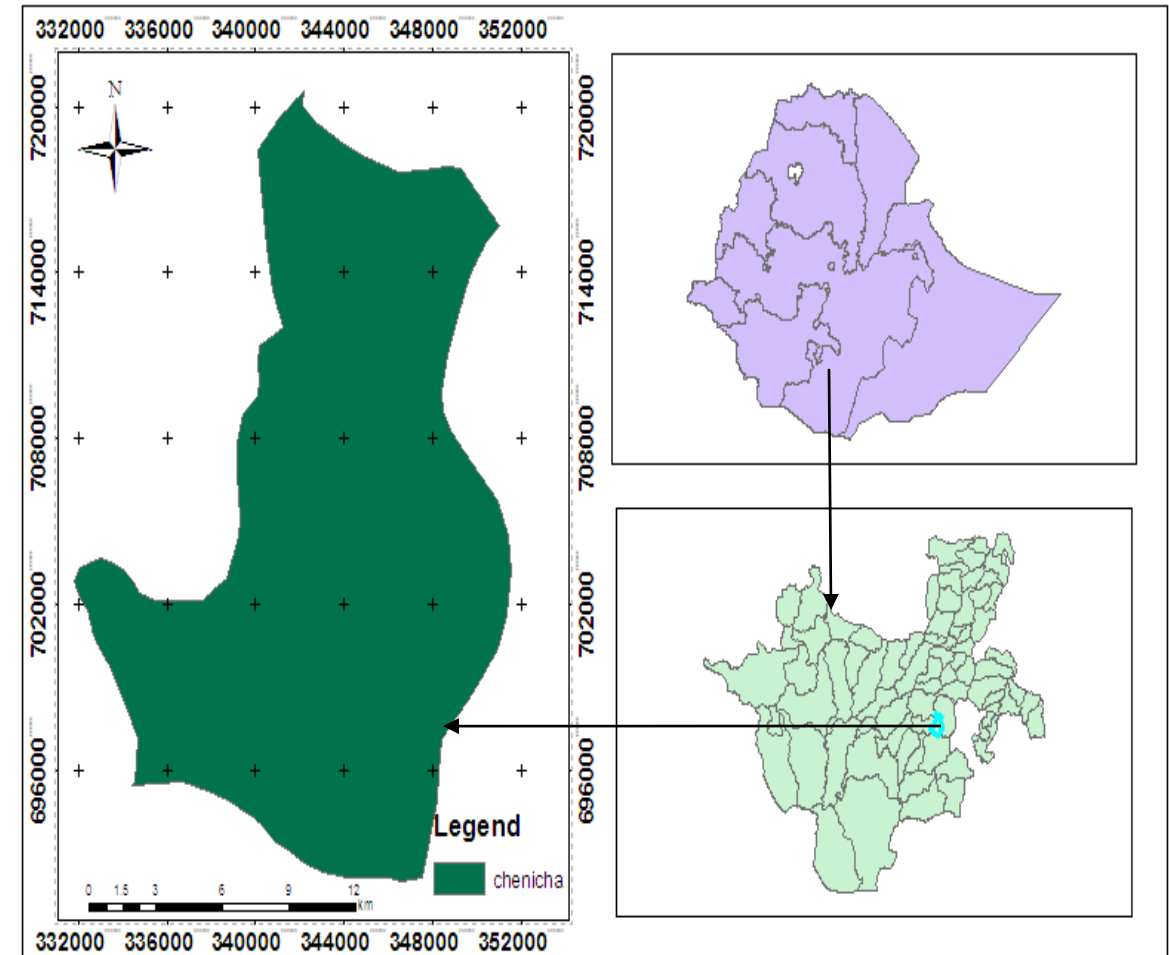


Figure 2 Map of the Study Area (source: AMU GIS Department, 2018)

In addition Dorze village is endowed with abundant tourist attractions which are categorized under craft industry (traditional weaving, pottery work, and unique house constriction), festival and cultural performance (masiqqala festival, traditional music, and process of making food from Enset plant) and natural attraction (diversified landscapes view, Doshike forest, and Dorso waterfall). Those main tourist attractions are in detail discussed in chapter four.

3.3 Research Design

Creswell (2009) argued that research design is very essential to plan when, where and how anticipated data should be collected and analyzed. In other words, the research design articulates what data is required, what methods are going to be used to collect and analyze the data, and how all of this is going to answer your research question.

In general, it helps to plan and implement the study in a way that obtains the intended results, thru increasing the chances of obtaining information that could be associated with the real situation (Burns and Grove, 2001). Consequently, selecting an appropriate research design is vital to outcome sound result in certain a research project.

As indicted in the introduction part, the main focus of this study was to investigate the implication of host-guest interaction for the quality of tourist experience and tourism potentials of Dorzé village as a hotspot tourist destination of Gamo Zone, Southern Ethiopia. Hence, in order to gain the advantages of both and to offset the discrepancies of each, a mixed research approach was employed. According to Mary (2001) elucidation, mixed method research employs both approaches iteratively or simultaneously to create a research outcome stronger than either method individually and, overall, combined quantitative and qualitative methods enable exploring more complex aspects and relations of the human and social world. Consequently, it is logically selected to acquire heavyweight outcome and provide a better understanding on the existing intensity of interaction between tourist and host resident and its implication on tourist's quality of experience; and tourist attractions and tourism potentials of the destination.

3.4 Target Population

In research methodology, the entire group of study objects is called the population. These may be people, geographic areas, organizations, products, services and so on. In other words, the population for a study is that group about whom we want to draw a conclusion (Krishnaswamy, et al 2009). As indicated in the previous part this study, my observation is to investigate the implication of host-guest interaction for quality of tourist experience and to explore tourism potential studied area as a hotspot tourism destination of the Gamo zone, Ethiopia. Hence, to achieve a detailed objective, foreign tourist, local community, Chenchä wereda tourism bureau experts, local tour guides, potter's and weaver's association were consulted in the sampling frame of the study. Principally, foreign tourists have taken part in the study only who have to visit the village when the data administration caring out in the village. Those targeted tourists have an opportunity to play a great role in the study with answering to provided questions by the survey or through in-depth interviews. On condition that questions predominantly lies with tourist's perceived level of interaction with the host community and quality of experience.

Local tour guides and Chenchawereda tourism bureau experts play a part in the study with answering the questions provided via of interview with reference to get information about the tourism potential of Dorzé village and tourism product offered in the village. A remain targeted population (local people who have participated on providing tourism product in the village and potter's and weaver's association) have a hand in the study with participating in interview questions arrange for having evidence regarding tourism products provided in the village.

3.5 Sampling Techniques

A sample is a part drawn from a larger whole and it is taken in order to learn something about the whole population. Sampling is a process of selecting samples from a group or population to become the foundation for estimating and predicting the outcome of the population. In another word, sampling can be used to make inference about a population or to make a generalization in relation to existing theory. The significant of identifying an appropriate sample from the targeted population through suitable sampling technique is commonly accepted thought for success of certain research work. In spite of this, both probability sampling and non-probability sampling technique were adopted in the present study. In this regard, to identify the participants from the sampling frame, the researcher used simple random to collect quantitative data through a survey. Besides, purposive and convenience sampling technique were used to collect qualitative data through in-depth interviews and key informant interviews.

I. Simple Random Sampling Technique

In simple random sampling technique, every item in the population has an equal chance and the likelihood of being selected in the sample. In this sampling technique, the selection of items completely depends on chance or by probability. In this regard, by the using simple random sampling technique, informants recruited from foreign tourists who are visited the village. Hence, all foreign tourists who have visiting the village during the survey caring out in the area has an equal chance of being select and participate in the study.

II. Purposive Sampling Technique

Purposive sampling technique is one of a non-probability sampling method and it occurs when elements selected for the sample are chosen by the judgment of the researcher. The researcher has applied their own criteria when defining their sample, so in simple terms the researcher selected their own individual as part of their study (Black, 2010). In this regards study judgmental or purposive sampling technique used to get hold of a representative sample on behalf of the local community. Starting from the principle of the purposive sampling technique, the interviewees were selected based on their involvement in tourism related activity or business and based on their awareness on behalf of acquired information.

III. Convenience Sampling Technique

According to Saunders, Lewis, and Thornhill (2012), convenience, sampling is a type of non-probability and it is sometimes called availability/ accidental sampling. As they labeled, this method relies on data collection from population member who is conveniently available to participate in the study. For this study, this sampling technique was used to deal with wereda tourism bureau experts, local tour guides, and potters and weaver association members. Pertaining to the approach of convenience sampling technique, the respondents identified from these sample farms based on their accessibility in the course of investigation have occurred in the study area.

3.6 Sample Size

The sample size is an important feature of any study or investigation in which the aim is to make inferences about the population from a sample (Browner, et al., 2001). They suggest that it should be carefully fixed because it is essential to draw valid and generalized conclusions. In this study, based on the above suggested sample techniques number of participants or the sample size of the study was determined as stated below. Regarding the number of foreign tourists, who are the participant in the study, was determined with estimating the previous year tourist flow data in a similar period. In detail, the number of tourists, who had a trip in the Dorze village starting March up to September 2017 data is utilized to approximate the sample population size of tourist who has involved in the survey.

This period purposefully chosen with the following two reasons: Firstly, this period is well thought as peak season of tourist flow to the area. Secondly, the period fit with the time schedule which is stated by the college research center. Consequently, these two ins and outs make the period suitable to obtain need information from targeted respondents in the premeditated timetable. According to Gamo Gofa Zone culture and tourism bureau 2017 report, around 54245 foreign tourists had visited in 2017 the zone, from them around 20191 tourists had a trip from January up to May in 2017. As Gamo Gofa culture and tourism bureau experts' estimation, from the total number of tourists who have visited the zone, around 90% of them have a vacation to Dorze village. That is, estimated around 18171 tourists had visited Dorze village from January up to May in 2017. So, based on this information on the number of foreign tourists who have the chance to join in survey determined based Israel (2009) developed formula as the following;

$$n = \frac{N}{1 + N(\alpha)^2}$$

n = is the sample size

N= is the total population (18171)

α = the confidence interval= 0.07

$$n = \frac{18171}{1 + 18171(0.0049)}$$

$$n = 202$$

The above outcome of computation specified that 202 foreign tourists have the chance to participate the present research project through the survey in addition to those tourists other 10 individual foreign tourists make a contribution to study within-depth interview. Still, by keeping up the principle of convenience sampling technique, the numbers of interviewees from each sample frame determined as the following; 8 from local tour guide, 2 tourism experts from Chenchä Wereda Tourism Bureau, 2 pottering, and 8 weaving association members. Besides, purposively, 10 individual selected from the local community based their linkage with tourism and tourists in the village. Generally, 242 individuals are took a part in the study.

3.7 Research Instruments

To come up with concert research result, the present study in cooperatively utilized both primary and secondary data. Following the mixed research approach, the study has used different data collection instruments as the primary source of data i.e. Survey, observation, in-depth interview and key informant interview. The secondary data obtained from took various documents like; books, internet source, academic journals were used extensively to gather information directly related to the topics presented in this research study. And, different Government reports including Gamo Gofa Zone Culture and Tourism Bureau and Chenchu culture and tourism bureau used as secondary data for the study.

I. Field Observation

Observation is a technique that involves systematically selecting, watching and recording the behavior and characteristics of living beings, objects or phenomena (Burns, 1999). Babbie (2008) acknowledged the superior merits of observation as it created the opportunities for observing and thinking at the scene of the action, event, processes or phenomena. And importantly, observation enables the researcher to combine it with questionnaires and interviews to collect “relatively objective firsthand information” (Johnson & Turner, 2003). In view of this, nonparticipant observation is implemented in the current study. In this technique, during the field work, the researcher has observed that the circumstance of tourist interaction with the host community, cultural and natural tourism potential and its exploitation for the area tourism development. In addition, the researcher has observed the area of tourism infrastructure and accommodation facilities’ development. The observation checklist is annexed (see annex 4).

II. Interview

The interview is a popular and widely used means of collecting qualitative data (Burns, 1999). It is pointed out as one of the best and widespread technique of data collection in mixed research design. As Burns, (1999) give details, the researcher cannot observe the informants’ feelings and thinking, and interviewing is a key to understand what and how people perceive about the phenomena looked-for explore.

It is crucial to reveal existing knowledge in a way that can be expressed in the form of answers and so become accessible to interpretation (Flick, 2006). In view of these in-depth interviews and key informant interviews are used in order to solicit primary information from the sample frame of study.

1. In-depth Interview

According to Boyce (2006), an in-depth interview is a qualitative research technique by which small numbers of respondents are intensively interviewed with the assumption to explore their perspective on a particular idea, program or situation. For the purpose of this study, an in-depth interview was utilized to get firsthand information directly from knowledgeable informants or foreign tourists. This technique needed to understand what is going on in the tourist's mind about their experience unless; it is difficult for the researcher to notice the informants' feelings and thinking. Accordingly, semi-structured interview questions were prepared on the topic of interaction they had with the resident, the quality of their trip experience in the village, whether they involved and enjoyed in cultural practice of the community or not, how they look the resident performance in friendship and hospitality, uniqueness their trip experience, whether they get meaningful thing and knowledge or skill from their trip. The list can be found in (see annex 2).

2. Key Informant Interview

According to the argument of UNICEF (2005), key informant interviews are a research method to gather specific qualitative information, from "informants" who are usually experts on the subject area. Taking this into consideration, key informants are selected based on their knowledge from Chenchawereda tourism bureau experts, local tour guides, pottering and weaving association members. The question list can be found in (annex 3).

III. Survey

As already mentioned, a structured questionnaire was used as the main instrument for primary data collection in the study. Basically, it is designed to obtain relevant data from foreign tourists. It consists three sections: The first section contained with five demographic characteristics items (gender, age, educational level, marital status and country from) and three trip characteristics items (the purpose of travel, traveled with and time of visit Dorze village). For this section, respondents were asked to tick the cell which best described their situation.

The second and third sections are contained attitudinal statements measuring. respondents were asked to indicate their degree of agreement to each statement measured on a 5-point Likert scale ranging from “strongly disagree” (1 point) to “strongly agree” (5 points). The second section designed to get information about the level of interaction tourist had with the host community of the village. It is composed up with 11 items to be precise, four for a strong social bond, four for mutual understanding and three for formal or business interactions. All these items were designed with reference to concepts developed from the reviewed literature. In section three, the respondents were asked about their Dorze village trip experience through a seven-dimension scale developed by Kim (2010) and Kim et al. (2012b). This part comprised of 19 items: it has three items for hedonism, four for novelty, four for refreshment, three for meaningfulness, three for involvement, and three for knowledge. The structured with close ended questionnaire list can be found in (annex 1).

3.8 Method of Data Analysis

Along with the fashion of mixed research approach, both qualitative and quantitative data analysis techniques were implemented in present study. Thematic analysis techniques used for obtaining data through interview and field observation. According to Braun and Clarke (2006) this analysis techniques are often the go-to method in most qualitative research and comprises six steps which include familiarizing oneself with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes and producing report. Accordingly, the researcher has followed those quantified steps of thematic analysis techniques. The results give details with qualitative descriptions and some photographs.

For survey data multivariate analysis techniques were implemented i.e. descriptive, Pearson correlation, and simple regressions analysis models. First, descriptive statistics were adopted to identify the demographic and trip characteristics, the level of host- guest interaction and tourist perceived quality of experience. For the analysis, the implication of host- guest interaction on tourist perceived quality of experiences both Pearson correlation and simple regressions analysis models were used in this study. All those statistics analysis carried out by using the Statistical Package for the Social Science (SPSS version 24).

3.9 Validity and Reliability

Validity is an important term in research that refers to the conceptual and scientific soundness of a research study (Graziano and Raulin, 2004); it describes the ability of the instrument to measure what it is supposed to measure. Moreover, it has been defined as referring to the appropriateness, meaningfulness, and usefulness of the specific inferences researchers make based on the data they collect (Litwin, 1995). There are two type of validity which is known as internal and external validity. Internal validity is the extent to which results can be interpreted accurately, and external validity is the extent to which results can be generalized to populations, situations, and conditions (Seliger and Shohamy, 1989).

When discussing validity, it is appropriate to consider a related concept-reliability of research. Reliability refers to the instrument's ability to measure the concept under study consistently and accurately (Litwin, 1995). In other words, reliability measures the consistency of responses under particular circumstances (Hair, et al., 2003). According to Phelan and Wren (2005), reliability is the degree to which an assessment tool produces stable and consistent results. Reliability eventually means any significant result must be repeatable, in the sense that if another researcher repeats the experiment under the same conditions it will provide the same results. With reference to measurement, the reliability and consistency of the data in this study, Cronbach's alpha value was adopted. The higher Cronbach's alpha is associated with each other. According to Nunnally (as cited in Cooper & Schindler 2006), the Cronbach's alpha value should > 0.7 for high reliability standard and to be considered acceptable.

The items of quality of tourist experience dimensions namely; hedonism, novelty, refreshment, meaningfulness, involvement, knowledge already validity and reliability have been determined Kim et al. (2012) in their research work. However, in this study the instrument is being used for a new population and sample size; so the previous validity and reliability may not apply in this case. In this view, all the above said variable items, as well, host-guest interaction indicator items reliability, have tested in this study by using Cronbach's alpha value.

3.10 Ethical Considerations

Ethical considerations in research require appropriate treatment of the respondents, and it should address all key ethical issues related to the research process, such as anonymity, privacy, deception, accuracy and confidentiality (Neuman, 2000). Regarding this in order to get their consent all of the respondents were informed. In doing so, the researcher is a student from Addis Ababa University and required to do this research for the partial fulfillment an MA degree in tourism management and development studies. Besides, all participants were given detail description about the overall objective of the study and asked for their voluntary to participate in the survey. Voluntary interviewed people were informed not to write their name on the questionnaire and advised that they could withdraw their consent at any stage. And, they were reassured their answers were treated as strictly confidential and is used only for academic research purposes.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the results, along with a detailed interpretation of the finding. The results are discussed in five main separate sections. The first section comprised with descriptive results of respondents' demographic and trip characteristics. The second section gives a comprehensive description of tourism potential of Dorze village. Besides, far-reached results and discussion on the level of tourist- host interaction and tourist's perceived quality of experience at Dorze village is figured out in section three and four respectively. The Last section is intended to explore how tourists perceived level of interaction affect their quality of experience at a certain trip.

4.2 Demographic and Trip Characteristics of the Respondents

Out of the 202 questionnaires distributed to foreign tourists who have visited Dorze village during this survey, 200 questionnaires were returned. To analyze and collect data Statistical Package for the Social Science (SPSS version 23) was utilized and the multivariate analysis models were implemented encompassing descriptive, Pearson correlation and simple regressions. In accordance with the format of the survey design, this chapter started by discussing participant's demographic characteristics, and then their trip characteristics.

4.2.1 Demographic Characteristics of Tourists

To find out the general background of tourist, the respondents were asked their gender, age, educational level, marital status and country of origin. The results obtained from the structured questionnaires are represented on the tables below. In relation to the profile of the survey respondents, there were approximately the same percentages of female 50.5% (101) and male 49.5% (99) respondents. While the majority of respondents were between 25 and 39 years of age 44.5% (89), followed by the group who have aged within 40 and 60 years of old 32.5% (65), above 60 years old 9.5 % (19), the tourists who have belonged between 18-24 years old 11.5% (23) and under 18 years old 2.0% (4).

Table 1 Sex and Age of Tourists (n=200)

		Frequency	Percent	Valid Percent	Cumulative Percent
Sex	Female	101	50.5	50.5	50.5
	Male	99	49.5	49.5	100.0
Age	under 18	4	2.0	2.0	2.0
	18-24	23	11.5	11.5	13.5
	25-39	89	44.5	44.5	58.0
	40-60	65	32.5	32.5	90.5
	Above 60	19	9.5	9.5	100.0

Source: SPSS output and Survey

Regarding marital status, 46 % (93) respondents were married, 34.5% (68) were single, 10.5 % (21) divorced and the remaining 9 % (18) respondents were widowed. As to their education level, 44 .0% (88) of respondents were degree holders, 33.0% (66) diploma holders, 13.5 % (27) master's degree, 9.0 % (18) have finished high school. The remaining 0.5% (1) was not complete high school (See in Table 2).

Table 2 Marital status and Education level of Tourists (n=200)

		Frequency	Percent	Valid Percent	Cumulative Percent
Marital status	Single	68	34.0	34.0	34.0
	Married	93	46.5	46.5	80.5
	Divorced	21	10.5	10.5	91.0
	Widowed	18	9.0	9.0	100.0
Education level	Not complete high school	1	.5	.5	.5
	High school	18	9.0	9.0	9.5
	Some college	66	33.0	33.0	42.5
	Bachelor's degree	88	44.0	44.0	86.5
	Master's and above	27	13.5	13.5	100.0

Source: SPSS output and Survey

Table 3 Origin of Country of Tourists (n=200)

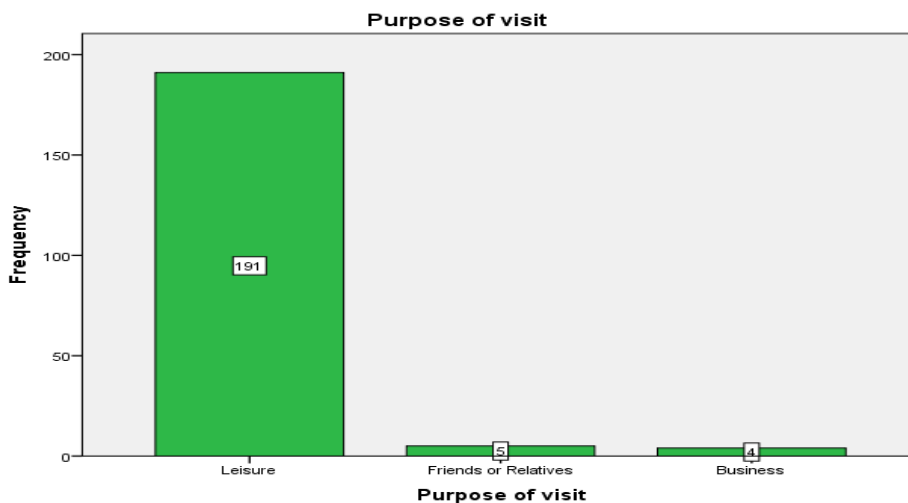
Country	Respondents		Country	Respondents	
	Frequency	Percent (%)		Frequency	Percent (%)
Canada	4	2.2%	Netherland	18	14%
England	5	2.5%	New Zealand	5	2.5%
France	7	3.5%	Poland	5	2.5 %
German	10	5.0%	Scotland	4	2.0 %
Ireland	5	2.5%	Spain	38	19.0%
Israel	25	12.5%	Sweden	4	2.0%
Italy	29	14.5%	USA	10	5.0%

Source: SPSS output and Survey

Country of origin was the last demographic characteristic asked. Approximately 19.0% of the visitors were reported being from Spain, 14.5% were from Italy, 12.5% were from Israel, 14% reported being from Netherland. The remained percentage shared by other countries (See in Table 3).

4.2.2 Trip Characteristics of Tourists

Travel characteristics of the respondents' profile were described below with comprising tourist's purpose of travel, traveled with and time of visit Dorze village. Along with data result around 95.5% (191) of the tourists have traveled to Dorze village for pleasure, only a few tourists have traveled to visit friends and families 2.5 % (5) and to business purposes 2.0 % (4). The result on the purpose of tourist traveled to the village confirm that the most of visitor come to this village for pleasure and relaxation purpose, by taking this in consideration, village tourism products providers and other concerned bodies ought to work on provision of diversified tourism products based on the preference of those segmented visitor group.



Source: SPSS output and Survey

In addition, the data indicates that the majority of the respondents (54.0 %) were traveled to the village with their friends, and followed by the group who have traveled Dorze village with their husband/wife (19.0 %), alone 14%, a family with children (13%). Around 93.0 % tourists have visited Dorze village for the first time, from the total tourists who have participated in survey only 6.0 % and 1.0 % second and third time visited the village.

Table 4 Accompanies in the travel and Number of times they visited the Dorze Village

		Frequency	Percent	Valid Percent	Cumulative Percent
Travel with	Alone	30	15.0	15.0	15.0
	Husband/Wife	31	15.5	15.5	30.5
	Family with children	28	14.0	14.0	44.5
	Friends	111	55.5	55.5	100.0
Time of visiting	First time	187	93.5	93.5	93.5
	Second time	11	5.5	5.5	99.0
	Third time	2	1.0	1.0	100.0

Source: SPSS output and Survey

4.2.3 Demographic Characteristics of the Informants

Along with the fashion of mixed research approach, both quantitative and qualitative data collection techniques were implemented in present study. So, it is mandatory to define the demographic characteristics of qualitative respondents. Indeed for qualitative purpose, 30 individuals were participated by providing the necessary information for the study. Their demographic characteristic is summarized below as the following:

Table 5 Demographic Characteristics of Qualitative Respondents

Profile of Qualitative Respondents		Frequency
Gender	Female	8
	Male	12
Age	25-39	18
	40-60	10
	above	2
Education level	Less literate	2
	Primary	10
	Secondary	12
	Diploma	5
	Degree	1
Occupation	Weaver	8
	Local tour guide	8
	potter	2
	Tourism expert	2
	others	10
Total		30 individuals

Source: Informants

Of the total 24 participants, 22 were male and other 8 were female. In terms of their age, 18 respondents are found between 25-39 years while the rest 10 are found between 40-60 years age group and 2 respondents are above 60. In relation to their education, many of the informants were at the primary and Secondary level of schooling and one of them attained Degree program. In regard to the occupation of the informants, the table reports that 8 informants were weavers, 8 were Local tour guide, 2 were Potters, 2 were tourism experts and the remain 10 informants were involved other occupation.

4.3 Tourist Attractions and Potential Tourism Resource of Dorze Village

As pointed out in the statement of the problem, the tourist attractions of Dorze village not studied and well documented. Hence, to reduce this gap, handcrafts industry, festival and cultural performances, natural attractions plus, infrastructural and accommodation provision of the area were assessed in this study. The finding reveals that Dorze village has abundant cultural and natural tourism potentials. In this case, the community traditional way of life especially their Elephant shaped house, weaving and pottering skill, traditional food and drinks, and cultural celebrations (Masiqqala festival) have dreamt up the village as one of most beloved and hot spotted tourism destination in the Gamo Gofa Zone. These amazing cultural attractions and its green of natural sublime scenery and diversified spectaculars landscapes views play their own part in uniqueness and attractiveness of the village.

4.3.1 Handcrafts Industry in Dorze Village

Handcraft product is thought as an important tangible cultural tourism attraction. And as it represents local tradition, indigenous knowledge besides; it symbolizes the places visited. Indeed, Ethiopia has a long history of producing a great diversity of tradition handcrafts, and Dorze village is one of the major handcraft centers of the country. Dorze people are well-known by their skillful hand weaving profession, and house building. Like other part of the country, some groups are involved the production of potteries. Surprisingly, those above mentioned handcraft products and the process of fabrication have displayed for visitors as main tourist attractions of Dorze village.

4.3.1.1 Weaving Tradition of Dorze People

In Ethiopia, hand weaving is an important indigenous knowledge which has been transferred from generations to generation. In this regard, Dorze people considered as master weavers in the country accordingly, the name of “Dorze” became synonymous with the terms of “Weaver”.... (Prouty & Rosenfeld, 1982). As the study revealed, they have a long history of weaving profession in Ethiopia. The memorial place of *Dungguza* which found in Dorze *Hiriphopango kebel*, for instance can be taken as a piece of as a tangible evidence for this assumption. The place has more than 510 years of weaving history and this can be testified by the original place of traditional cloth of *Dungguza* (*Hade*).

As respondents explained, the three (black, yellow, and red) colored beautiful traditional cloth of *Dungguza* is for the first time designed and weaved by Aleka-Wara Gujufo and Aleka-Bole Abe in this area (Interview, local community, 22th of August 2018, at Dorze). Each and every, colors and structures of *Dungguza* have their own name and representation. Accordingly, the big black is called *Kawo* and it symbolizes the king. The yellow, which placed in the surrounding of the black, is known as *Mindiqqe*, and it exemplifies the place of king for sit. Its name derived from the actual *Dubbusha* place of *Mindiqqe*, which founds near to the memorial place. The red is so-called *Machara*. The yellow and black mixed square is named *Gaachene* and it implies the soldiers of the *Kawo*. The thin parallel lines of three calories are named *Menatha* and it symbolizes the family members of *Kawo*. Unfortunately, this historical place is not well known and documented



Figure 3. The memorial place of *Dungguza* in Dorze (photo by the researcher, 2018)

Historically, this cloth only used by local leaders like; Kawo, Halaqa, Maaga, Huduga, and Bitane and, it is forbidden for ordinary people. But, after time being, some ordinary people started using it with asking permission from Kawo or the originators families. Now a day, most people use it as their wish. However, the area people have much respect for Dungguza. Accordingly, they wear it in the mourning practice of much respected people like Kawo or hero; even they don't wear it for the ordinary people. Furthermore, allying with Masiqqala festival, they wear it bonfire day or Xomppe Qamma, event it is not allowed for slaughtering day or Shuhua Qamma. (See figure 10)



Figure 4. Traditional cloth Dungguza (photo by the researcher, 2018)

Dorze people, in addition to dungguza they also have a long history in the weaving of other traditional cloths i.e. *Bullukko*, *Ganna Afalla*, *Gabbi*, *Kutta*, etc. As one of respondent from weavers reported, *bullukko* is a large and heavy artifact of the weaving tradition. It is mainly used by men to shield from the cold air during night time and excessively, they wear it at public gatherings and social occasions like assembling day. And *Ganna Afalla* nearly similar with *bullukko*; but, it is smaller. Often, it has offered for the bride from their family as dowry or wedding gift. *Gabbi* also like other traditional weaving products it fabrics from row cotton but, for *Kutta* can use machine products. In addition to, above described products, dorze people are also master weavers on other Shemma productions like *Jano*, *Abeshakemis*, and *Netela* etc.

Furthermore, according to the informant's report and researcher observation; nowadays, , they have been working in diversify of their products. Thus, the designs, patterns, and colors have become increasingly sophisticated in both traditional and modern schemes. Despite, scarves, hats, blankets, cushion covers, table covers and other home decor items have widely produced and displayed for visitors in Dorze village. Associating with this deed, the main road of the village is doctored with those colorful weaving products and this circumstance generates a unique and attractive scenario for the village.



Figure 5. Weaving Products displayed in Dorze (photo by the researcher, 2018)

Moreover, during the survey of this study, the researcher noticed that in addition to the products, the artful weaving process provided for visitors as one tourism product of the village (see in figure 6). An informant from the local community told the researcher that the steps in traditional weaving and duty of individual as;

Removing the cotton seeds by hand or bowing (degan) is the first step of weaving. Most of the time, it is the responsibility of young girls. Afterward, women spin the cotton fibers by using Enzir. The remaining task of brining into being colorful weave products is accomplished by skillful Dorze men. For this purpose they use different materials likedir/warp/, maege/weft/, spun cotton, and threads (Interview, weave, 11th of July 2018, at Dorze village).



Figure 6 Tourist visiting weaving practice at Dorze (photo by the researcher, 2018)

4.3.1.2 Pottery Work in Dorze Village

In fact, Ethiopia has a long history on traditional pottery profession and skill. Pottery instruments are the favorite choice for most Ethiopians because, they thought as traditional ornaments are donated special test and delicious flavors for foods. Like other parts of the country in Dorze village same community group member have involved in the work of pottery material production. They have produced assorted traditional utensils like Jebena (Coffee pot), Deist (Cooking pots), Gan (Water pot), Mitad (Injera pan) and souvenirs for the gift.

As researcher observation, this indigenous knowledge and cultural ornaments are recognized as one of the wonderful cultural tourism attraction of the village. In the village, the process of making traditional pottery instruments and ornaments are provided for visitors as tourism products. The informant who has involved in this work called the situation like the following;

Sometimes local guilds bring tourists up to our work place at that time; we show them our traditional pottery products making-techniques. In this deed, we display the coming change of the instruments shape in every stage in the process. And more, if tourists have interest, we give a chance to make their own pot (Interview, potter, 2th of July 2018, at Dorze village).



Figure 7 Tourist practicing Pottering at Dorze village (photo by the researcher, 2018)

In actual fact, learning a new cultural skill of visited destination area people is essential part of tourist experience and it plays their role in improving tourist's satisfaction on their experience. Besides, providing this kind product at particular tourism destination has great significance for promoting cultural uniqueness of the area. Besides, it can create great potential for communities to achieve economic viability.

4.3.1.3 Elephant Shaped House Building in Dorze Village

The elephant-shaped house of Dorze people is one of the main tourist attractions of the village. As stated above, Dorze people are well known by their skillful cotton cloth weaving; however, this skill not stopover on the work of cloth it goes beyond. Similarly, with cloths, they weave together the strips of bamboo for the bodybuilding of elephant-shaped houses. Indeed, in Ethiopia different tribes like Sidama, Awi, Sheka, Kaffa and Gumuz are predominantly construct their traditional house using bamboo like Dorze people (Tesfaye, 2015). However, Dorze house has a great difference in the proportion of bamboo used, construction process, design, and durability. As researcher witnessed during field observation, Dorze people only used bamboo for the overall construction of the house. However, they also use other supportive materials (wood, grass etc...). And, they dig one or more hardwood poles in the middle of the house (Tesfaye, 2015) but not in dorze house.

Furthermore, the house which was properly constructed and thatched can last from 60-80 years. This testified that highly durable of the house than others (Tesfaye, 2015). In fact, the selection of appropriate bamboo species and harvesting it in suitable season has played uncountable for durability of the house. As respondents explained, there are a lot of species of bamboo in the compound of Dorze villages; nevertheless, for the bodybuilding of the house they preferred matured and dried *Xarzo* and *Loodo* bamboo species. Besides, they believe that dark season (it depends on moon) as appropriate season for harvesting. In addition, the technique of construction and natural treatment of smoking have made the house structure remains strong and resistant to pest attack. As researcher observed and respondent from local community explained, about the process building the house;

In the begging, skillful craftsman weave together half split bamboo strips by making smooth down the roof and wall. In this way they construct a whole set of the house in a single structure, at this stage the house is looks like an upside-down basket. Then, they put up nose shaped room or Zono in the front side of the house and, they made two eyes or Lecheke in left and right sides. As a final point, they thatch the roof by bamboo stems. In this way at the end of the day, they fabricate elephant-shaped house (Interview, local community, 23th of November 2018, at Dorze village).



Figure 8 Dorze houses in early stage of building (photo by the researcher, 2018)

As the researcher observation shows, at certain compound, three houses commonly found including the main house, kitchen and honeymoon. The main house is height is up to twelve meters and it has classified with different partitions. What is interesting about the house is the nose shaped room or *Zono*. It has served as reception room for guests like hotels. As mentioned in the above, this room positioned in the front part of the house and it is ready at all times for guests with furnishing by two benches. And, in the middle of the house there is an open fire for cooking with including low benches to sit around the fire and the smoke used as traditional treatment to protect the house from termites. In addition, Cattle shed; Sleeping place and storage rooms are situated independently in this main house. The compound of the house surrounded by a small garden of Enset or false banana, beds of spices, cabbage, and tobacco plants.

Movability is also the other extraordinary and unbelievable characters of the Elephant shaped house of Dorze people. The whole structure of the house can move and relocate in a new place at the same compound or far of it.

About this fact one of the interviewee from the local community gives details as the following;

Through time the basement of the house is destroyed by termites, at that time, we get rid of the rotten part of the basement and, we relocate it newly prepared place. In our culture carrying the house is forbidden for women's, as result, the relocating task is mainly carried out by selected strong men. Nevertheless, women play a part by providing food and drink for workers. What more is, they have a hand in the success of men's with encouraging and inspiring them by singing different motive traditional music. In spite of this process the house, in the long run, gets shorter and shorter. At that point, it uses as a kitchen or storage (Interview, local community, 20th of August 2018, at Dorze village).



Figure 9 Tourists visiting finalized Dorze house (photo by the researcher, 2018)

This unique Dorze people house generates an inimitable wonderful scenario for the village. In addition, the villagers are always ready to host visitors with a warm welcoming and to accommodate them in good manner. Besides, they wait for visitors to show openly their way of life with opening the door of their wonderful and unique traditional house.

4.3.2 Festival and Cultural Performances of Dorze people

4.3.2.1 Masiqqala Festival

As mentioned in the above Dorze village is endowed with various cultural and natural tourist attractions. The unique and colorful annual festival of Masiqqala is one of the biggest intangible tourist attractions of the village. This extraordinary cultural and religious festival is always attended and celebrated colorfully by domestic and foreign tourists every year. Not only tourists but also surrounding area people come together to celebrate this festival with Dorze people. Generally, it has been playing an uncountable role in attracting domestic and international tourists and assuring the sustainability of tourism development in the area.

According to some interviewee explanation, accompanying with Masiqqala festival different hilarious cultural practices happened in the village, for instance, the women's days is one uproarious cultural exercise in Dorze community. Indeed, as a modern world one day has been celebrated with considering women's day on March eight in every year. Here is the unique and amazing culture of Dorze people; in this community women's have (17) seventeen days of freedom in the year. In each and every month of the year women's have one day for freedom which always held in the 21st day of the months by Ethiopian calendar. Besides, linking with Masiqqala festival in the month of September women's get six continues days of freedom. In all those days' women's are free from duty and they spent those days with enjoying and playing with their friends. However, like other issues this point also, not studied and acknowledged. The other fact is, this festival is not only for human beings slightly, but it is also the liberation of the festival for the animals. In the duration of this festival cattle are taken into grazing lands (*Kallo*) and they have set free.

The historical magnitudes of Masiqqala festival explained by one of the respondents from the local community as,

Our ancestors celebrate Masiqqala festival attaching with the end of harvesting crop production besides, considering the time as the beginning of New Year. Basically, they revel with aiming to give thanks to God for what they received throughout the year and to pray for the future to have good things. Now a day we also celebrate Masiqqala festival with keeping our ancestors' culture and coupling it with the finding of the True Cross by Queen Eleni (Interview, local community, 24th of September 2018, at Dorze village).

Data's from interviewees demonstrated that the villagers start celebrity in September one similar with the New Year of the country; with feeling happy and welcoming for the upcoming of Masiqqala. From the beginning of this day, with giving names for market days like *Hinigcha Gayee*, *Gotaa Gayee*, *Soofe Gayee*, *Yeeta Gayee* and *Gamo Gayee*. They celebrate with a different aspect and practice up to the big Masiqqala ceremony. Side by side, they prepare themselves for the main celebration through by buying and collecting different things which needed for it.

As interviewee illumination, the astonishing and amazing *soofe masiqqala* event comes to pass in the village as part of Masiqqala celebration in the day of soofe gayee. In this event, all newly wedded women's come on horseback to a market compound and they appear for their families, friends, and relatives. To be the front-runner of *soofe* event, they take good care of their beauty especially their cultural style, wearing cultural clothes, smear their hair with butter and cover it with a piece of cloth. The event grabs the attention of everybody who happened to visits such a tradition

I. Big (woga) Masiqqala Festival

The big (woga) Masiqqala festival is held in Dorze from Sep 14 up to 17 Ethiopia calendar (Sep 24-27 E.C). The unique and inimitable practices of slaughtering bulls and Damera (Xomppe) come to pass between those days. Before coming of slaughtering day, the villagers bring bulls together at "Kotta". This place is one of the built tourism potentials in Dorze village. Dorze community uses this place to bring together bulls which are bought for Masiqqala festival. In this way it serves the villager with taking part Masiqqala festival for an elongated period of time but now a day it is not used that much. According to respondent from local community elucidation, the slaughtering day (Shuhua Qamma) is adjusted and regulate by respected village elders with selecting a nearest market day to the festival. As result, slaughtering day is varying from year to year. At regulated day, the festival opens by local elders praising of God for His blessings, provision in keeping peace among the communities and then, they start celebrating with saying 'Masiqqala Yoo...Yoo...Yoo' meaning that happy Masiqqala celebration. On the day before Shuhua Qamma, they eat the Keso Kath at family level; the family members of all individuals have a duty to attend this event; missing it is intolerable on their culture. After this day the most important and inconceivable event of the celebration of slaughtering of the bulls take place on a big field where Bodo market usually about 700 to 1000 bulls are slaughtered within one day. After the activities of slaughtering, people sit with a group and they eat the delicious raw meat with kocho and spices in that market place. And they drink very strong liquor called Arake, Teji and other traditional drinks. The other exciting and thrilling thing is when people meet with friends, they jump and shout with saying "Yoo, yoo, yoo!" and then the other reply with a long "Yoooooooo!" then they hug each other with laughing.



Figure 11 Slaughtering of the bulls at Bodo market place (photo by the researcher, 2018)

The other imperative and colorfully event of the festival lighting massive bonfire which traditionally called *Damera (Xomppe)* practice goes according to plan in the Dorze village, with the same day and time with other parts of the country. This event celebrates by visitants and villagers with different religious practices. Furthermore, cultural activities like dancing, feasting and horse riding competitions play a part in making the event unique and colorful. Most of the people, on September 17 in Ethiopia calendar (Sep 27 Gregorian calendar) consider as the end of Masiqqala festival in Dorze village. But, the reality is far from this. The truth is the celebrity goes up to the end of the month colorfully. Even, after this day the villagers reveal with having imaginative programs like, *Mataetho Qamma*, *Laka Qamma*, *Dhuffe Qamma*, and *Hero Hereso* or last day of *Masiqqala*.

II. Mataetho Qamma (get-togethers) Event

On *Mataetho Qamma* event, according to interviewee explanation, it is other appreciated and unanticipated part of *Masiqqala* event which takes place after three day of *Shuhua Qamma* or the slaughtering day and this event considered by a villager as “family festival”.

By this consideration, all family members come together to one selected elder house for reveling *Mataetho Qamma* event as a group. All those collected families celebrate this festive with feasting, enjoying and dealing on different family issues. In this event, all family members bring unique and selected white flower with green grass for their elder families as a gift. In the community tradition, this gift is symbolized as love, respect and wish of long-life. In this respect, elders give their blessing for families. With possession this traditional event of *Mataetho Qamma* Dorze community has held in reserve their family unity, peace and love for an elongated period of time. However, this amazing traditional event is not well known.

III. Laka Qamma Event

As collected data clarification, *Laka Qamma* event also goes according to plan in the Dorze village. As detailed below in traditional square (*Dubusha*) place narrative part, this event is a much respected and valued part of *Masiqqala* festival for the community. In this event day, all community members come together at *Laka Masiqqala Dubusha* place to celebrate with different enjoyable practice and to deal on problems which was faced in the year and to find a solution for it. Generally, this day considered as the day of unity, peace, and happiness for Dorze community.

IV. Dhuffe Masiqqala and Hero Heretho Event

As the collected data shows, Dhuffe Masiqqala has been celebrated in the last day of the month (on September 28 or 30 E.C) and it celebrates equivalently with the main Masiqqala with having slaughtering of the bulls. The only difference is the number of bulls for slaughtering is small. So, if tourist missed attending the main (Woga Masiqqala), this event provides the chance to see and visit some occasion. As the opening of the festival ending practice also facilitate by local elders. Accordingly, elders pray and wish for prosperity, unity, strength, health, love, and peace to their community in the year.

Before, closing of the festival at night time all Aleka or representatives come together in to Amara soofe dorze and then they slaughter one bull. This bull locally called Gelado Bora and it symbolize the end of Masiqqala festival. After three day of Dhuffe Masiqqala event called “Hero Heretho” or the chasing day of Masiqqala.

In this day Dorze community end up the festival by chasing Masiqqala out by saying “Masiqqala, as you came peacefully please go peacefully and come next year also peacefully”. Indeed, Masiqqala festival is well thought-out as one of the most important tourist attraction of the village. It goes throughout month of the September; hence, if tourists would come to the village in the course of this month, they can get the opportunity to be a part of one or more event of the Masiqqala festival.

4.3.2.2 Traditional Music and Instruments

Ethiopia is not only treated as cradle of mankind but also as motherland of music, songs, art and culture. Ethiopia upholds unique cultural heritage and diverse music history in entire African continent (Pati et al. (2015). In country various ethnic groups have their own distinct traditional music instruments like masinko, krar, washint, begena, and kebero are commonly used by most ethnic groups. As widely known animals skin, horn, wood, and bamboo etc. they used these things to make those instruments. However, here is the unique traditional music instrument of *Eddo* of Dorze people; its sound is produced by human tunes without using any other tangible materials. Its sound is absolutely different from the music sounds that can be produced by other famous modern and traditional instruments. Surprisingly, like other music instruments it has produce seven different sounds namely *Ayphe*, *Ayphe kaletho*, *Dhunbe*, *Dhunbe kaletho*, *Tucha*, *Phila*, and *Phila kaletho*. For each and every sound, there are people specialized on it. Commonly, each individual can produce one eddo music tune; nevertheless; there are some individuals who have specialization more than one *eddo* sound.

As respondents reported, *eddo* music has been opened by sound of *Ayphe* then the other follow it as their order and necessity. In this way dorze people use human sound as instrument for their traditional music's. Unfortunately, this unique traditional knowledge of producing music sound by human like tangible music instrument is not acknowledged and documented. Even, it is not promoted and used as tourism products.

In addition to, *eddo*, they use other tangible music instruments like; *Zayee*, *Dithaa* (*kirar*), *Kabaro* (*drum*) and *Bullukko* in religious proceedings, weddings, funerals, festivals, and other social events.

4.3.2.3 The Process of Making Food from Enset Plant

Ethiopia is one of the centers of origin and diversity of various agricultural crops and Enset is one of the endemic species which found in Ethiopia (Simmonds, (1958) and it is native to the highlands of south and southwestern Ethiopia including Dorze village. The products of this plant have high nutritional value. As a result; it has been eaten lovely as delicious food in a different part of the country. The plant physically resembles to the banana plant, but it is taller and fatter than a banana tree. And it does not give fruits as result sometimes it called as “false banana”.

As researcher witnessed during field observation, Dorze people have cultivated it at large agricultural land or on their small garden area. When it becomes full-fledged, through passing altered process they get miscellaneous foodstuffs like Kocho, Bulla, and Deshuncha. Then, they utilize it for day-to-day consummation as well as for cultural and religious ceremonies. As the Data which was collected through field observation and informant’s interview from local guide and tourists illustrate, the process of making Kocho, Bulla, and Deshuncha from False banana plants have presented for visitors as most important tourism product of the area in Dorze village.



Figure 12 Tourist visiting the process of making Kocho (photo by the researcher, 2018)

The process of production those miscellaneous foodstuffs explained by one of the respondent from the local community as;

Enset plant takes four or five years for maturation. When it ready for sharp, it gives flowers or few fruits. At that juncture, we cut it and starch the pith of stem or trunk. And the pulverized stem hid underground for 3 to 6 months. In this process, at the end of the day, we get testy kocho. From the other part of this plant, we gain Bulla and Deshuncha products. We yield Bulla from the liquid squeezed out of the mixture and Deshuncha from the fresh underground part of Enset. Deshuncha commonly, uses to prepare different type traditional food even can eat it by cooking like potatoes (Interview, local community, 20th of June 2018, at Dorze village).

Moreover, in the village tourists visiting practice could not get to end by observing the process, rather, the final out put Kocho (flat bread) have been provided for tourists for test with spices, honey and local drink of Hreke. (Can see figure 10).



Figure 13 tourists eating Kocho with spices, honey and Hareke, (photo by the researcher, 2018)

In doing so, tourists get chance to learn new cultural practice plus, they get the chance to have culinary experiences with test new meals. Indeed tourists can perceive unique experience on their trip of Dorze village. This circumstance can be thought as strength Dorze village as a tourist destination.

4.3.2.4 Traditional Squares (Dubusha)

The study discloses that, traditional squares places (*Dubusha*) are one of the unique cultural tourism potentials of the village. It is large squared places where used by Dorze community to gather and share their different social and cultural aspects. Generally, it is a place where people assemble for expressing their happiness and sadness. As an informant from local tour guide explanation, it is mainly used by dwellers of the village as the public meeting place for elders to solve conflicts peacefully. It is also used for mourning practices and for celebrating social, cultural and religious festivities. According to data gathered from one respondent of the local community, the place has great significance contribution for the villagers with keeping and guardianship their unity, happiness, peace, and security for an elongated period of time.

Furthermore, exercise transpired in that place play their part in sustainably preserving and transferring the villager's old cultures, customs, norms and traditions for the next generation. As interviewee from local community enlightenment suggested that all community members from kids up to elders have great respect for their traditional squares (*Dubusha*) place. Whoever passes across or by the side of a *Dubusha* was expected to sit for seconds as a sign of respect. In the village all kebel have their own *Dubusha* place; the unique and commonly used *Laka Dubusha* was taken as an example for discussion in the present study.

Laka Dubusha

As a respondent clarification from local community shows, *Laka Dubusha* is the unique and much respected squares place by Dorze community. In the same way, like any other *Dubusha* place, it accommodates Laka kebel community throughout the year with different aspects. Moreover, once in the year, it hosts and accommodates all Dorze community with taking part in *Masiqqala* celebration. This day is called by local community "*Laka Qamma*" or "Day of Laka", in this day all twelve kebel people come together and converge to celebrate *Masiqqala* by dancing and singing in a very inspiring and exciting way. Furthermore, in this day political, economic and social issue discussion practices is included as the most important part of the celebration. With this aspect, if conflicts have been raised between kebel, traditional conflict resolution or negotiation is carried out by village elders in this place and day.



Figure 14 Mourning practices at Dubusha place (photo by the researcher, 2018)

4.3.3 Natural Tourist Attractions of Dorze Village

4.3.3.1 Spectacular Landscapes Views of Dorze Village

As researcher noticed in the course of field observation, Dorze village is endowed with cultural attraction. It is blessed with abundant natural tourist attractions. Diversified spectacular landscapes and its unique beautiful brightness views of the village have necessitated towards the existing tourism drive in the area. The diversified mountain meadows and mixed mountain forests which have shown up on the mountainous tract in a different side of the village. It draws visitors' attention with bequeathing exude beauty and serenity views for the area. As interviewee explanation, this diversified landscape future of the village proved an opportunity for visitors to find many endemic plants species and unique biodiversity. Case in point, Zaf (eucalyptus), Kerkeha (aundrinaria) Orch (erythrinia), Doqima (syzygium gineese), Tid (junperus procera), Kosso (haenaia abssinica) and Shola (ficussir) are widely distributed throughout in the village.



Figure 15 Spectacular Landscapes Views of Dorze Village (photo by the researcher, 2018)

4.3.3.2 Doshike Forest

Doshike forest is found in the village and it has necessitated towards in the presence of natural ecosystems with scenic beauty. As the researcher observed, this forest place covered by old green trees and it makes a contribution for having beautiful scenery and breathtaking views for the area. The other unique attractiveness of this area is the presence of forest. It is found with amazing natural bridge or bridge of God. It is locally called *Goda Zoko*. By using this natural footbridge varies Dorze kebels peoples have got in touch. Besides, it waits to surprise and to serve visitors in the same way. This status quo of Doshike forest can offer possibilities for tourists for walking or wilderness hiking in the village and it can provide an aesthetically pleasing experience for visitors.

In the course of this study survey administration the researcher noticed that, this amazing natural tourism potential has neglected by tourism product providers of the village. Most of the people who have involved in the tourism business focused on the provision of cultural tourism potential for visitors with overlooking the natural attractiveness of the area. So, it needed extra work to utilize exist tourism potential plus to diversify products which have provided in the village. By doing this, it can proved unique experience for visitors aesthetically, and it can improve the economic contribution of tourism to the area.



Figure 16 In side of Doshike forest at Dorze village (photo by the researcher, 2018)

4.3.3.3 Dorso Waterfall

Dorso waterfall is the other impressive natural wonder scenario this village. It is found Chenchu woreda at Doko Losha Keble near to Dorze village. As data found from Chenchu wereda culture and tourism office indicates, Dorso fall drops about 30 meters with giving great sound, this event bequeaths the area to have stunning scenery of natural beauty. The rainy season is a good time to see the fall from a lot of water running. To visit Dorso fall visitors have to walk through mountains roads of the village for few hours. The incident of waking though out the village has proved an opportunity for visitor privilege of enjoying gorgeous landscape viewing of the area. With giving aesthetically outshined experience for visitors, it can afford a great contribution to the area natural tourism exercise development.



Figure 17 Dorso water fall (photo by the researcher, 2018)

4.3.4 Infrastructure and Accommodation Facility Dorze village

In fact, tourism infrastructure development of particular tourist destinations is guaranty for long-term tourism growth and the general progress. As pointed out above, Dorze village is endowed with both natural and cultural tourism potentials. However, as an informant from the local tour guide, tourists, experts from tourism area described and as the researcher observed, lack of quality road infrastructure and accommodation facilities thought as a stumbling block for up-and-coming tourism development of the area. In fact, qualified infrastructure facilities like road, water, and electric power supply play an important role in improving tourism sector development at a certain destination. Dorze village as tourism destination has faced some challenges due to lack of the above itemized tourism infrastructure facility distribution.

The data shows that, compared with the village attractiveness, a hotspot tourist destination of Gamo Gofa and a number of tourists flow, the area accommodation sector development is undermined. During the survey, the researcher witnessed that only Stehaye or Dorze Lodge had partial accommodation facilities with few rooms, food and beverage services for visitors. Indeed, economic expansion of tourism at certain tourism destination community has depended on accommodation facility and tourist's length of stay.

On this fact, one of the respondents from local tour guides gave the following argument;

As well know, this village is rich with both natural and cultural tourist attractions but, we do not think as it's fully utilized for the area tourism development. Since lack of accommodation provision of the area, tourists stay only for few hours in this compound. This incident has affected our work with offering the magnitude of diversified tourist's product provision (Interview, local tour guides, 10th of June 2018, at Dorze village).

The other respondent from local tour guides narrated that regarding the issue of accommodation, there is lack of facility and it is an obstacle for diversifying unique tourism products provision in the village;

We want to provide new tourism products to visitors; like mounting trekking, hours riding, and walking to sentinel natural gorgeousness of the village. Besides, when they come back we want to provide coffee ceremony, night campfire with having impressive traditional dance and music with the villagers. Still, this all thing needs a place to stay and quality food and beverages provisions for visitors. Due to, lack of accommodation provision we have losing economic benefit what we call for deserve provision (Interview, local tour guides, 10th of September 2018, at Dorze village).

One of the respondents from visitors reasoned out the above issues as the following; He started with appreciating the area attractiveness, and then he claimed the area accommodation and infrastructure development.

I am here with my friends; I enjoyed with the products provided. But, the problem is road and other infrastructure development as well, accommodation provision is not satisfactory. Actually, we have this information before coming here so, we planned to stay for two hours in this compound. Then we drive to Arbaminch to spent night there provision (Interview, tourist, 11th of September 2018, at Dorze village).

Having this in mind, concerned body especially zone and woreda culture and tourism bureau should have to take the duty to condense the problem of lack of quality infrastructure and accommodations in the area.

They have to work on inviting private investors to the area by creating a good environment and providing incentive activities for encouraging the coming new investors.

4.4 Level of host – guest interaction and its effect on quality of tourist experience

4.4.1 Reliability Test

As stated by Hair et al. (2007) “reliability indicates the extents to which some variables or set of variables is consistent in what it is intended to measure” (Cited by Siddiqi; 2011:20). Reliability analysis is used to measure the consistency of a questionnaire. There are different methods of the reliability test. For this study, Cronbach’s alpha is considered to be suitable. As cited in the literature review part quality of tourist experience variables were adopted (Kim et al., 2012). They were tested the reliability of the variables by the Cronbach’s alpha. However, those variables were implemented in this study with the different target population and sample size. As the result, the Alpha coefficients were also calculated to confirm the reliability intensity of tourist- host community interaction and quality of tourist experience dimensions.

Table 6 Result of Reliability Analysis

Item description	Number of attributes	Cronbach’s alpha
Strong Social Bond	4	0.727
Mutual Understanding	4	0.779
Formal or Business Interaction	3	0.738
Hedonism	3	0.865
Novelty	4	0.856
Refreshment	3	0.867
Meaningfulness	3	0.837
Involvement	3	0.829
Knowledge	3	0.818
Over all	30	0.812

Source: SPSS output and Survey

As described by Andy (2006), if the value of Cronbach's alpha is more than 0.7 the reliability is good. The alpha values in this study much more than 0.7 which confirms that, all dimensions had very good reliability. The result of the reliability test is detailed in table 6).

4.4.2 The Level of Tourist and Host Interaction at Dorze Village

Since one of the aim of the research was to explore the extent of interaction, tourist had with the host community during their Dorze village trip. Hence, as it has been discussed in the third chapter, to come up with sound result descriptive, and narrative analysis techniques were used to analyze collected data. As mentioned above, three tourist and host interaction dimensions emerged i.e. strong social bond, mutual understanding, and formal or business interaction. The mean score and standard deviation of those three dimensions 10 items were computed by SPSS based on the 5-point Likert-type scale test, which runs between 1 representing "strongly disagree," and 5 "strongly agree." A higher score represented that tourists agreed that they had a high extent of interaction with the hosted community of Dorze village. A Likert scale of rating mean scores were interpreted based on Al-yasaad et al. (2006) rating system i.e. 1–1.8 "very low or strongly disagree", 1.8-2.6 "low or disagree", 2.6-3.4 "medium or moderately agree", 3.4-4.2 "high or agree" and 4.2-5.00 "very high or strongly agree".

Building Strong Social Bond

As stated in table 7, mean of building a strong social bond is estimate 3.2, according to Al-yasaad et al. (2006) mean score value rating system, the result scores medium rate. Which implies that majority of the respondents of tourists responded that as they built strong social bond or friendship with the community. The first item of building strong social bond "sharing meals with the host community" was scored high rate mean 4.1. The remain of two items i.e. "exchanging gift with the host" and "exchanging personal contact addressee with the villagers" were scored medium mean 2.8 and 2.7 respectively. This implies that majority of tourist shared meals with the villagers and few of them are exchanged gift and personal contact addressee for future communication.

As the researcher observed during this survey administration, Dorze people who have involved in the tourism business were host tourists with wholehearted welcoming. Enthusiastically, they open their door for visitants and then, they provide their traditional meals to share with them. So, this circumstance brings opportunity for tourist to have friendship interaction with the host community. Besides, it drives to exchange a gift or personal contact address to keep in touch their relationship.

Table 7 Descriptive Statistics Analysis of Host and Tourist Interaction

Items Tourist and Host Interaction	N	Minimum Statistics	Maximum Statistics	Mean Score	Std. Deviation
Strong Social Bond	200	2.00	5.00	3.2133	0.74125
I have shared meals with host community	200	2	5	4.15	0.599
I have exchanged gift with visited community	200	2	5	2.79	1.051
I have exchanged personal contact address with the resident for future communication.	200	2	5	2.71	1.016
Mutual Understanding	200	2.00	5.00	3.4700	0.64804
I had good interaction with the host in the process of learning the way of making kocho	200	3	5	4.43	0.645
I have participated and performed a traditional dance and music with the residents	200	2	5	3.66	0.817
I have visited and learned the process of making pot with having good interaction with the residents	200	2	5	2.79	0.833
I had good interaction with the residents at the time I visited traditional weaving system	200	2	5	3.01	0.964
Formal or Business	200	2.00	5.00	3.3433	0.65986
I had good interaction with the residents, when I have bought traditional handicrafts from them	200	2	5	3.73	0.776
I had well interacted with the residents, when I was searching for information about the area	200	2	5	3.63	0.876
I had good interaction with the residents, when they provide me goods and services municipality selling	200	1	5	2.68	0.788

Source: SPSS output and Survey

Building Mutual Understanding

Table 7 also reported that, building mutual understanding is high rated with scoring 3.4 mean. Four items of respondents' evaluation is reported as the mean of "learning the process of making traditional food from Enset plant" is 4.4, "participating and performing traditional dance and music with the community" is 3.6, "visiting and learning the villager's traditional weaving system" is 3 and "visiting and leaning the process of making traditional pottering" is 2.8. This implies that most of the tourists developed more mutual understanding with the community, especially, they shared knowledge on the process of making traditional food Kocho and participated and performed traditional music with Dorze villagers.

An interviewee from tourists said in her speech that:

I enjoyed the demonstration of making the kocho. Every part of the tree is used either for food, or for cooking in the leaves, making ropes, and roofing house materials. I had seen how the stem of a banana could be turned into bread. I tried on local costumes and tasted the home brewed Hareke and delicious kocho bread with honey and fiery sauce. It was just marvelous and surprisingly good. Actually, it is not my first trip; I am here for the second time. I built a friendship relation with them. Even, I brought some gift for my friends and they offered me this colorful Donguza scarf. I have their address; I communicated with them before coming here. They are most welcoming and kindhearted people (Interview, tourist, 11th of August 2018, at Dorze village).

Indeed, Dorze communities are well known by their skillful weaving tradition. Most of the villagers practice weaving. However, when comparing the statics result with this fact, the provision of the villager weaving tradition as tourism product is not satisfactory.

During the survey administration, the researcher noticed that only a few local guides are providing the process of making traditional weave as one of tourism product of the area. Most of them are still focused on providing the handicrafts or the output.

One of the interviewee from people who been have involved in weaving said that:

In advance, we discussed with some local tour guide members to work together with providing this traditional weaving process as tourism product for visitors. But, it is difficult to say that we are working with them and providing this profession as a product for visitors. Just we sell products for some peoples and they sell it for visitors. That is the way we are receiving benefit from the area tourism development (Interview, weaver, 8th of December 2018, at Dorze village).

By the same token, the result illustrates the provision of a traditional pottering process in the village as tourism product has not that much utilized. Informants from people who have been involved in the production of pottery utensils in the village called the situation like the following;

There is a high number of tourist flows in the village. However, only a few tourists visit our work. Sometimes, we provide a small number of our pottery products for few local tour guide associations and individuals but, it's not sufficient. Generally, we are not that much beneficiary from tourism development of the village compared with the number tourist flow into the village (Interview, potter, 8th of December 2018, at Dorze village). .

As Abbott (1955), well-defined, tourists' real desires are not only humbly products. They yearn to get some knowledge about visited area culture or they need to build mutual understanding with host community with having good interaction. So, concerned bodies 'needs to work on facilitating and smoothing the environment to fully utilize exist and undermined tourism potentials.

Formal or Business Interaction

As result of mean scores of the 3 items of the formal or business interaction dimension, the respondents' evaluation reported as all items were medium rated "when they buy traditional handcrafts" is 3.7. This was followed by "searching information about the area" mean is 3.6. Lastly, as the result of the respondent's evaluation reported about interaction, they had on the provision good and service" mean is 2.7.

Generally, this result shows that, formal or business interaction of tourist and host depends on buying and selling handcraft and exchanging information about the village. And their interaction in terms of providing good and service is low compared to other items (see in table 7).

As already mentioned in the discussion part of the touristic dimension of the village; accommodation provision of the area is not well developed. Allied with this scarce local community are not that much involved in the work of food and beverage establishment for visitors. Due to this point, tourist perceived low interaction with the host in this form.

The finding revealed that, in Dorze village tourists had a good interaction with the host community in terms of building mutual understanding than followed by formal or business interaction and friendship interaction (building strong social bond). In particular, tourism destination provided tourism products and the host community friendliness for visitors plays a significant role in facilitating tourist-host interaction. In case of Dorze village, the community original culture and way of life provided for the visitor as main tourism products i.e. their traditional house, food preparation, pottering, and weaving process. As aforesaid, big unique and colorful annual festival of masikala celebrate by accompanying with different hilarious cultural practices throughout a month of September in Dorze village. Thus all-inclusive situations and products significantly hold influence on the interaction exposures between tourists and the host community.

4.4.3 Tourist Perceived Quality of Experience at Dorze Village

Tourist's experiences are defined as a blend of many individual elements that come together and being within a tourist who is engaged with an event on an emotional, physical, spiritual, or intellectual level (Pine & Gilmore, 1999 and Walls, 2013). In the context of this study, quality of experience defined as the combination of multiple dimensional sense i.e. tourist's feeling of excitement, revitalization, explore new thing, engagement in significant and unique activities during their trip. In that view, six structured dimensions namely; hedonism, novelty, refreshment, meaningfulness, involvement, and knowledge were used to measure tourist perceived quality of experience in Dorze village with a phase of "on-site activities". As it is already mentioned hitherto, the mean and standard deviation of those dimension 19 items were analyzed by SPSS based on the 5-point Likert-type scale test, where 1 represents

“strongly disagree,” and 5 represents “strongly agree.” A higher score of mean represented as large number of tourists agreed on the statements which are provided to understanding tourist perceived quality of experience during their Dorze village trip.

Table 8 Result of Tourist Perceived Quality of Experience at Dorze Village

Items Quality of Tourist Experience	N	Minimum Statistics	Maximum Statistics	Mean Score	Std. Deviation
Hedonism	200	2.00	5.00	3.7900	0.64911
I was thrilled about having new experience	200	2	5	3.83	0.731
I indulged in activity during the	200	2	5	3.71	0.761
I really enjoyed in this trip	200	2	5	3.83	0.703
Novelty	200	2.00	5.00	3.8688	0.61846
I had once in –a lifetime experience	200	2	5	3.91	0.720
I had unique experience	200	2	5	3.87	0.721
My trip in Dorze village is different from previous trips	200	2	5	3.81	0.738
I experienced new something's	200	2	5	3.90	0.789
Refreshment	200	2.00	5.00	3.7638	0.65844
I relieved stress	200	1	5	3.81	0.748
I felt free from daily routine during the trip	200	2	5	3.70	0.770
I had refreshing experience	200	1	5	3.74	0.830
I felt better after the trip	200	2	5	3.82	0.764
Meaningfulness	200	2.00	5.00	3.6017	0.73646
I feel that, I did something meaningful	200	2	5	3.71	0.762
I feel that, I did something important	200	2	5	3.60	0.857
I learned something about myself from the trip	200	1	5	3.50	0.919
Involvement	200	2.00	5.00	3.5683	0.62767
I visited the place that, I really wanted to visit	200	2	5	3.50	0.814
I enjoyed activists that, I really wanted to do it	200	2	5	3.62	0.669
I was interested in main activates offered to tourists	200	2	5	3.59	0.689
Knowledge	200	2.00	5.00	3.0700	0.84048
I gained a lot information or knowledge from the trip	200	2	5	3.35	1.055
I gained new skills from the trip	200	1	5	2.95	0.957
The trip was exploratory for me	200	1	5	2.92	0.928

Source: SPSS output and Survey

Hedonism

According to Holbrook & Hirschman (1982) hedonism is defined as tourist filling of fun, amusement, fantasy, arousal, sensory stimulation and enjoyment on their trip experience. And it is explained as the essence of quality of tourist experience. In light of this thought hedonism used to measure tourists felling thrill, indulge and enjoy on their Dorze trip experience. As quantified in table 8, hedonism is highly rated with scoring 3.9 mean. As presented in the table 3 items of respondents' evaluation is reported as the mean of tourist's filling of "thrilled with having new experience in the village and "enjoyed in the trip" were 3.83. "Indulged in activity" is 3.71. This implies that most of the tourists were perceived hedonic and pleasurable experience during their Dorze trip.

Novelty

According to Chandralal and Valenzuela (2013) clarification, novelty is derived from experiencing something new (e.g., culture, food, and accommodation) and encountering different styles of the tour. Accordingly, this study was measured unfamiliarity and uniqueness of experiences provided in the village. The result indicated that dimension novelty is estimated high rate with scoring 3.8 mean. The items of tourist feeling as "once in a lifetime experience" and "experienced something new on this trip" were scored 3.9. The item of "uniqueness of the experience" is scored 3.87 mean and "this trip different from their previous trip" scored 3.8 mean. In general, the findings reveal that tourists have experienced something new and unique on their Dorze village trip (see table 8).

Refreshment

Refreshment is clarified as psychological benefits tourist acquire from their travel experiences like liberating, sense of freedom, refreshing and revitalizing experiences (Kim, 2009). This dimension of quality experience utilized to measure tourist's feeling refreshment during and after their Dorze village trip. Tourists felling of refreshment is rated high mean 3.76. Three items estimation shows tourist's feeling of "relived from stress" and "feeling better after trip" were scored 3.8, and tourists feeling of "free from daily routine during the trip" is scored 3.7 mean. The over all, result elucidate that most of the tourists were refreshed during and after their Dorze trip experience (see table 8).

Meaningfulness

Visitors not only travel for pleasure, but also they want to spend their leisure time more meaningfully by seeking physical, emotional and spiritual fulfillment (Williams, 2006). Therefore, there is a need to identify how and in what ways destination area offers more ‘self-beneficial’ experiences to tourists. With this intent, the tendency of tourist acquired meaningful experiences for their self-development is measured in this study. The result indicates that mean of meaningfulness is 3.6. As quantified in table 4.7, meaningfulness is comprised of 3 items and the respondent’s evaluation result is discussed below. The mean of the feeling of tourists as “they did something meaningful” is 3.7, and feeling as they “did something important during the trip” is estimated 3.6. The final item of meaningfulness tourist’s feeling as “learned something about themselves from the trip” is 3.5. The overall result of the 3 items shows that most of the tourists were agreed on the meaningfulness of Dorze village trip for their personal growth.

Involvement

As cited in part of review involvement indicates that the degree of tourists engaged in stimulating activities, either in physical or mental terms, (Wikström, 2008). In spite of this to measure involvement dimension 3 items were utilized. The mean of those items estimated as tourist’s feeling as “they visited the place, they really wanted to visit” mean is 3.5, the feeling as “they did, they really wanted to do it” and “they interested in main activities offered in the village” is 3.64. The overall result shows that most of the tourists are happy with the activity provided in the village and they involved some practice they wanted to involve (see table 7).

Knowledge

Knowledge is a cognitive aspect of the tourist experience which involves learning something new. In this view, the present study involved in measuring the contribution of Dorze village trip experience for the visitor’s knowledge. The mean of three items of respondent evaluation reported as the following; tourists feeling as “they gained information or knowledge during their Dorze trip” is counted 3.3, “tourists feeling as they gained new skills from the trip” and “the trip was exploratory for them” is valued 2.95 and 2.92 mean respectively. As quantified in the table grand mean of knowledge is scored 3.

In general, the result elucidates that during their visiting in Dorze village, tourist gained different knowledge about the community way of life and other aspects. On the other hand, when comparing the result of this dimension with other in the above articulated dimensions of quality experience, tourist perceived knowledge during their trip is proximately low. As Tung & Ritchie (2011), clarification shows, learning about local culture including the way of life and another aspect of the visited area community is essential to enhance quality tourist experience. As result, developing more educational and knowledge-based aspects of tourism products in the area provides an opportunity for visitors to exercise traditional skill which is commonly practiced in the area is very essential to optimizing visitor's quality of experience.

In general, as figures put above most of the tourists were appreciated their Dorze village trip experience and similarly data collected through the interview from visitors confirm this called situation.

One of the informants from visitors said in her speech about their Dorzé village trip experience;

We were very pleased with our visit to this village; it was a very nice and unique trip experience for us. Green settings, manicured grounds, beautiful huts with impressive construction, excellent presentation on bread made from the false banana tree, good quality of souvenirs made this village nice. Really, we had a great time and it is not just a visiting when you go to Dorze, it is a full experience about how they live and get have a sense of the life style including their tribal dance and song (Interview, tourist, 21th of June 2018, at Dorze village).

Tourists have to get the opportunity to visit and celebrate this inimitable and colorful Masiqqala festival with hospitable Dorze people. They feel thrilled with their unique, extraordinary and memorable experience of the village.

Allying this Masiqqala festival one of respondent from tourist said that about their Dorze village trip experience;

I thoroughly enjoyed and delighted my visit to Dorzé village. I get here in the morning; still, I am reveling masiqqala festival. What I saw all peoples bring their bulls in to market place and then they slaughter collected bulls in this single field. As our guide said in this single day around 700 bulls get slaughter in this field. Even got a chance to eat the raw meat of bull with kocho and spices, it was very delicious. I really surprised in this deed. I can say that, it is once in life experience for me, I never have been in this kind of experience before (Interview, tourist, 24th of September 2018, at Dorze village).

As a conclusion, most of the tourists perceived a quality of experience. Which means tourist during their stay or trip in visiting Dorzé village, they were enjoyed, refreshed, and they did something meaningful. They visited really what they want to visit and the trip was unique for most of them. As stated above, the gained different information or some knowledge about the area and culture but as the result shows the trip is not that much exploratory for visitors.

4.4.4 The implication of Tourist-Host Interaction for Quality of Trip Experience

Correlation Analysis

Correlations are perhaps the most basic and most useful measure of association between two or more variables (Brook, 2008). In this respect, Pearson's correlations were used to analyze the degree, the significance, and the direction correlation between the three host-guest interaction dimensions and quality of tourist experience. The results were interpreted based on following five classical rules introduced by (Hair et al., 2006),

- ($r = 0$ to $.20$) indicates negligible or no correlation,
- ($r = .20$ to $.40$) indicates positive but low degree of correlation,
- ($r = .40$ to $.60$) indicates positive but moderate degree of correlation,
- ($r = .60$ to $.80$) indicates positive and marked degree of correlation and
- ($r = .80$ to $.1.00$) indicates positive and high degree of correlation.

Table 9 Correlation Result Host-Guest Interactions Dimension and Quality of Tourist's Experience

		QTE	ISB	IMU	IBU
QTE	Pearson Correlation	1	.522**	.613**	.677**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
ISB	Pearson Correlation	.522**	1	.257**	.451**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
IMU	Pearson Correlation	.613**	.257**	1	.455**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
IBU	Pearson Correlation	.677**	.451**	.455**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Correlation results output, 2018

The results show that almost all cases (the correlation between host-guest interaction variables and quality of tourist experience) were positive and significant at the 0.01 level (2-tailed). On this point, the correlation between quality of tourist experience and host-guest interaction dimension of building strong social bond was 0.522 ($p=0.000$); the correlation between quality of tourist experience and host-guest interaction dimension of mutual understanding was 0.613 ($p=0.000$); and the correlation between quality of tourist experience and host-guest interaction dimension of business or formal interaction was 0.677 ($p=0.000$); (Table 48). According to Hair et al. (2006), correlation interpretation rule the result confirms that host-guest interaction dimensions of building mutual understanding and good formal or business interaction in marked degree correlated with quality of tourist experience.

Besides, the dimension of social bond or friendship and quality of experience degree of correlation can be assessed as moderate. Based this result the researcher concluded that creating smooth environments or platform for visitors to build mutual understanding and have good business interaction with the host community is essential to provide optimistic and quality of trip experience for visitors at certain tourism destination.

Simple Regression Analysis

Simple regression analysis is a statistical method for quantifying the relationship between one dependent variable and one independent variable. Despite simple regression used to summarize the existing relationship between quality of tourist experience (Dependent variable) and tourist- host interaction (independent variable) in case of Dorze village, Ethiopia. In this study, the equation of simple regressions was built on independent variable (tourist- host interaction) and the dependent variable (quality of tourist experience), was expressed in the following equation:

$$YE = \beta_0 + \beta_1 HG + e$$

Where

YE = tourists' perceived quality of experience

β_0 = constant (coefficient of intercept)

HG = tourist- host interaction

e= model error term

Table 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.574	.572	.38844

a. Predictors: (Constant), Host- Guest Interaction

b. Dependent Variable: Quality of Experience

To predict the quality of the regression model, the correlation coefficient (R), coefficient of determination (R Square), and F ratio were examined. As it is put a figure on table 9 correlation coefficient (R) is 0.758, which shows that there is a strong positive relationship between the quality of tourist experience and tourist- host interaction.

Besides, the coefficient of determination (R Square) is 0.574, suggesting that more than 57.4% of the variation of quality of tourist experience is explained by the predictor variables tourist- host interaction.

As the remaining 42.6% is not explained, which means that rest 42.6% of the variation of quality of tourist experience is explained by other variables which are not indicated in the model or not considered in this study. The F ratio, which explains whether the results of the regression model could have occurred by chance, has a value of 266.820 (significant at .0000). F ratio result can be found in annex 7. In general, the result of R, R Square, and F ratio shows that the regression model achieved a satisfactory level of goodness of fit in predicting the variance of quality of tourist experience in relation to the tourist- host interaction. In other words, tourist and host interaction was important in contributing to quality of tourist experience with Ethiopia.

Table 10 Regression between Tourist- Host Interaction and Quality of Tourist Experience

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.475	.194		2.446	.015
1) Tourist-Host Interaction	.909	.056	.758	16.335	.000

a. Dependent Variable: Quality of Experience

Source: SPSS Regression results output, 2018

In the regression analysis, the beta coefficients can be used to explain the relative importance of the tourist –host interaction (independent variables) in contributing to the variance in quality of tourist’s trip experience at certain destination (dependent variable). In spite of the result, presented in table 10 revealed that beta coefficient is 0.758, significant at the 0.05 level). The results show that a one-unit increase in tourist- host interaction would lead to a 0.758 unit increase in quality of tourist trip experience with Ethiopia, other variables being held constant.

In other word the beta coefficient, which shows that tourist's quality of experience will change as a result of change in the extent of tourist- host interaction. As far as, the $t = 16.335$, significant at the 0.05 level, indicates that host- guest interaction is a statistically significant predictor of the outcome quality of tourist experience.

The overall finding and discussion illustrate that interaction tourist had with the host community have significant implication for tourist's trip experience quality of the destination. As stated in the literature section, this result recognized by some tourism researchers for example, Reisinger & Turner (2003), shed light on, the significance of encounters between tourists and hosts for the quality of tourist's experience. Oppermann (1999), widely recognized host-guest interaction as part of the actual destination experience, which has been identified as affecting an individual's on-site behavior, site evaluation and future destination decisions.

Similarly, Murphy (2001) spells out as the host -guest interaction may influence tourists' trip experience and even their intention to return to the destination and recommend it to others. As comprehensive results of the study shows, optimistic tourist and host resident interaction thought as a fundamental element for tourist's quality of experience. Hence, by creating the good circumstance for tourist to have a positive interaction with the host resident and by offering an opportunity to participate in different tourism related activities in these areas; it is possible to deliver unique and extraordinary tourism experiences to potential visitors. By doing this, we can yield a sustainable competitive advantage over competitors (Hudson & Ritchie, 2009). To conclude, it can hold tourist's loyalty to the destinations.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The overriding objective of this study was investigating the implication of host guest interaction for tourist's quality of trip experience and describing the touristic dimension of Dorze Village. With reference to the objectives, this chapter presents the summary on the concerns of the study which is addressed clearly. It draws conclusions based on key finding and it offered some recommendations for discovered problems

5.2 Summary of Key Findings

Ethiopia at large is endowed with a cultural and geographic diversity which is fertile for tourist attraction, however; most part of country touristic dimension is not well studied and documented. Dorze village is one of the areas which has a significant tourist attraction potential, but is not well promoted.. Furthermore, the implication of tourist and host interaction for the quality of tourist's trip experience was measured as a core part of the study. As scholars suggestion nowadays show that tourists yearn to have an extraordinary and memorable experience on their trip with interacting visited environment or community rather than consuming humble product and service. On the other hand, there are tourism product providers even if researchers still focused on quality of service and product rather than the quality of tourist' trip experience. Consequently, to fill this gap, the central theme of the study deals with tourist and host interactions and its implication for tourist's quality of trip experience in case of Dorze village, Ethiopia.

5.3 Conclusion

Presented in chapter one, but reiterated here are the four objectives of this study: 1) describing the tourism potentials of Dorze Village 2) assessing the level of tourist and host interaction at Dorze village 3) assessing tourist's perceived quality of trip experience in Dorze Village and 4) analyzing the implication of tourist and host interaction for quality of tourist's experience. In light of those objectives, several important conclusions can be drawn from the findings of the present study.

Tourism Potentials of Dorze Village

The study disclosed that, the traditional handcraft products especially the building of elephant-shaped house, traditional weaving and pottering process and are accredited as the most important cultural tourism attraction of Dorze Village. The colorful masikala festival is also admitted as the most loved attractions of the village. Besides, the process of production enset (Kocho) miscellaneous foodstuffs have presented for visitors as most important tourism product of the area. As well, the output Kocho have provided for tourists with spices, honey and local drink of Hreke. This circumstance provides a great opportunity for visitors to have culinary experiences with test new meals and the researcher accredit this situation as the strength of the village. On the other hand, there are a lot products which are still neglected from being used as tourism resource or products of the area for example; *Eddo* music instruments. The researcher doesn't deny in the village that traditional music and dance practices have been provided for tourists, but it doesn't include *Eddo* music practice.

This study also illustrated that diversified spectacular landscapes (mountain meadows and mixed mountain forests), Doshike forest and Dorso waterfall are the impressive wonderful natural scenario and attractive future of Dorze village. However, like other parts of the country, nature based tourism activity development has been neglected in the area. Lack of tourism infrastructure and accommodation development of the area is taken as the main root cause for the aforementioned problem i.e. for poorly utilizing the natural tourism resource of the area. Besides, along with such problems tourist's stay only for a few hours in this compound. And, this incident has affected the magnitude of diversified tourist's product provision as well the economic contribution of tourism to the area community.

Tourist and Host Community Interaction in Dorze Village

Regarding the level of host- guest interaction, as the finding shows, the researcher concludes that tourists had good interaction with the community in terms of building mutual understanding in Dorze village. It is followed by strong bond and formal or business interaction. For this accounted result, in the village cultural tourism products provided like the process of making traditional food of Kocho and music and dance performances had a great contribution.

Alongside, local community hospitable and their willingness to show their way of life for visitants who have held in charge for this a good manner of tourist and host interaction in the village. Furthermore, the big and colorful annual festival of Masiqqala holds influence on the interaction exposures between tourists and the host community of Dorze village.

Tourist Perceived Quality of Trip Experience in Dorze Village

Regarding to quality of tourist experience, as finding shows that most of the tourists were appreciated their on-site trip experience of Dorze village. However, when comparing the result of knowledge with other dimensions of quality experience, tourist perceived knowledge during their trip is proximately low.

The Implication of Tourist and Host Interaction for Tourist's Quality of Trip Experience

As the finding illustrations on level of interaction, tourist had with the host community of visited tourism destination has significant implication for quality of tourist's on-site trip experience. This implies by establishing good and optimistic host-guest interactive circumstance can provide better trip experience for tourists. Because, in the interaction tourist can get a chance to learn the host community culture, way of life, new skill or knowledge, moreover, they enjoy on the trip. Regarding this, optimistic tourist and host community interaction is concluded as main ingredient for quality of tourist's experience of their trip

5.4 Recommendations

Based on the findings and conclusions presented, the following recommendations are suggested:

1. The investigation revealed that Dorze village is gifted with both natural and cultural tourism potentials. However, some tourism products especially natural attractions and some cultural tourism resource are not effectually exploited for area tourism development and product diversification. For this shortcoming the researcher suggests that the area of tourism experts and government offices have a duty towards promoting the area tourism infrastructure and accommodation provision. In doing so, we can increase visitor's length of stay in the village and, the economic contribution of tourism to the area development for a country.

In addition to that to lay off this shortfall of the area, local tour guide and other tourism product providers had better, if they provide inexperienced and new tourism products for potential visitors.

2. In view of the remit of this study, aspects relating to tourist and host community interaction in Dorze village tourists have more interacted in the circumstances of building mutual understanding with the hosted community. In this upshot, visitor involvement in learning the process of making traditional of Kocho and performing traditional music and dance with the host takes the lines share. On other hand visiting and learning the process making traditional pots and weave are estimated low. Based on this result, the researcher suggests that the area tourism product providers and other concerning bodies' should be work on promoting and utilizing those overlooked tourism products to build more mutual understanding between tourist and host community.
3. Tourist perceived quality of experience during their Dorze village trip was measured by six dimensions. And the investigation revealed that visitors appreciated their Dorze village trip experience, however, a very essential element of tourist experience i.e. knowledge estimation is proximately low than other indicators. Accordingly, the researcher suggests that concerned bodies should work on developing and providing educational or knowledge-based aspects of tourism products in the area.
4. Nowadays, tourist desires to have better trip experience. Besides, as the finding of the study revealed, the optimistic tourist and host interaction recognized as a fundamental element for tourist's quality of experience. In other words, by creating good tourist and host interactive circumstance can deliver unique and extraordinary tourism experiences to potential visitors. By doing this, we can yield a sustainable competitive advantage over competitors. Hence by recognizing the current tourist desires for experience rather than quality of good and service, and by making an allowance for the contribution of host- tourist interactive circumstance for that tourist desired of quality of trip experience; concerned bodies need to work on delivering quality of tourist experience through increasing the interactive circumstance between tourist and host community.

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ANNEXES

Annex 1 Questionnaire

Addis Ababa University School of Graduate Studies

Faculty of Development Studies

Center of Tourism and Development

Dear participant,

I'm M.A student at Tourism Development and Management Program, College of Development Studies, Addis Ababa University. Currently, I'm doing a research to write a thesis on "Implication of Host-Guest Interaction for Tourist's Quality of Experiences in Ethiopia: The Case of Dorzé in Gamo Gofa Zone". The study mainly addresses the extent of host and guest interaction and its effect on tourist's perceived quality of experience in the village. To complete this research project, I need your support. I truly appreciate your help in completing the questionnaire. I would like to assure you that your response will be kept anonymous and be used this research purpose only. You can skip any question in case you don't want to answer or withdraw your participation altogether at any time. However, your complete answers are important successful completion of data collection through questionnaire.

If you have any queries regarding this survey questionnaire, please do not hesitate to contact me by using this address: Etalem Tegegn: phone, 0935935200; E-mail, etalemtegegn4@gmail.com

INSTRUCTION:

Dear respondent please read the instructions carefully before making a response.

1. The questionnaire comprises with three sections. For sections one, please answer each question by ticking (✓) the number that best present your response. For sections two and three, please tick (✓) number to what extent you agree with each statement in the appropriate cell. Itemized numbers symbolize 1= strongly disagree, 2= disagree, 3=neutral 4= agree and 5= strongly agree.
2. Finally, I would like to remember that you don't need to write your name.

Yours sincerely

Section One: General information

1. Sex
1) Female ☐ 2) Male ☐
2. Age
1) Under 18 ☐
2) 18- 24 ☐
3) 25- 39 ☐
4) 40- 60 ☐
5) Above 60 ☐
3. Marital status
1) Single ☐ 2) Married ☐ 3) Divorced ☐ 4) Widowed ☐
4. Highest level of education
1) Did Not Complete High School ☐
2) High School ☐
3) Some College ☐
4) Bachelor's Degree ☐
5) Master's Degree and above ☐
5. Which country do you come from? _____
6. What is the main purpose of your travel to this village?
1) Leisure ☐ 2) Friends/Relatives ☐ 3) Business ☐
7. Whom did you travel with?
1) Alone ☐
2) Husband /Wife ☐
3) Family with children ☐
4) Friends ☐
8. How many times have you visited this village?
1) First time ☐
2) Second time ☐
3) Third time ☐
4) And above ☐

Section Two: Level of interaction with the host community at the time you visit the village.

9. How do you evaluate your interaction with the host community interims of building a strong social bond or making friends?

❖ This issue focuses on your interaction with the host interims of building strong social bond or making friends.	Rating scales				
	1	2	3	4	5
1) I have shared meals with villagers					
2) I have exchanged gift with the resident					
3) I have exchanged personal contact address with the resident for future communication.					

10. How do you evaluate your social interaction interims building mutual understanding with the residents like exchanging idea about their tradition, culture and lifestyle or practicing it?

❖ This issue focuses on interaction with host community interims of building mutual understanding.	Rating scales				
	1	2	3	4	5
4) I had good interaction with the host in process of learning the way of making traditional food Kocho					
5) I have participated and performed a traditional dance and music with the residents					
6) I have visited and learned the process of making traditional pot with having good interaction with the residents					
7) I had good interaction with the residents at the time I visited traditional weaving system					

11. How do you evaluate your formal or business interaction with the residents, when you are buying different handcrafts or looking for help or information from them?

This issue focus on formal or business interaction with the villagers	Rating scales				
	1	2	3	4	5
8) I had good interaction with the residents, when I was buying traditional handcrafts from them					
9) I had good interacted with the residents ,when I was searching for information about the area					
10) I had good interaction with the residents, when they provide me goods and services					

Section Three: Issues about you perceived quality of experience throughout your trip in Dorze villages.

12. Please indicate how strongly agree or disagree with the following statements about your trip experience in Dorze villages.

Issues about you perceived quality of experience	Rating scales				
	1	2	3	4	5
Hedonism					
1) I was thrilled about having new experience in the village					
2) I indulged in activity during the trip					
3) I really enjoyed in this trip					
Novelty					
4) I had once in –a lifetime experience					
5) I had unique experience					
6) My trip in Dorze village is different from previous trips					
7) I experienced new something's (e.g. food, drink or activity) during the trip					
Refreshment					
8) I relieved stress during trip					
9) I felt free from daily routine during the trip					
10) I felt better after the trip					
Meaningfulness					
11) I feel that, I did something meaningful during trip					
12) I feel that ,I did something important during trip					
13) I learned something about myself from the trip					
Involvement					
14) I visited the place that, I really wanted to visit					
15) I enjoyed activists that, I really wanted to do it					
16) I was interested in main activates offered to tourists					
Knowledge					
17) I gained a lot of information during the trip					
18) I gained new skills from the trip					
19) I experienced new cultures					

You have completed the questionnaire

Thank you very much for your time and cooperation

Annex 2 In-Depth Interview

Guideline Questions for Tourists

My name is Etalem Tegegn. I' am a student at Tourism Development and management program, College of Developmental Studies, Addis Ababa University. I' am doing research to write my M.A thesis host – guest interaction and its effect tourist perceived quality of experience in the village. So, I want to know your experience of visiting Dorze especially on the intensity of your interaction with local people and quality of your experience. If you don't mind, I want to have same conversation on these points.

1. Let's start from your personal and travel information.
 - 1) Where do you come from?
 - 2) What is your occupation?
 - 3) What is the main purpose of your travel to Dorze?
 - 4) Whom did you travel with?
 - 5) How many times do you have visited this village?
 - 6) How old are you?
2. Let's pass to an extent of interaction you had with the host residents.
 - 1) Did you build strong interaction with the locals like you made friends?
If, how do you describe it?
 - 2) Have you built mutual understanding with the host through learning and performing their culture? If you answer is yes, what activity did you perform?
 - 3) Have you had business interaction while host with buying different handcraft products or seeking their help or information? If you had, how do you see the interaction?
3. Let's talk about your trip experience to Dorze village.
 - 1) Do you think you have really enjoyed this trip? How?
 - 2) How do you see the uniqueness of this trip from the previous experiences?
 - 3) How do you see the local resident's friendliness and hospitality?
 - 4) How do you see your experience from getting refreshed and relieving stress?
 - 5) Do you think you really visited what you wanted to visit and enjoyed a way you want to? And are you interested in the doings offered in the village?
 - 6) Do you think you got new skill, information or idea and new cultural experience?
 - 7) Generally, how do you see quality of trip experience in the village

Thank you very much for your time and cooperation

Annex 3 Key Informant Interview

Guideline Questions for Tourism Expert and Local Tour Guides

My name is Etalem Tegegn. I' am a student at Tourism Development and management program, College of Developmental Studies, Addis Ababa University. I' am doing research to write my M.A thesis host – guest interaction and its effect tourist perceived quality of experience in the village. If you don't mind, I want to have same conversation on these points

- 1) Sex: _____
- 2) Educational status: _____
- 3) Position in the office : _____
- 4) Time the interview started : _____ Time the interview ended _____ total time _____
 - 1 What are potentials tourism resources in the village?
 - 2 What tourism related activities do you offer for visitors in the village? And how do visitors participate in it?
 - 3 Do you think services and products' you offer to tourists have role in facilitating tourist and host interaction in the village? How?
 - 4 Have you plan to develop new tourism product in the area with referring to improve host- guest interaction, quality of experience and loyalty? If, what?
 - 5 If you have any idea or impression associated with the topic you can add.

Questions for Residents, Potter and Weaving Association

- 1) Sex: _____
- 2) Educational status: _____
- 3) Time the interview started : _____ Time the interview ended _____ total time _____
 - 1 Have you interacted with tourists? Where and how?
 - 2 Did you build any social bond or friendship during interaction with tourist? If you did have you shared meal with them, have they visited your home, exchanged gift and personal contact?
 - 3 Did you build mutual understanding with tourists through teaching and performing cultural exercise? If, what activity did you teach and perform?
 - 4 Have you had business interaction with tourists with selling different handcraft products or providing help or information? If, how was the interaction?

Thank you very much for your time and cooperation

Annex 4 Observation Checklists

Based on below stated the observation checklists, field observations carry out during the entire fieldwork.

- 1 The level of interaction tourist had with the host community
- 2 Cultural and natural tourist attractions of the area
- 3 Which tourism resource utilized and ignored
- 4 The area tourism infrastructure and accommodation facility development

Annex 5 Correlations Result

		Correlations			
		QTE	SB	MU	BU
QTE	Pearson Correlation	1	.522**	.613**	.677**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
SB	Pearson Correlation	.522**	1	.257**	.451**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
MU	Pearson Correlation	.613**	.257**	1	.455**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
BU	Pearson Correlation	.677**	.451**	.455**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Annex 6 Regression Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.574	.572	.38844

a. Predictors: (Constant), HGI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.259	1	40.259	266.820	.000 ^b
	Residual	29.875	198	.151		
	Total	70.134	199			

a. Dependent Variable: QTE

b. Predictors: (Constant), HGI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.475	.194		2.446	.015
	HGI	.909	.056	.758	16.335	.000

a. Dependent Variable: QTE